





Digitized by the Internet Archive
in 2014

<https://archive.org/details/shoeandleatherjour1918>

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

SUBSCRIPTION
IN
ADVANCE

\$1.50
PER YEAR
\$2.00 FOREIGN

TORONTO
JANUARY 1ST
1918

THE
THIRTY-FIFTH
YEAR



J. A. McLAREN, TORONTO

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Will Present High Prices Continue?

Doctors
ANTI-SEPTIC
SHOE
PAT 1906 1909
NON
PERSPIRO



*THE
Professor*

PAT. NO. 119409
GOLD CROSS
SHOE



All Year Round Shoes

If there is such a thing as Utility
Shoes, shoes for all the year round,
then

The Professor & Doctors

may come under that category
better than any others. They com-
bine HEALTH, COMFORT,
LATE STYLE and WEAR SER-
VICE in a most remarkable degree.

And they have our guarantee.

When writing your jobber, ask for
these shoes by name.

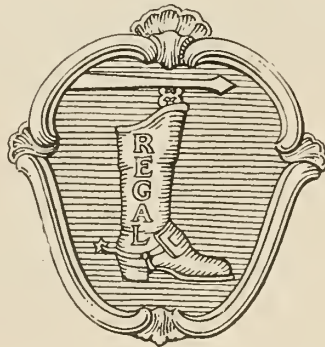
Tebbutt Shoe & Leather Co.
Three Rivers, P.Q.



STYLE !

How we all admire it! How we all want it! And no where more so than in shoes. And that's where Regal supremacy in workmanship comes in—strong. Added to honest materials comes shoe craftsmanship by Regal men that know no superior anywhere in the world. The result is "authentic styles for every season in Regal boots for Men."

The public knows by experience that every word we say above is TRUE. This makes a shipment of Regals an absolutely safe investment for you.



If you are building for a business founded on the solid rock of service to the public, then you are ready for a Regal agency.

Wishing you a Prosperous 1918

REGAL SHOE COMPANY
LIMITED

472-474 Bathurst St., Toronto



Metropolitan



At the beginning of this a New Year, we desire to express to the trade our keen appreciation for the favors shown us during the year that has just ended; and our sincerest wish is that 1918 shall find you strong and resolute to meet the trials that may come, and above these may Joy and Happiness and Prosperity come to you abundantly—that is our wish for you all.

And we shall make every effort to serve you in a way that shall help you on prosperity's road. And we shall see that our three well known and well established brands—

Paris

Men's Welts—Women's McKays

Patricia

Women's Welts and Turns

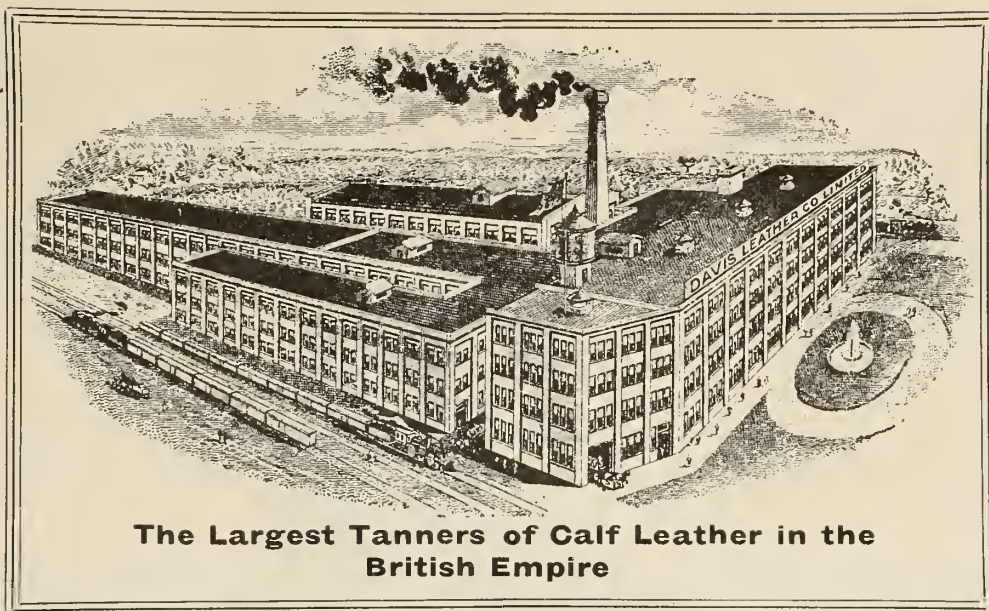
Metropolitan

Women's McKays Men's Welts

shall ever maintain their record for Style and Quality, which have made them so immensely popular.

Daoust, Lalonde & Co., Limited
Montreal

Branch: The Metropolitan Shoe Co., 91 St. Paul Street, 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 Retail Shoe Dealer



The shoe retailers of this country depend for their business success on the shoe values which they sell and the patronage they enjoy.

The shoe retailer must not only have shoes that are well bought, as to style or value, but he must have shoes at the proper season to meet the wants of his trade.

If the manufacturer who has received his orders is unable to deliver the goods, the retailer fails in the first demand of business, viz., to meet the trade with the shoes that are in demand at the time of their first popularity.

Shoes for the Easter trade are useless in June, and Christmas shoes are not salable in the middle of January.

For the retailer who demands service and exact deliveries from the manufacturer, **Union Stamp** shoes are essential, because factory operations under the stamp of the **Boot and Shoe Workers' Union** are uninterrupted by any dispute or labor difficulty.

*Insist on shoes 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 - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
Gen. Sec. Treasurer





DR. REED'S CUSHION SOLE SHOE

The Premier shoe for particular men who desire footwear suitable to present seasonable conditions, yet dressy enough to give the wearer a feeling of pride.

Made from the best of materials throughout with the same scrupulous workmanship that characterizes every BELL shoe.

J. & T. BELL

LIMITED

MONTREAL

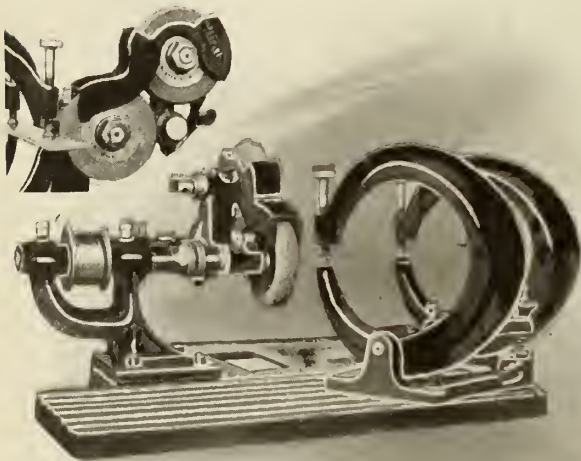
SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA

ALSO

Manufacturers 'or Canada of Dr. A. Reed Cushion Sole Shoes

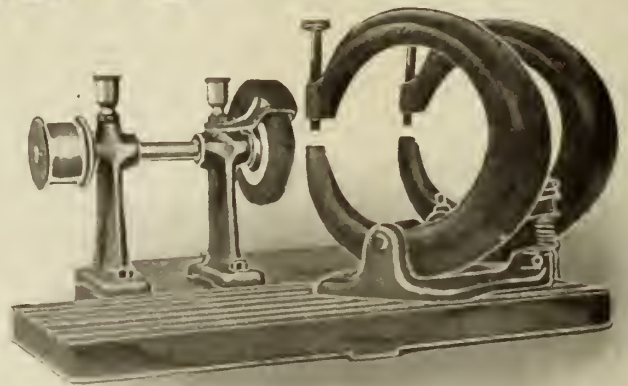
SKATES SHARPENED PROPERLY

You can hang up your sign with confidence this winter
if you are equipped with a



SKATE SHARPENING MCH., MODEL A

USMC



SKATE SHARPENING MCH., MODEL B

Can be attached to any of our regular Model N Outfits,
or can be operated separately.

Additional revenue from your repair department without
increased cost.

Does not conflict with your regular repair business.

Skate sharpening comes from your regular customers
just when the leather business is dull.

WRITE US NOW

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

MONTREAL, QUEBEC

122 Adelaide St. West, TORONTO

179 King St. West, KITCHENER

28 Demers St., QUEBEC

Have it Specified on Your Order—
“GREAT WEST
COLD PROOF FELTS”



These shoes are built
RIGHT from the
ground up in our
own plant. The felt
itself is manufactured
here. And the one
idea prevails through-
out the whole process
—quality and style.

Specialization in Machinery, Labor and
Material has given us a product of such
self-apparent merit as to meet with very
wide sale and increasing demand.

A full range of Men's and Women's lines.
Don't delay placing your order with the
leading jobbers. Do it now.

GREAT WEST FELT CO.
LIMITED
ELMIRA ONTARIO

ARMY SHOE
MUNSON LAST

You will find our

ARMY SHOE
MUNSON LAST

Men's, Youths' and Boys' Staples

Both heavy and medium grades, fully up to everything we predicted for them. And we leave nothing undone in keeping them to that standard of quality and wear we have set for them.

They will give that satisfaction that wins trade.

B. F. Ackerman, Son & Co.

Limited

Peterborough, Ont.

Western Branch: Regina, Sask.

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

Now for the New Year



It is difficult to forecast events in these days, but there is one thing on which we are determined and resolved for the year 1918, and that is to keep the

JAMES ROBINSON SERVICE

fully up to that 100% mark of efficiency that has characterized it in the many years that have passed. It will mean FOR YOU

The Pick of the Best Sellers in Seasonable and Stylish Footwear. Staples for every need in every locality.

Novelty and Fancy Footwear.

And a service that has "Ship at once from our IN-STOCK Department" stamped all over it. All of which proves the great advantage of buying from

JAMES ROBINSON
MONTREAL





ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED



Tetrault Welts



TROTTING ON AHEAD

Did you ever see a bunch of boys going to school? Always one that's continually trotting on ahead, the others tagging along behind. That's

Just Like

TETRAULT

in the shoe game. He is always trotting on ahead. Always ahead with the new ideas—the ideas that make shoes sell, and satisfy customers.

Style, Quality and Popular Price

These are some of the factors that have kept him trotting on ahead, while the others have come tagging along behind.

Keep up with the front fellow—

**That's Tetrault
It Pays**

Tetrault Shoe Manufacturing Company

Largest Manufacturers of Goodyear Welts in Canada

Montreal

Office and Warehouse
9 RUE DE MARSEILLES
PARIS - FRANCE



Now
for the
New Year



In planning big things for 1918 include in those plans our five well known brands

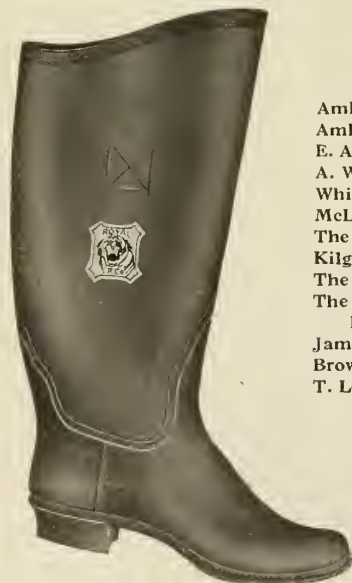
“Kant Krack,” “Dainty Mode”
“Dreadnought,” “Veribest” and
“Royal”

These are well known and established brands that have been giving unbounded satisfaction for many years before 1918.

How about your sorting? Don't let your stock down. This will be a great winter for rubbers.

Independent Rubber Co., Limited

Merritton, Ontario

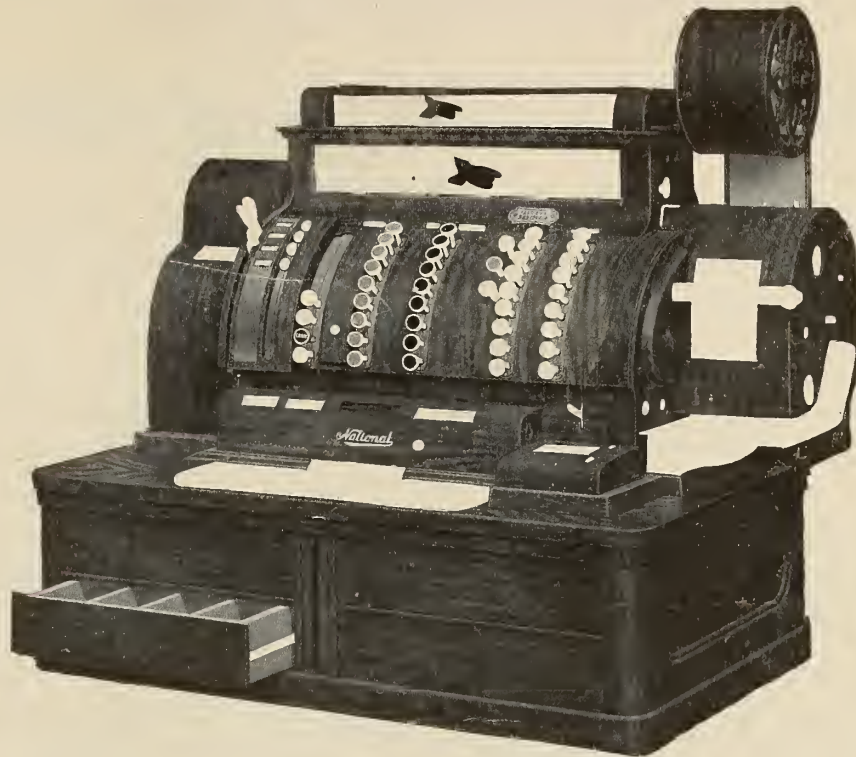


THESE FIRMS CARRY INDEPENDENT LINES

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 Most Important Factor



Mr. Merchant:

THE most important factor in the success of any business is the **man** behind it. The business is but a reflection of its director.

If he is ambitious, energetic and intelligent, he will watch his business closely, discover every weakness, and painstakingly nurse it through to success.

He will seek advice, improve his knowledge and increase his efficiency so that he may know how to cure the ills of his business.

Too many men are self-satisfied and refuse to follow the methods that have brought success to other business men.

Think of the ten most successful men in your own line of business and ask yourself why they succeeded.

National Cash Registers are not cure-alls, but they have helped the most successful merchants in the world and they can help you.

Send for our literature and talk with our representative, because we have made a study of curing a great many of the troubles that beset the storekeeper.

Cast aside indifference and determine to improve your business in 1918.

THE
**NATIONAL CASH REGISTER
 COMPANY OF CANADA LIMITED**
 CHRISTIE STREET TORONTO

FALL 1918

New Samples Ready January fifteenth

We are showing for the fall season over fifty new models, including some of the most stylish creations from the leading shoe centres, as well as an extensive range of staple lines for

Women and Misses

In the range will be found the new and fashionable color effects of Brown, Patent, Gun Metal and Black, with both Neolin and Leather Soles and various fashionable types of heels.

White Goods

We have been specializing in White Goods for the coming season, introducing style models that rival leather designs.

A Complete New Range of Fleece-Lined Goods

In addition to our other lines we have added a striking range of fleece-lined goods for Women and Misses in Cravenette, Gun Metal, Mahogany, Calf.

Don't fail to see our samples. We are offering surprising values.

Gagnon, Lachapelle & Hebert
Montreal

McLAREN & DALLAS

30 FRONT ST. WEST
— — TORONTO — —

Swing the register around!
Get the sample rooms in order!
Nineteen-Eighteen's "on the dot,"
With a bunch of boys aboard 'er!

And headed well up in that bunch are our representatives, who "checked out" this year with samples for *Immediate and for Spring*.

It has been our custom, previously, to show a full range of Felts and General Winter Lines on the first trip of the year, but this season the slow arrival of samples and certain adjustments in quotations render this impracticable.

Our salesmen will be offering a complete range in two or three weeks, and we believe it will be to your fullest advantage, in both selection and price, to await that time to place your orders for the following lines:

FELTS.—English Felt Slippers. "Superior" Brand Canadian-made Heavy Felts. American and Canadian lines of Women's Cozy and Boudoir Slippers and Felt Juliets, both Fur and Ribbon Trimmed.

MOCCASINS.—Buckskin and Horsehide. Sheepskin, Wool Lined, with and without Leather Sole and Heel.

OILED TAN LARRIGANS.

HOCKEY BOOTS.

MEN'S FINE LEATHER SLIPPERS.

LUMBERMEN'S KNIT AND FELT SOCKS.

MEANTIME, our salesmen are not losing a minute, but are booking orders for *Immediate and for Spring and Summer goods*. These are our regular lines of known high quality and most recent style.

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

Mens, Boys', Youths' medium fine shoes, McKay Sewn

The "MAPLE LEAF" Brand

Solid leather working shoes, every pair guaranteed



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

THE NEW AND THE OLD

THIS Old World is experiencing the pangs of a New Birth. Old things are passing away and all things are becoming new.

Men, ideals and methods are passing through the fervent heat of a crucible which will fuse them into a New Heaven and a New Earth wherein will dwell business rightness.

It is a time to set the business house in order. The trumpet call to "stand to" has gone forth, and those who would be ready to go "over the top" must heed the "signs of the times." The belt must be tightened, the eye set and the implements of business warfare prepared for a struggle that will demand our utmost skill as well as courage.

The year 1918 calls for the best we can put forth in work and saving. The man three thousand miles behind the gun as well as he who aims it must do his part. The world struggle calls for faithfulness at home as well as in the trenches. Business men must combine earnest effort with prudent economy, and keep an expectant eye upon the coming dawn of a business morn that will shine more and more unto the perfect day. In the meantime the advice of the wise old prophet of the eighteenth century will make a good motto for this New Year—

"MAKE ALL YOU CAN.
SAVE ALL YOU CAN.
GIVE ALL YOU CAN."



J. J. Haines, Belleville, Ont

DOING business in the same stand and in the same line for fifty-four years is a record which few shoe retailers can surpass:

Such is an epitome of the mercantile career of J. J. Haines, of Belleville, Ont., proprietor of the Haines' Shoe Houses, now in the seventy-fifth year of his age, but as cheerful and almost as sprightly as in 1863, when he landed in the City of the Bay to take charge of a branch store for A. & C. N. Ross & Co. This firm then made what was known as the "penitentiary shoe" in Kingston, with convict labor and decided to open retail establishments, which were disposed of a year or two later when the company retired from manufacturing.

"Do you know I got my start owing to having a bald head," declared Mr. Haines with a laugh. "When I attained my majority, my dome was just as smooth and shining as it is now. It was the fashion in the days before Confederation for young men to wear whiskers. When I presented myself to Ross & Co. for consideration, they thought, with my flowing beard and exposed pate, I looked sufficiently advanced in years and serious of countenance to assume control of their retail store. I had been recommended to them by my father, who was a traveler for the firm. After I had nicely started and everything was going very well, Mr. A. Ross said to my parent one day, "We did not know, Mr. Haines, that you had a son so old."

Bald Head Got Him the Job

"How old do you think he is?" inquired my father.

"Oh, he must be thirty-five at least," replied Mr. Ross.

"Well, don't lose your breath when I tell you he is just twenty-one," was the answer.

"If we had known he was a mere stripling, we would not have entrusted him with such an important branch as the one in Belleville," came the

How Mr. Haines Got Over the Top

Veteran Shoe Dealer Relates How He Built Up Business—The Pioneer of Many Reforms and Up-holder of High Ideals in Service and Honor—Cardinal Principles Which Have Brought Prosperity

response. "However, it is too late now to make a change and he is getting on well, but is awfully young."

"In those days," declared Mr. Haines, in further conversation with the SHOE AND LEATHER JOURNAL, "there was a prejudice against giving young men responsible positions. It was thought that a fellow had to attain middle life before he could be entrusted with the onerous positions which we see youths in their twenties filling to-day. This is the young man's age and it is one of the outstanding characteristics of the times that they are making good in every avenue of life. Lack of years is no longer a barrier to promotion."

In the Days of Long Ago

"What were the conditions in the shoe business when you came to Belleville 54 years ago?" was asked.

"Well, about the first thing I remember was taking down the wooden shutters in the morning and putting them up at night. Windows in those days were looked upon merely as a means of giving light to the store and not for the presentation of styles or selling shoes. To-day, the most modern front that a shoe retailer can install and the more attractive he can make his window trims—providing he gives good service—why the larger the business he does.

"I believe in being your own landlord if possible; then you can make improvements of a permanent character and no one can dispossess you or raise your rent just at a time when things are going their best. Take, for instance, this stand here. I bought it many years ago, just as we were about to be crowded out. Every few years we have spent a large amount of money in making improvements and to-day we have as modern a store front as it is possible to install. Each time after alterations have been made, we have noticed a splendid increase in trade, amply justifying the outlay.

"But I must speak of earlier conditions," continued the venerable head of Haines Shoe Houses, who has splendid stores in Trenton, Napanee and Smith's Falls, as well as Belleville. "Long boots were the order of the day when I first came to man-

age this store and, by the way, I bought it a few months afterwards, for the firm decided to close out their branch businesses. All boots and shoes came loose; there were no cartons, and for the ladies Prunella footwear was quite the proper thing. All shoes were tied together and packed in open shelves or in big oblong drawers. We were not asked to give credit in those days and were not troubled with approbation. These were later developments which we had to wipe out. We had only silver money, which did not pass at face value and there was always a loss in exchange. The merchants throughout the country petitioned the Government, when we got dollar bills, which proved to be a great saving and relief. A man's good boot sold in those times for \$3.50. There was no coal and good hardwood could be bought for \$3.50 per cord. But there, I have spoken long enough on the days that are passed."

Principles of Success

"To what do you attribute your success?" was asked. "To dealing honestly, fairly and squarely with the public and never breaking faith with them. Customers can rely on the goods we sell and any statement that we make. In case our patrons are not thoroughly satisfied, they can have their money cheerfully refunded and no questions asked. We never seek to force anything upon callers and the fact that they can return goods and get back the purchase price gives them confidence. A child can trade at any one of our stores and receive as much attention and courtesy as the mother of a large family."

"Oh, yes," continued Mr. Haines, "we have instituted a number of reforms and all for the better. We did away with approbation some years ago, as we found that it led to credit. Persons would get half a dozen pairs sent up to their homes on trial, return five of them and not come in to settle for the pair they kept. This was an unique way of getting credit from the store and was more subtle than asking for it direct. Then, many years ago, there used to be a great deal of haggling over prices. If told that a shoe was \$3.00 a caller would offer \$2.50, and then before going out would come up to \$2.75. The tendency perhaps was to meet them half way or 'splitting the difference.'

"When we inaugurated the cash system, we also adopted the basis of one price to all and it has been a great factor in promoting business and strengthening confidence in our establishment. We also adopted the plan of closing our store at six o'clock the year around with the exception of Saturday nights and nights before holidays. We found that shorter hours did not mean less trade, but on the contrary, people were educated to shop

during the day. Our boys has always been brighter, fresher and more alert since they do not have to work nights. We believe in instilling confidence and faith in the members of our staff and during the many years that we have been in business, a large number of successful shoe men in the East and West have graduated from our store. It is not unusual for them to write in thanking us for the training and insight they received while in our service."

Getting Rid of Repair Nuisance

"I might mention one other thing in business and that is that many years ago we abolished the repair shop in connection with our store. We found that too much was expected of this department and customers were imposing upon us, desiring us to keep their shoes in repair for an indefinite period. Some even thought we should do the soling and heeling free of charge. When we got rid of this branch of the business, we removed another of the annoyances which were characteristic of the trade, like approbation, credit, long hours, etc. There are so many excellent repair shops now, located at every convenient point, that we consider it is no longer necessary to run this branch in connection with our retail stores.

"We have always been consistent advertisers. We

use space in the daily and weekly papers and change our advertisements frequently, employing good illustrations. We firmly believe that money properly expended in publicity brings a splendid return."

J. J. Haines does not think it necessary to hold annual or semi-annual sales. Now and then a clearance of certain lines is conducted and all the goods marked at reduced figures are genuine snaps. Bargain tables are placed down the central aisles of the store, particularly on Saturdays, which is always a very busy day. This generally keeps the stock pretty clear, but if a line is not moving as freely as it should, the salesmen are allowed "spiffs" for directing special attention to the range. In no case, however, are they allowed to foist a shoe on people when something else is desired. Every customer must be given free, uninfluenced choice. Now and then, for some inexplicable reason, certain merchandise seems to stick. The "spiff" system, in Mr. Haines' opinion, directs more attention to it; in other words, the selling force concentrate on the slow movers. Mr. Haines says they have tried various means of pushing shelf warmers and eliminating odds and ends and the best moves that he has been able to devise are the bargain tables and the P.M. or "spiff" system. He believes in keeping a stock clean, well assorted and conveniently arranged. System is a big factor in success.

POLICY OF HAINES' SHOE HOUSES

- A strictly cash business.
- One price to everybody.
- All goods marked in plain figures.
- Six o'clock closing—except Saturdays.
- Abolition of approbation.
- Thoroughly modern store fronts.
- Consistent and regular advertising.
- Attractive window trims.
- Money cheerfully refunded.
- Keeping faith with the public.
- Owning their own stores.
- Effective use of bargain tables.

Will Present High Prices Continue?

By
J. E. FERGUSON
Woodstock, Ont.

TO the student of economics the ebb and flow of the price movement is always of much interest and, to the man of business, of extreme importance. Where the price level be high or low is of comparatively little importance to the business man so long as an equilibrium is maintained. When there comes a period of rising or falling of prices and the former equilibrium is disturbed then a situation arises which is of grave importance to everyone engaged in the production and distribution of goods.

For the last twenty-five years there has been a continual movement upwards in the level of prices at the rate of about $2\frac{1}{2}$ per cent. per annum. A moment's reflection will bring back to anyone the fact of this gradual increase. This upward movement was comparatively even, with the exception of one or two periods of re-adjustment. The outbreak of the war in 1914 was the occasion for the upsetting of all former standards of measuring and forecasting the movement of prices.

These tremendous advances have caused much concern to manufacturers and have robbed them of whatever profit they did make in the production of these goods. To show that this advance is general and that the furniture industry is only experiencing its share of the general movement the following list is prepared showing the index numbers of prices of commodities in Canada and United States. These index numbers in nearly all cases are based on the average prices from 1890 to 1899, some of these dealing with all commodities and others, such as the Annalist and Gibson numbers, being for foods.

Name of Index	No. of Commodities	Year			
		July 1914	Oct. 1915	Oct. 1916	Oct. 1917
Dept of Labor,					
Ottawa.....	271	134.6	152.4	187.2	242.6
Annalist.....	25	144.879	140.83	187.04	280.2
Bradstreet's.....	96	8.6566	9.9774	12.0399	16.9117
Dunn.....	200	119.708	126.66	152.35	219.67
Gibson.....	22	58.9	60.	82.2	120.1

These figures show an increase of about 85 per cent. and present a very vivid picture of the rapidity of the upward trend of the price movement since the commencement of the war. It is also interesting to compare prices of basic commodities for the past few years.

Mr. Ferguson, who is head of the Woodstock group, the largest of the factories owned and controlled by the Canada Furniture Manufacturers Limited, has devoted much thought to economic questions. His remarks throw light upon a question that is paramount in business to-day. Shall the era of high prices continue?—Editor.

Commodity	Dec. 15		Jan. 8		Mean	
	1917	1917	1917	1917	1916	1915
Copper, Lake spot.....lb.	.235	.2800	.2800	.2866	.1775	
Cotton, Spot Mid. up.....lb.	.2995	.1790	.1607	.10325		
Hemlock.....M	30.50	25.00	24.25	23.00		
Hides, No. 1 Native.....lb.	.35	.335	.275	.22875		
Petroleum.....bbl.	3.75	2.85	2.50	1.75		
Pig Iron.....Ton	35.95	35.95	30.325	17.50		
Rubber, up river fine.....lb.	.545	.78	.812	.7156		
Silk, Italian raw.....lb.	7.30	6.95	5.828	4.15		
Steel Billets.....Ton	47.00	60.00	46.04	25.25		
Wool Ohio.....lb.	.76	.37	.33	.275		

This list does not represent what would have occurred in the natural course of events. The prices of copper, iron and steel products have been fixed by the United States Government and so are not subject to the operation of economic laws. In these cases there is no longer a price in the sense which in a price is the exchange value expressed in terms of money and decided by the free operation of demand and supply.

When we speak of price we must have a very clear idea of what is meant. In the exchange of goods money has been accepted by all trading commodities as the best means of exchange but it has this disadvantage, that there is no fixed standard. When we speak of a dollar the only definition we can give is that \$1.00 is 23.22 grains of gold. Price is a ratio between the value of a commodity and the value of 23.33 grains of gold. The commodity itself is subject to the operations of the laws of supply and demand and the effect, to some extent produced by these laws, has been shown in the above tables.

In considering the movement of prices we must also take into consideration the other factors, viz., the supply of and the demand for gold. All other standards of measurements are fixed and can be checked by anyone desiring to do so. Everyone knows that a yard is thirty-six inches, that a pound is sixteen ounces, and that all weights and measures can be checked with the official standards. If a manufacturer were to buy lumber on a fluctuating basis of measurement which, instead of continually meaning that one board foot of lumber contains 144 square inches, would one day mean that a square foot contained 175 inches, and next month contained 110 inches, one can readily see the disturbing influences this uncertain means of measurement would entail. This is exactly the position in which the business world is placed to-day. The supply of money has been increased on this continent to an enormous extent, at the present moment the United States holding more gold than any country ever did in the course of the world's history, and the value of gold, or purchasing power of a dollar, has been

decreasing in proportion, thus causing an increase of prices.

As every business man knows, gold is the basis for the expansion of all credit and for the last three years, owing to the importation of this metal into the United States, an enormous amount of banking and commercial credits have occurred, thus inducing and supporting the increased demand for all commodities for domestic purposes, in addition to the war needs of the European nations. Not only has there been the effect of increased gold supply, but the note circulation in all leading countries has been enormously increased. While the leading banks of the world have increased their gold holdings about three times since 1914 their note circulation has been increased nearly ten times and the inflation of currency has caused a further upheaval in prices. Thus behind the apparently simple relation between demand and supply lies the complex machinery of finance whereby these forces are connected and their resultant given expression in what we call "price."

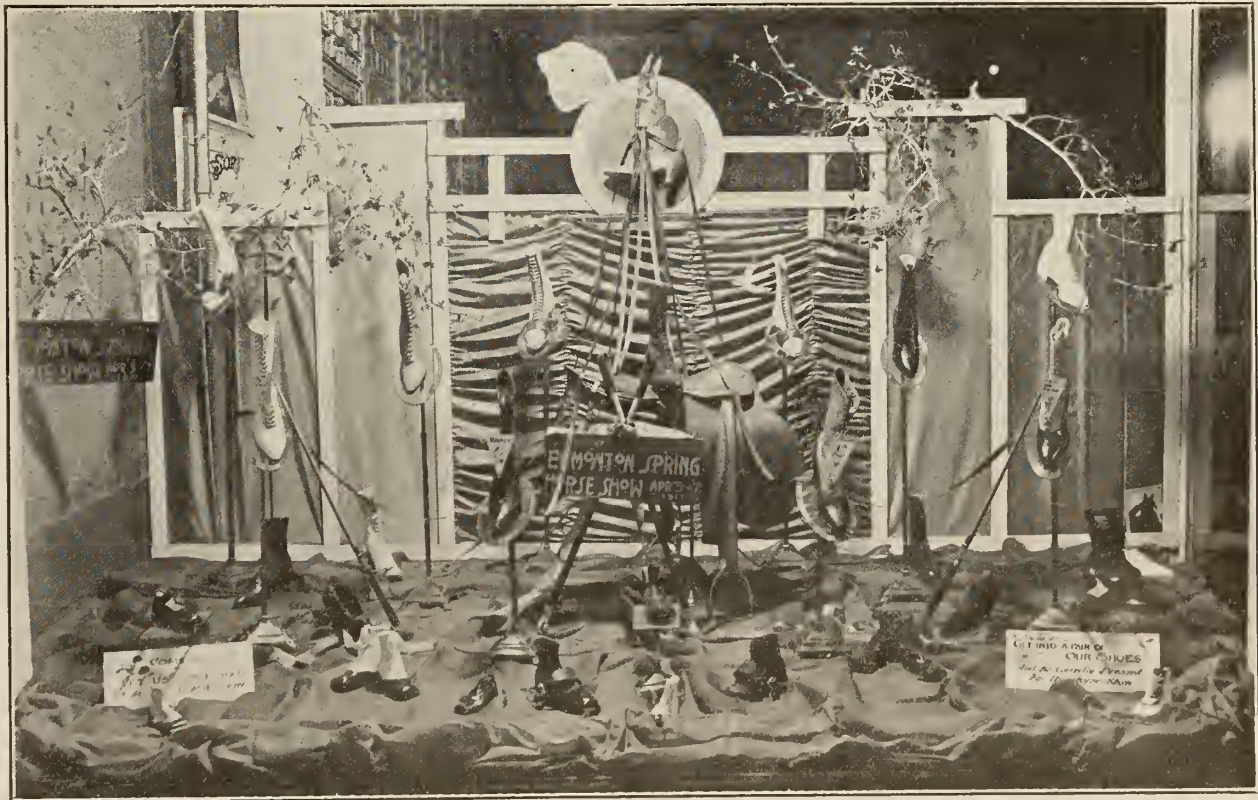
The ordinary result of high prices in any country is an increase of imports with the resulting increase in the export of gold, which automatically restores the equilibrium. This condition does not exist to-day. The trade of Canada and the United States still shows an excess of exports of commodities. In Canada this excess was over \$320,000,000 for the twelve months ended October, 1916, and over \$440,000,000 for the same period ended October, 1917. In United States for the period of ten months ended October, the excess in 1916 was \$2,433,406,596 and in 1917, \$2,644,973,234. Increase in production of commodities would also help to offset the rise due to the above conditions, but the latest returns

do not show that these two countries are at present able to do this. Another short cotton crop, coupled with the increased demand, has sent the price of cotton over thirty cents. Transportation difficulties have considerably retarded the movement of commodities and practically all railroaders are unable to maintain the physical condition of their properties, to say nothing of the imperative necessity of adding to their equipment in order to overcome the great shortage of cars.

To-day we have the unprecedented condition of four main factors operating towards the uplift of prices, viz., the increased demand for commodities because of the needs of the warring nations; the decreased supply of commodities because of the withdrawal of the productive forces from production to destruction and the congestion of traffic; the increased supply of gold with which the warring nations paid for their needs, with its consequent expansion of loans and the proportionate decrease of the demand for money; a powerful four horse team, as it were, all pulling in the one direction, whereas under ordinary conditions as they existed before the war, these factors generally operate against each other, one counteracting the effect of the other.

As to the future, of course, no man will have the temerity to predict the probable course of prices, but one can in all fairness estimate the likely trend from the conditions of the past year and the outlook for the immediate future. Before one can tell with any probability of accuracy how the price level of future years will stand one would have to know the duration of the war, the degree of ex-

(Continued on page 33)



A very clever and original horse show window put in by the American Shoe Store Limited, Edmonton. Note the saddle, bridle, club colts and other accessories which make the setting all the more effective.



Stray Shots From Solomon

*Wisdom crieth without;
she utt'reth her voice in the street.*

Forget the crude jokes common at this time of the year about hell and good resolutions. The way to perdition may be paved, but
PAVE IT. it is mostly by the hard tramped mud of the feet headed that way. People who stop long enough on the highway of life to fix it up a bit don't get to the jumping off place quite as soon as those who never stop to see where their feet are leading them, to say the least. The preacher says: "Better that thou shouldst not vow than thou shouldst vow and not pay it." But every man is the better for pulling himself up short now and then. The will has muscles as well as the body, and mental and moral brawn grow by exercise the same as biceps or soleus. Shake some of those things this year that are holding you back in the race of life. Scrap those habits and inclinations that keep you from holding your chin up and looking your fellow man or your wife in the eye. Take a stand, even if you have to scramble up from the dirt seventy times seven. You will be a bigger and better man at the end of the year.

* * *

Life with many people is, as some of this class put it, just "one dashed thing after another." They spend their years "as a tale that is told," but it makes
SIGN UP. mighty poor reading for they are always waiting for "something to turn up," or for things to "come 'round," and if they did come 'round, there would be about as much chance of their profiting by the miracle as if the clouds rained dollar bills at dawn. Get down to brass tacks this year. Cut out the non-essentials. You have been chasing around a lot of shadows. Anybody from a baseball fan to a sensational preacher can get some people away from their serious obligations and responsibilities. The damning sin of the times is heedlessness. In spite of the sorrow, suffering and peril that hang over the world, most people are busy with trifles. There is a call to serious business to-day, as well as khaki, and the slackers outnumber those that "sign up" ten to one. The man to-day who does not take his business seriously and who does not take the needs of the world in food and money seriously is an enemy to his country and his times. It is a time for everyone to do his bit. Are you doing yours?

* * *

"There is no discharge in this war." A man who has just returned from overseas, says that in
FALL IN. France the roads, the mud spattered men, the homeless women and children, all speak of the hell on earth that has been established by the

Kaiser in Europe. In England it is the old men on the streets, the women driving the motors or working the farms, and the crippled veterans thronging the highways that tell of the death grapple of the nations. In Canada we hardly seem to know that there is such a thing as war. Canada has done well in the eyes of the world as to its contribution of men and money, but she has not yet begun to put forth the real energy that should back these up. Every worker, every farmer, every business man who does not take his stand behind the men Canada has sent forth to place their bodies in the way of this war devil is a shirker. If business men could only get it into their heads that production and economy in such things as foodstuffs and war materials is as essential as men, and if Canada could only take on the spirit of sober determination to economically and industrially see things through, we would be months nearer the desired end.

* * *

When we think of the mud-begrimed toilers in the trenches, standing knee deep in slush and cheerfully swallowing their
DIG IN outdoor meals, some of the luxuries we accustom ourselves to at home ought to choke us, and some of the side-stepping we do at our work ought to make us crawl under the barn. This year ought to start with the determination on our part to "quit us like men." The talk of long hours or business care is cheap besides the weary watches and pelting shrapnel that are the lot of the fellows in the front line. The call to dig in is no less imperative in Canada than in Flanders. And the road to success here as well as "over there" is that of the spade. The reason some people do not get there in business, even in peace times, is that they balk at blistered hands and aching backs. The fellows who dig, dig, are the ones who push the enemy back. The men who are everlastingly at it are the ones who succeed in business. "An infinite capacity for hard work" is what a great artist once called genius. There will be more need this year than ever for the plucky, patient digging in business. "In hoc signo vinces."

* * *

The man who does nothing but dig will never push the Huns back or plant the banner of victory upon the citadel of success.
OVER THE TOP. There is a time to dig and a time to stop digging, a time to "stand to," and a time to "go over the top." There is need for self-sacrifice for those at home, and heroic self-sacrifice. Two comfortable looking business men the other day took time at a hotel table to send in a complaint to the proprietor that there was no white bread on the board. This is just an indication of the yellow streak that is in many of us who stay at home. We wave the flag and talk about putting up our last man and last dollar, but we want it to be somebody else's. We can stand more heroism just now in Canada, to match up with the "glorious record" we are so fond of boasting of in connection with the doings of our men in Flanders. Here is a lesson, too, for our business men. It is a time for daring as well as plodding—not speculation, but honest initiative.

Does January Sale Help or Harm?

How Whole Bargain Business May Be Overdone—Different Ways Which Shoe Retailers Have of Getting Rid of Odds and Ends—Each Merchant Must Decide the Clearance Problem Largely by His Own Experience

"GREAT footwear eruption—Values blown to atoms—Figures shattered by the onslaught of necessity—The greatest sensation in shoedom since the war began."

Such is the sensational, bellicose sign displayed by a Western Ontario shoeman, who thinks, perhaps, people will rush to his doors in crowds to avail themselves of the alleged bargains.

It is just because of such tactics as this that many a shoe retailer does not hold a sale in January. He recognizes that when it comes to price slashing or ponderous shouting, he cannot hope to attract attention the same as the demagogic fellow up the street, who is not always particular as to the truth of his statements. Apparently he believes that the more dust thrown up the more people will be blinded and will therefore carry away more than they intended.

It has been asked time, and again, "Is a January sale necessary?" There are so many fictitious bargain sales and artificial snaps that the onlooker often becomes thoroughly disgusted with the whole proceedings.

Two years ago last December in an eastern city, a footwear merchant came out one day with the startling announcement of "twenty per cent. off every line in our store." There was no need for this flamboyant move, as people were buying liberally. Records show that December and June are generally the best months in the year so far as the turnover of stock and receipts are concerned, but there is always some fellow rushing in with an ill-considered advertisement like the one already referred to. To curb such a tendency on the part of this merchant who was no cheap John, bankrupt stock, red-flag chap, all the others engaged in the same line came out the next day and duplicated his announcement by saying "twenty per cent. off everything in our stock." This prompt and united move practically killed the other fellow's sale, but the result was that during December, which month should have brought the dealers a handsome return in profits, nobody made any money. It is true the public got the benefit, but the public will take all such concessions and give no thanks whatever to the promoter. As one competitor said: "We might just as well have had a good month and made a little bit of money as to have thrown it away. Trade does not usually need any stimulant in December or June. However, I am happy to say that that

sensation-loving fellow up the street has stopped his practice of putting on a sale at any old time."

Here are the experiences of three men, all in different cities and the way they view the January sale problem. They practically sum up the attitude of every merchant on this seasonable topic.

A Modified Clearance

"No," declared a London shoeman, "I do not hold a sale in January. It is true that I have many odds and ends left over and the first month in the year is a quiet one. I advertise a few bargains in odds and ends and get rid of them by special window displays and putting them on oblong tables, but such a thing as having a general sale is, with me, altogether out of the question. Of course, I might be a fakir to some extent and pretend that the reduced prices, which I apply to certain left overs, cover the whole stock. This is what many so-called bargain sales imply. No, I leave the shouting for the other fellow to do and I merely announce a few snaps on lines that have been broken, but not entirely cleaned out. I do not see any object in slashing good saleable goods which are worth one hundred cents on the dollar any time."

A West Toronto shoeman who pulled off a successful sale the other day undertook a new stunt and is well satisfied with the results. He leased another store not far from his regular one and transferred all the goods which he desired disposed of to the sale-annex. The result was that the sale was carried on without any disturbance to regular business. People who went to the annex knew that they were going to get real concessions; in fact that everything was a bargain. The satisfaction of the whole thing resulted in the knowledge that the regular high-class trade of the store was not interfered with; in fact, as much business was done as ever without any annoyance or disturbance, while the sale was a hummer. "That is the way I am going to carry out all my sales in future," declared the head of the firm, "if I can get a vacant store and engage it for a few weeks. It is an ideal way to hold a sale and not play havoc with your regular business."

An Institution With Him

"Yes," declared a St. Catherine street dealer, Montreal, "I always have a general sale in January and another one in August. These are the quietest months of the year and something radical must be done to boom business. You know, many manufacturing establishments will now and then fill orders at cost simply to keep the plant in operation and meet the overhead expenses which are going on all the while. It is so in the retail game. There are periods when we do not expect to make very much money and one of them is January. I not only clear out all odds and ends, but give a twenty per cent. reduction on every shoe in the store. The result is that people have learned to rely on my advertisements as genuine and bona-fide and while the sale does not make any money for me, I consider it a good advertisement. My people naturally look for it and once having started, I do not see how I could abolish it."

Get More Customers

The Welcome Man

"Whatsoever thine hand findeth to do, do it with thy might."

*A New Year
Suggestion*
By WALT MASON

*There's a man in the world who is never
turned down,
Wherever he chances to stray;
He gets the glad hand in the populous town,
Or out where the farmers make hay;
He's greeted with pleasure on deserts of sand,
And deep in the aisles of the woods;
Wherever he goes there's the welcoming hand—
He's the man who DELIVERS THE
GOODS.*

*The failures of life sit around and complain
The gods haven't treated them white;
They've lost their umbrellas whenever there's
rain,
And they haven't their lanterns at night;
Men tire of the failures who fill with their
sighs
The air of their own neighborhoods;
There's one who is greeted with love-lighted
eyes—
He's the man who DELIVERS THE
GOODS.*

*One fellow is lazy, and watches the clock,
And waits for the whistle to blow;
And one has a hammer with which he will
knock,
And one tells a story of woe;
And one, if requested to travel a mile,
Will measure the perches and roods;
But one does his stunt with a whistle or smile—
He's the man who DELIVERS THE
GOODS.*

*One man is afraid that he'll labor too hard—
The world isn't yearning for such;
And one man is always alert, on his guard,
Lest he put in a minute too much;
And one has a grouch, or a temper that's bad,
And one is a creature of moods;
So it's hey for the joyous and rollicking lad—
For the one who DELIVERS THE
GOODS.*

PAYING ATTENTION TO NEW FAMILIES

"I go after the business of every new family that comes to town. I secure the names of the families from the newspapers, from real estate agencies, and any other available sources.

"Among my plans for getting these names is an agreement with the pastors of several churches. I say to them, in effect, 'If you will tell me the names of any new families you know of moving into your territory, I shall do the same for you.' Both the pastors and I have blanks that we fill out once a month. We both benefit by the scheme.

"Then I send to the new family a personal letter, accompanied by one of my neat, attractive booklets of new and

THE SPIRIT OF VICTORY

The spirit with which the United States has taken up the cause of world democracy is evidenced in a letter just received by the "Shoe and Leather Journal" from one of the oldest and largest leather concerns. It breathes victory in its quiet, dignified assurance, and is Lincolnian in its strength and simplicity. "The present crisis binds Canada and ourselves as brothers in this gigantic struggle and for all time to come into closer relationship. Have confidence in us; we will be there with you soon and nothing will be more glorious than to fight side by side with the Canadians."

ROBERT H. FOERDERER Inc.

Thos. E. Huffington, Sec.-Treas.

Philadelphia, Dec. 26th, 1917.

up-to-date styles of footwear, and follow this up with other seasonable literature which arouses their interest. This generally gets them into my store where they buy shoes, and are favorably impressed with my service, stock and surroundings.

SERVICE, STYLES AND SUCCESS

The great thing is to have knowledge and "the man to-day who knows" is the man who can run the business successfully, writes an enterprising Western Canada retailer of footwear.

To run a successful business to-day, it is necessary to give service, and to know what is demanded by the trade. This as well as many other important items can only be gathered by giving constant attention to the up-to-date trade journal of to-day. A big business, especially in a large city, should be most particular in window dressing and the merchandise should be placed in these display windows to the best advantage, making it interesting and drawing the attention of the passers-by and of intending purchasers. Styles should be in keeping with the rest of the business, and the wise merchant will do well to be careful not to go to extremes in this respect.

The saying, "Goods well bought are half sold" is true now as before, and if a merchant studies the better trade journals of to-day, they will help him a great deal in selecting the right merchandise. The larger the business, the more important it is to have it as a whole, well organized and working to the best advantage in every way, with the idea of the employe giving his best services in the interest of the store toward customers, and the management in return, taking a deep interest in the staff, and trying as far as pos-

Into the Shoe Store

sible to make each day's work pass as pleasantly as possible, thus encouraging all the members of the salesforce to succeed according to their aims and opportunities.

Advertising to-day is the best means of conducting a business and educating the people, and also to build goodwill, and provided it is honest and reliable, I am satisfied the money is well spent. I, am however, more convinced than ever that unreliable advertising is money thrown away.

KEEPING THE TRADE AT HOME

"There is a merchant in my town who advertised in big letters in one of his display windows: 'Complete change

THE TRUE AMERICAN SPIRIT

In a very kindly fraternal greeting sent to the "Shoe and Leather Journal" by the "Boot and Shoe Recorder," Mr. Everit B. Terhune, Treasurer and General Manager, says:—

"There is one thing I have noted about the American spirit—and by American I mean Canada and the United States combined—that we face our troubles and problems with a smile and a determination to win out that is splendid to behold.

"Canada and Canadians have won the love and admiration of the civilized world and it is my hope that the United States will emulate your wonderful spirit and will not be lacking in those qualities which make for a glorious victory in the future."

of program in this window daily.' Every morning I go by his store, just to see what new displays he will have in the windows.

"One day he had a small bush in his window, loaded with all colors of half hose, with a placard: 'A pair of sox on your feet is worth two on the bush.' I saw the ones I wanted and bought a box.

"Suppose this merchant—as a lot of the others around here do—kept a few pairs of shoes and hats in the windows, day after day and week after week, wouldn't his customers begin pretty soon to want to see new things? I'm sure I would. I always look in a show window half unconsciously and I invariably react favorably when I find a merchant who dresses his windows regularly, puts new goods on his shelves, does something new for his customers; just as I surely react unfavorably toward the merchant in whose store I always find about the same old goods, displayed in about the same old ways.

"Maybe it's not as important as I think—I'm merely a customer, and not a merchant. But it seems to me it's one of the important reasons why in many localities you find a lot of people passing up the home stores in order to buy in other cities or from mail order houses."

WAR WORDS CATCH THE EYE

The war-time window cards he uses have stimulated his trade, a shoe merchant believes. At the same time they have performed a worth while service in suggesting enlistment.

The words Conseription, Enlist, and War are nearly always sure to catch the eye these days.

Know all Men by these Presents:

I Will (Because I CAN. I am master of myself and make my own destiny.)

(1) **Have Faith** in myself, in my business, in my friends, in Providence, for "All things are possible to him that BELIEVETH."

(2) **Do Things.** I will give my business my best in brains and push. I will be "ON THE JOB."

(3) **Cut Out** every habit, fad and rut that hinders business progress. I will begin to say NO.

(4) **Be Square** with my customers, my creditors, my help, my competitors, my family and myself. I will act the MAN.

(5) **Give and Take.** I will not hog the road or use the big stick. I will play the GAME.

(6) **Learn** all I can from the mistakes and successes of myself and others. I will not be a CLAM.

(7) **Face Difficulties.** I will not run away from trouble. I will meet worry and kill it before it kills me.

(8) **Smile, Smile, Smile!** I will put my troubles in my "old kit bag." I will use the glad hand and wear the glad FACE.

(9) **Keep Young.** I will keep my health and youth by sensible eating and recreation. I will learn to PLAY.

(10) **Serve.** This will be my slogan for the year:—A better, fuller, more effective SERVICE.

Witness my hand and seal
this . . . day of January,
1918.



Leather Trade Jottings

What is Seen and Heard Among the Trade — Views and News of the Leather Trade at Home and Abroad

BUSINESS in leather is naturally slow on account of the fact that manufacturers will not buy to any extent until after stock-taking. Nevertheless, some business has been done, more particularly in sole leather for immediate requirements. Transportation during the month has been so unsatisfactory and also supplies, particularly coal, that tanners have been going slowly. The outlook, however, is good, as manufacturers claim that spring orders have come well during the early part of December, and made up to some extent for the slackness in the earlier months. Leather prices rule quiet, but steady, the only excitement being the increase in high-class kid stock, which has advanced ten or twelve cents.

American Business.—Reports from across the line indicate a slow market with prices in statu quo. There has been a good demand for heavy sole and advances have been asked, but ordinary weights are a drag on the market. In upper stock, side leathers are moving freely in both weights, and blacks show some improvement. Calf is in steady demand for colors, but blacks are slow. Glazed kid is in good demand, especially for colors, and there has been an advance in the higher grades owing to the raw stock situation. Business in sheep leathers is good, and supplies are pretty well cleaned up, and owing to the difficulty of obtaining sufficient raw stock to meet the demand for the better grades, prices have advanced.

The Hide Market.—The situation is more or less unsettled, and prices unsatisfactory with the result that there has been comparatively little buying. The large kill of lighter weight animals has created a plethora of light hides, which makes the market in this line problematic. Heavy hides are in better demand, although there is no great activity. Heavy native packer steers are quoted 45c. for Decembers, with 24c. for Novembers. Country hides are very quiet and there is little doing. Chicago buffs are quoted 20c. but sales have been made at 19c., which is quite a drop. There is very little trading in dry hides and quotations are nominal. Mountain Bogotas have been quoted 40c., and 38c. has been offered. Some difficulty is experienced in clearing hides on account of import conditions.

Regulating Shoe Styles.—A circular letter has been sent out by the American Commercial Economy Board to shoe manufacturers, asking for information as to the possibilities of eliminating waste and over production in shoes. They are asked in connection with the fall trade season of 1918 to reduce still

further, if possible, the number of styles, and to avoid styles that involve unnecessary use of materials and capital. They are asked to state what they think should be the maximum height of women's and children's shoes. Should men's shoes be restricted to black and two shades of tan; should women's be restricted to white, black and two shades of tan and gray; should wing tips be eliminated; should perforations be restricted to tips on men's shoes; should all shoes have only the natural finish on soles; should pull straps be eliminated; should leather linings be abolished, and if it is possible in the majority of shoes to have them stitched aloft or without channeling?

Women's Styles in 1918.—Sales for spring, says the "Boston Bulletin," have shown that a large amount of oxfords have been sold. Some firms have sold many more than others and the falling off of orders for boots is not equally distributed. Most shoe manufacturers have also noted that styles carrying a medium heel have been very popular and that tan calf is perhaps the best seller on the market to-day. Many buyers have held off buying late styles waiting as usual until the last moment to see what would develop. It seems as if gray kid is the most talked of material at the present time. There is also talk concerning other shades of colored kid, such as fawn. From past observations we believe that there will be a certain amount of light shades sold despite the fact that many men still can see nothing but dark shades.

Glut of Army Boots.—An amazing circumstance connected with our industry, says the "London Shoe Trades Journal," is the super-abundance of Army boots. Despite the enormous armies that have had to be equipped the production of boots has outpaced the demand, and even a reduction of 50 per cent. of the output has, we believe, failed to lighten the stocks carried by the Army Clothing Department, not to mention the big quantities lying in different factories. The chief cause of the diminishing demand for new Army boots is to be found in the successful methods of resoling and renovating old Army boots which, in many cases, can be made both serviceable and comfortable for further wear. The special factories in the wake of the armies or at home, for dealing with the reconstruction of old boots, have been a great success, but we think that the Army Clothing Department should have reduced the output of new boots months ago, and not allowed manufacturers to go on piling up Army boots at such an alarming rate. It is possible there would still have been no curtailment in the production of Army boots if the matter of war-time boots had not been brought forward.

Hides from India.—India is said to be the largest and most important producer of hides within the British Empire, the quantity of raw Indian cowhides (kips) available annually being about 11,000,000, of which about 3,000,000 are tanned in the country. Prior to the war about 5,000,000 hides were annually exported to Germany and Austria. The German market being cut off, the British Government desires to secure a market within the British Empire for these hides, and it is hoped that even after the war is over Germany will no longer have the profit of treating and selling these hides to the world at large.

Thirty Years Young



WITH this number the "Shoe and Leather Journal" enters its thirty-first year of service to the shoe and leather trades of Canada. In its long and eventful history, it has witnessed some marvellous changes in men and methods. There are few men in the trade to-day who saw the first little sixteen page sheet, although we occasionally hear from some of them.

The writer desires to acknowledge the many kind expressions of personal and business interest received during the past holiday season and to assure the trade of his complete resumption of that personal control and direction of the "Shoe and Leather Journal" that has meant so much in its past success.

In thirty years a man gets a grip on a business and it gets a grip on him. The writer is not too old to hope that for another thirty years he may be spared to grow up with other generations of shoe men, whose grandfathers and great grandfathers have read the "Shoe and Leather Journal." May the "Journal" of 1948 show as much improvement over 1918 as the latter does over 1888.

Wishing friends old and new a Happy and Prosperous New Year.

James Acton



Beautiful and graceful window trim by the Royal Shoe Store, Saskatoon, Sask. Note the spraying fountain effect in the centre.

CLEARING OUT THE ODD SHOES

To be successful in disposing of odds and ends, the salesforce should be made to feel that some of the responsibility is on their shoulders for the goods left on hand. The old saying applies, "Goods well bought are half sold." The salespeople should have a voice in the purchasing of shoes and they should be made to feel that goods that do not move properly are in a measure, due to their failure to properly dispose of them, says T. F. Palfrey.

Unsaleable shoes, odds and ends, off sizes, etc., should be assigned a conspicuous and prominent place in the stock, and kept in clean and attractive cartons.

The salesforce should also have a certain privilege in price cutting to fit the requirements. By doing this there is always someone who wants this kind of bargain shoes if they fit, particularly if they are impressed with the idea that they are getting something special.

In our stock we had not a single pair of special order shoes over thirty days old. This is owing to the fact that one salesman who always takes special orders is responsible for the disposition of the shoes. He feels a personal pride in giving satisfaction, and if he fails to please a customer it is his duty to find someone else who will take the shoes. In this way the special order proposition becomes a source of profit and pleasure, rather than a loss and disappointment.

As a rule, one member of the salesforce should always attend to the special orders. This makes it easier to both please the customer, on account of experience gained by previous special orders, and also to dispose of the goods, and because that particular feature of the business is impressed on the salesman's mind for all time.

There are three things that seem to be most necessary in disposing of odds and ends, namely:—

First, in keeping the stock clean and attractive and not allowing it to grow stale.

Second, in keeping the stock in clean cartons.

Third, and most important of all, keeping the odds and ends in a convenient and conspicuous place in the stock.

Having tried these selling plans, the stock remaining should be priced very low during your semi-annual sales, not with any consideration of their cost, but at a price that will be attractive to the buyer. The money thus gained, though small, can be turned into profitable merchandise.

Having tried these selling ideas, the goods you still have

left on hand will be very small, and I suggest that they be put in some convenient place, and when an out-of-town buyer comes along who looks as if he needs these shoes, have him make a price and let them go at that figure, for by that time they have run the scale of your ability and ingenuity and it is then up to someone else to move them.

There are as many ways of disposing of odds and ends as there are in accumulating them, and the men who have solved both of these problems satisfactorily have not only retired from the shoe business, but have won one of the golden crowns in the life beyond.

IT FITS LIKE A GLOVE

The Palmer-McLellan Shoepack Co., of Fredericton, N.B., have been receiving many compliments from those who have handled their "farm" shoe. "It fits like a glove and is much lighter than the ordinary farm shoe," says one customer. The seam being on the outside and the stitching being uniform makes it neat as well as comfortable. It is bound to prove a boon to those who in summer object to the heavy staple shoes that are the usual thing sold for the purpose. The wear is there also.

ACTION HEARD IN SUPREME COURT

In the Supreme Court, Toronto, recently, Acton Tanning Company vs. the Toronto Suburban Railway Company was argued. The appellants, Beardmore & Co., owned all but 30 shares of the Acton company, and a son of one of the firm was married to a daughter of Sir William Mackenzie, president of the respondent company. The railway company had taken lands of appellants for its railway. Appellants took proceedings for arbitration, when the railway company alleged that by agreement with the appellants they were to get the land free, and the arbitration proceedings were stayed until the said contract was settled. Respondents then brought action for a declaration that by virtue of the said contract there was nothing to arbitrate. The courts below held in favor of respondent. Appellants claim that there is no evidence of the existence of such contract; that, in any case, it was a contract for interest in land, and was void under the Statute of Frauds, and that possession, as alleged to meet this objection, was not an answer under the circumstances.



Fred J. McCann, who has been appointed manager of shoe section of Ogilvy's department store, Montreal



Harold G. Greene late of Montreal, who has been made Asst. Manager of Ottawa branch of Gutta Percha and Rubber Limited.



J. R. C. Struthers, of Winnipeg, who is representing the Milton Shoe Co. of Milton, Ont., in Manitoba

CONSERVATIVE ACTION NECESSARY IN TRADE

During the Past Few Months Conditions Have Not Been Satisfactory, Says Chairman Clarke—Tanning Industry in Canada Is, However, Firmly Established—Officers and Committees Elected for the Coming Term at Annual Meeting Held Recently

CHAIRMAN Griffith B. Clarke, of Toronto, briefly reviewed conditions in the leather industry at the recent annual meeting of the Tanners' Section of the Toronto Board of Trade, in which he advised conservative action under present conditions, and referred to some of the obstacles that had to be contended with during the past few months.

Theodore King, of Whitby, was appointed chairman for the coming term, and W. J. Heaven, of Toronto, vice-chairman.

The gathering was held at the National Club, Toronto, where the members were entertained to dinner by Chairman Clarke, after which business matters were given attention. There was a large and representative attendance.

Difficult to Get Down to Facts

Chairman Clarke, in calling the session to order, said: "In addressing you to-day with regard to summarizing

HOW TO JUDGE LEATHER.—We are frequently asked by retailers for information on various classes of leathers and how to judge them. In our next issue we will have an article on "CALFSKINS," by a man who has spent a lifetime in the trade. Watch for it.

conditions in the leather trade for the past year, I find it very difficult to really get down to facts. I believe that during the last eight months, conditions generally, throughout the leather market have not been satisfactory, and this may be accounted for to a considerable extent by the great increase in the cost of labor, tanning materials and fuel for power purposes; also placing of an embargo in February, by the British Government against shipment of leather to

the British market, which embargo still continues, but figures show also that there is a considerable increase in the amount of leather shipped from Canada to Australia and New Zealand.

"There can be no question but that the tanning industry in Canada is firmly established, as there has not been a single assignment or failure during the year.

In closing, gentlemen, it seems to be the general opinion, that under present conditions conservative action is necessary."

The Election of Officers

The following are the officers and members of the different committees for 1918:

Chairman: Theodore King (King Bros. Co.) Whitby.

Vice-Chairman: W. J. Heaven (Anglo-Canadian Leather Co.), Toronto.

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

Executive Committee: G. P. Beal, A. O. Beardmore, J. C. Breithaupt, F. C. Clarke, C. B. Clarke, Hon. E. J. Davis, W. J. Heaven, H. B. Johnston, G. C. H. Lang, C. G. Marlatt, Chas. Robson, J. Sinclair, C. W. Toby, S. R. Wickett.

Legislation Committee: G. P. Beal, R. M. Beal, A. O. Beardmore, C. E. Clarke, G. B. Clarke, Hon. E. J. Davis, H. B. Johnson, C. G. Marlatt, Chas. Robson, C. W. Toby, S. R. Wickett.

Transportation Committee: R. M. Beal, A. O. Beardmore, L. J. Breithaupt, W. J. Heaven, G. C. H. Lang, Chas. Robson, Jno. Sinclair, S. R. Wickett.

HAS GONE SOUTH FOR HOLIDAY

Alex. Chisholm, former shoe merchant of West Toronto, and now purchasing agent for the Y. M. C. A. Military Camps, left recently on a few weeks' holiday in Florida. He will visit several American Y. M. C. A. Camps before returning to Toronto about the end of March.



Theodore King, newly elected chairman



G. B. Clarke, the retiring chairman



W. J. Heaven, newly elected vice-chairman

*Like the
Archer's
Bow*

TENAX SOLES



ARE *Pliable & Tough.*

Will neither crack nor break.

People use Tenax Soles instead of leather not only because they are cheaper, but because they are better in every way. They outwear leather and last longer, wearing evenly and smoothly and without chipping. The quality is uniform all through. They are noiseless and non-squeaking—easy and comfortable for the feet. The water-proof feature is an important one. So is the fact that Tenax Soles are an effective check against slipping.

Tenax Soles are made in Black, Tan and White. Send for sample and chart showing shapes and sizes.

GUTTA PERCHA & RUBBER, LIMITED, TORONTO.

BRANCHES AT

HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA,
SASKATOON, LETHBRIDGE, CALGARY, EDMONTON & VANCOUVER

Rubber Footwear Notes

Great Scramble for Supplies—Stocks Well Cleaned Up at End of Year—Factories and Jobbers Have Warm Time—Shipments Hindered by Lack of Transportation Facilities

BUSINESS in rubber shoes and similar lines has witnessed a boom during December. The early snow, followed alternately by thaw and zero weather, combined to create a tremendous demand for this class of footwear so that early in the month sales reached a proportion considerably ahead of anything known for this period. Jobbers were deluged with letters and telegrams and the manufacturers in turn were put to it in order to meet the sudden and very pressing demands. Those who ordered early and fully anticipated their requirements had a cinch on the situation for they were able to deliver the goods to a very large extent, while those who doubted and ordered sparingly have had abundant reason to regret their temerity. Manufacturers have been the objects of bitter criticism, although they have given warning all along that the situation, should winter set in, would be crucial. There is no doubt that some of them have been considerably behind with their orders, but they claim that customers who ordered in good time have all been well satisfied. They are seeking to protect those and all regular customers by being very chary of their limited stocks.

Increased Facilities.—Most of the factories are endeavoring to increase their output considerably for the coming year, but here again they are up against almost insuperable obstacles. In the first place it is a problem to get any building done during this war pressure. Materials, labor and machinery are all so scarce that even if it were wise to interfere with more important needs of the country few concerns feel inclined to tackle the proposition. Inside the factories themselves the labor problem becomes more and more trying. Rubber shoes are practically all made by hand and until some satisfactory method is developed for the introduction of shoemaking machinery, as in the production of leather goods, the process of increasing the production is bound to be a serious one. At present the factories are only half manned and although there has been some relief as far as female help is concerned within the past two or three months, the disability under which the rubber factory works continues very heavy. In some lines of material there is also a scarcity almost amounting to a famine.

Raw Rubber.—As far as the raw product is concerned there is no chance for complaint on the

part of manufacturers as to supplies or prices. There has been some shortage on account of lack of railroad facilities but stocks in Atlantic ports have been more than adequate for the needs of the industry. It seems strange that a year or so ago dollar rubber was all the talk and to-day the price is about half that. This is due to the success of plantation rubber which has realized practically all that its sanguine advocates a few years ago expected. Owing to the temporary scarcity caused by late deliveries in Atlantic ports there has been a slight advance during the month to 54c. for first latex pale crepe and to 59c. for up river fine para. The other grades remain about stationary.

Retail Prices.—There has not been the amount of cutting that usually prevails at this season for the very good reason that dealers have realized the difficulty of securing adequate stocks. Better prices are realized on goods of this class than for some years, although here and there will be found those who are still imbued with the idea that rubbers are a product that is intended to push the sale of other classes of footwear. In the towns where a regular schedule of prices has been put in force it has been demonstrated that people are prepared to pay fair prices for their rubbers. So far as we are able to learn the arrangements entered into at the beginning of the season have been kept and the results are therefore eminently satisfactory. Sales for December make a record this year.

Fitting Rubbers.—Said a wholesaler the other day: "You would be surprised to see the rubbers that are returned to us as unsatisfactory. Some of them bear evidence of crookedness on the part of the wearer and in most cases incompetence or carelessness on the part of the salesman. Here is a rubber that anyone can see has been bungled up through forcing the heel down into a space too small for it. Three-fourths of the trouble with rubbers comes from bad fitting and the largest proportion in this class is found in rubbers too small for the boots they were intended to cover. To-day rubbers are made to fit practically every class of shoe and there is no excuse for the slap-dash sales methods that were in vogue when you and I were boys. The amount of a rubber sale is so small as a rule that salesmen do not exercise the necessary patience in getting the right shoe. Rubbers too big for the shoes are not only sloppy but wear out twice as fast and become shabby before they have had a chance to wear. A rubber should fit the shoe so closely that it cannot be kicked off but at the same time permit the heel to go easily and firmly into its place."

WILL PRESENT HIGH PRICES CONTINUE?

(Continued from page 23)

haustion to which the warring nations will be brought, the weather and harvesting conditions each year, the production of all commodities, the amount destroyed, the inflation of currency, the extent to which the force of demand has been neutralized by wise and otherwise government regulation of prices and consumption, and a host of other items absolutely impossible to know. As to the immediate future one may be safe to say that the trend of prices will keep on mounting upwards.

Just Wright

For the
NEW YEAR



Style No. 11.

MAZDA LAST

Select Gun Metal
Calf Bal.

Sizes A 7½-11, B 7-11,
C 6-10½, D 5-10.

IN STOCK

There's a "Wright" way to start
the New Year that is "Just
Wright."

"Well begun is half done," and
no better beginning for 1918 is
possible than to start by featuring
"Just Wright" Shoes.

Send for Catalogue

E. T. WRIGHT & CO., Inc.

St. Thomas, Ont.

Rockland, Mass.

PASS IT ON

The SHOE AND LEATHER JOURNAL frequently has requests from subscribers for copies to be sent to employes, and in some cases concerns have the paper reach their staff regularly. In these days of high cost of paper and everything else, "conservation" is the watchword. The fact of the matter is that the SHOE AND LEATHER JOURNAL costs more than twice its subscription price to publish.

Here is a plan by which the employer can make available to his employes the ideas and information in each copy of the journal without extra expense to him or to us, and in a way that he, as well as they, will reap additional advantage from all that each number contains. We will send to each subscriber who sends us a card requesting same, twenty-four slips similar to that below without expense, so that one be attached to each number after it comes in, with the name of the proprietor and employes. Read the slip carefully and see the opportunity it affords to stir up your staff in idea hunting. You can cut this out and use it for this first number.

This Copy of
SHOE AND LEATHER JOURNAL
is the property of

It is to be read by all whose names appear on this slip and "passed on promptly in the order indicated.

Articles that you think have a direct bearing on our business, new management, advertising, sales ideas and "leads"; or new goods, machinery, equipment, materials, etc., which might improve our business, appearing in either the editorial or advertising pages, should be carefully noted.

Notations may be written on the margins of the pages, or memoranda can be made on separate sheets and "tipped in" the proper places.

Under your name indicate the page numbers on which you have made notations.

SELLING SEASON FOR FELTS BEGINS

The new price lists for felt footwear are out and the selling season for this line of cold weather shoes is now on. Travelers are showing some very attractive ranges in assorted colors and the new creations are very pleasing and artistic. The new prices show an increase on several lines, while on others there is a reduction. It will be remembered that a year ago quotations were greatly advanced and some customers held back, expecting to place their orders later and secure deliveries but, in this, they were disappointed. The shortage of raw materials, the British embargo on wool and the heavy demand for all lines of these goods are factors which have cropped up with Canadian plants during the last year or two, not to speak of the scarcity of labor. Much

of the wool now obtained is from Australia, South America and South Africa, while some is imported from across the line. Deliveries in the matter of wool are uncertain owing to the congestion in transportation, and the jobbing trade has not been able to get many lines which were ordered from abroad. Canadian plants are all busy and look forward to an exceptionally active season. On the whole the increase in prices this year is not very large.

SOME ARTISTIC NOVELTIES IN FOOTWEAR

Some thirty new lines in the latest creations in oxfords are being shown at the permanent sample room of W. C. Myers in the Queen's Hotel, Toronto, Ontario representative of the La Parisienne Shoe Co., Montreal, and are attracting much attention. The popular colors are mahogany, khaki, royal purple and pearl gray calf and kid. Both the bal and blucher effects are observed, carrying plain toes and military and Cuban heels. They come in both welts and turns. Three new lasts of the slender forepart variety have been added in the new mid-season lines of high-cuts while there is a splendid representation in walking, skating and automobile boots. In pumps, the new offerings embrace both welts and turns carrying up to eleven iron sole. The prevailing materials are kid, suede and calf, with full Louis and half Louis wood and leather heels, as well as Cuban and military. The leading colors in pumps are burgundy, pearl gray, mahogany, champagne, cafe-au-lait, khaki, white and patent. The new models are, for the most part, unadorned, although a few have collar effects and others French cord binding. The comprehensive range comes with oak soles in natural finish.

A MAN AMONG MEN

(See Front Cover)

THERE are names that when they are mentioned draw forth the comment of the old Scotch body when she first saw Abraham Lincoln—"Yon's a mon!"

J. A. McLaren, known to the trade as "Alec," belongs to the shoe trade of Canada as Abe Lincoln belongs to the United States. Large in frame, big in heart and kindly of face and hand, he is a contradiction of the scriptural saying: "Woe unto you when all men shall speak well of you," for everybody speaks well of Alec McLaren, and he still "increases in wisdom and stature and in favor with God and man." He has been connected so long with the shoe trade that the tale of years does not seem to accord with his youthful countenance and sunny disposition, for a jobbers life is hardly to be considered an altogether happy one. For nearly thirty years his name has been before readers of the SHOE AND LEATHER JOURNAL, and how far back of that his "eyes saw and his hands handled" footwear in a wholesale way deponent sayeth not.

The chief fact is that his "eye is not dimmed nor his natural strength abated" by the fifty odd summers that have touched so gently his kindly "pow." He has given his best years to his business, but has not let it interfere with the apostolic injunction "to do good and communicate."

He has given the best of his blood to the cause of truth and liberty. Two sons have laid down their lives in France for King and Country, and the father cheerfully "carries on."

The shoe trade of Canada joins with the SHOE AND LEATHER JOURNAL in wishing this modest, unassuming "man among men," the best that the New Year and its successors can yield.

FUTURE IN SHOES AND SHOE SELLING.—In our next number we will have a full report of the Styles Show and National Retail Shoe Dealers' Convention held next week. It will be brimful of "meat."

ADAMS

Yes, you Do need youths' shoes.

You Don't need to be without them.

You Don't need to miss sales.

We have the shoes in stock, Man.

They are what you require, what you would choose.

You know The Price quoted on this page Is Right.

A card will start the shoes to you by return express.

Write that card Now!

That's Business

The Adams Shoe Co.

Limited

Toronto

Ontario

ADAMS



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

NO WEAKENING IN DESIRABLE LEATHER LINES

The Past Year was Rather Disappointing to Canadian Tanners Who Were Forced to Curtail Production—Exports and Economy in Public's Purchases Were Factors in Restricting Trade During the Year Just Closed—An Interesting Review of Conditions.

OVERBUYING of shoes by the retailers in 1916, the British embargo against imports of leather, and the wave of economy now practised by the Canadian public, may be set down as responsible for the dull, disappointing trade Canadian shoe leather tanners generally experienced during 1917, says George W. Beardmore, of Beardmore & Co., Toronto, in the Financial Survey just issued.

In marked contrast to the busy times they all had during the previous year, many tanners this year were forced to curtail production to a considerable extent and, in a number of cases, stopped working in hides for lengthy periods.

Trade during the spring months was very disappointing



Geo. W. Beardmore, Toronto

but, with the entry of the United States into the war, desirable lines of heavy sole and upper leathers—suitable for army shoes—were able to be placed and continue to be shipped in fair quantities to that market.

Tanners, however—especially members of the sole leather group—have been hard put to find sufficient markets for their lighter and lower grades of leather, as since the placing of the British embargo, their only export market has been the United States. This embargo, however, affected American tanners in the same way as Canada, but recent purchases there by the British Buying Commission for Government account cleaned up many million dollars' worth of light and medium weight sole and upper leathers, splits, etc., that were in accumulation.

Filling U. S. Army Needs

Upper leather tanners, like those making sole leather, had only a fair year; in a few cases orders were placed for army leather for export to the United States, but, in the majority of instances, the output of all tanners was much smaller in comparison with 1916.

A pleasing feature of the export trade in the past year

has been the assistance the Canadian tanners of sole, upper and equipment leathers have been able to give their allies to the south by the prompt furnishing of many thousands of sides of leather to be made into shoes, harness, saddlery and other equipment for the new armies now being trained and mobilized.

In spite of the poor demand for leather, prices of desirable sole leather hides remained steady and actually advanced until the close of the year. Prices of sole leather have shown practically no advance for a year, in spite of the increased prices tanners are paying for hides, material and labor. This leaves little or no margin of profit for tanning sole leather at the present value of hides.

Harness Leather Prices Soar.

Harness and equipment leather hides also advanced and with the war demand to-day they are asking the highest figures in the history of the trade. This also applies to desirable lines of upper leather hides, also calfskins.

Poorer grades of hides for sole and upper leather have been in accumulation and hard to move. This is due largely to the fact that a greater proportion of the common dry hides were—before the war—exported to Europe, but with the existing embargoes, lack of transportation and other causes, they have, in the majority of cases, been diverted to America. With the existing embargoes against importations of leather into neutral countries, as well as into Great Britain and France, and the unsuitability of the leather made from these hides for war purposes, they have, of course, been neglected and in many cases there has been an easing in values.

Values are Holding Well.

The same remarks apply to the cheaper grades of domestic country hides, some of which formerly have gone into light sole leather, also light upper leathers, and with the demand largely for heavy and upper and sole leather for army work this past year, these hides have also been neglected and have not been in as good demand as heretofore.

Summing up the market generally, there is practically no weakening in values of desirable lines of leather and, with the gradual clearing during this year of large stocks of manufactured shoes, which have been in the hands of the retailers and jobbing houses, conditions with the manufacturers should be very much improved in 1918 and the improvement, of course, will be reflected, in turn, in the business of the tanners generally.

On the whole, the past year may be said to have been a disappointing one to the Canadian tanners.

LASTING TACKS STILL CAUSE COMPLAINT

Writing to the *SHOE AND LEATHER JOURNAL*, a leading Western Ontario shoe firm says: "We indeed have a grievance and think other retailers have the same to deal with. This grievance might be remedied if manufacturers would only give the matter more attention. We refer to the presence of lasting tacks in McKays and Standard screw shoes. Some firms are very careless regarding these tacks and it is almost impossible to smooth them down afterwards, as the heads are between the outside and inside soles. The presence of lasting tacks has two phases: Either the tacks are not graded in size to suit the shoe or there is carelessness when lasting in not seeing that the machines are adjusted to clinch properly.



This telegram from large users of Highest Grade Sole Leather is only one of many illustrations of the deserved popularity of our NEW ROYAL OAK TANNAGE as produced by our new tannery at Woodstock, Ont.

FORM 1 U.T.

CLASS OF SERVICE	SYMBOL
Day Message	
Night Message	Nite
Night Letter	N L

GREAT NORTH WESTERN TELEGRAM

CLASS OF SERVICE	SYMBOL
Day Message	
Night Message	Nite
Night Letter	N L

If neither of these two symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

Z.A. LASH, PRESIDENT
HEAD OFFICE, TORONTO, ONT.
GEO. D. PERRY, GENERAL MANAGER

17 117 Dec 21-17. 11

ND- ntred, no 20.

Breithaupt Leather Co.,

Kitchener, Ont.

ROYAL OAK SOLE LEATHER AT ONT. TANNER CO. WOODSTOCK

AND QUALITY.

- Toronto No. No.,
11.22am.

A beautifully uniform, flexible leather, suitable for finest Welts and Turns. Tanned from best Packer Hides. Not cheap, but exceedingly profitable. "Closely related to TRENT VALLEY OAK."

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, ONTARIO

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

The Shoe Repair Man

SHOE REPAIR SHOP SANITATION

Wm. Baldwin, 2411 Dundas street west, Toronto, writes the *SHOE AND LEATHER JOURNAL* as follows:

I was the author of a recent article in the "Toronto Star Weekly" relative to "Shoe Repair Shop Sanitation." You reprinted it in your valuable Journal in the Dec. 1st issue with some comments thereon. In your introduction you intimated that the description of the dangers arising therefrom had been greatly exaggerated. In my experience it has taught me the contrary. It is my opinion that the airing of these subjects does not injure the craft in any sense. It serves to help lift it to the place where it belongs, and make a real business of it instead of a drudge.

Thanks to the dynamic efforts and determination of those greater lights in the trade, namely, C. F. Robertson (president of the Shoe Repairers' Association), Vice-president H. A. Hayward, and the Secretary A. Butterworth, the craft is at least approaching its proper place in the business world. They are bettering conditions all around in fostering and working for better prices, better equipment, better sanitary conditions, etc. The public are not blind, they want service, and will pay for it, and truth suffers not a whit by having the light of publicity thrown upon it. This light of publicity will clean up the dirty little hand-to-mouth shop, and make it come out into the light and demand a living wage.

Take, as an instance, the milk line. Before the Board of Health took this business under its wing, a milkman was considered lucky if he owned his horse, cart and brass-bound barrel. Of course, when sanitary methods and inspection came into being, up went the price of milk, with scarcely a kick from the public. As a result the milkmen not only own their own outfits, but a great many possess automobiles. I would say, bring on any criticism which will attract public notice. We have all to gain and nothing to lose. I have been in the trade since I was 11 years of age, and am now 40. I was apprenticed to the hand-sewed work and served my 7 years. Since serving my time on the bench, I have worked in factories, at repairing, selling and shipping, but always it has been shoes. The officers of the Toronto Shoe Repairers' Association have met me personally, Mr. Robertson, Mr. Hayward and Mr. Butterworth.

Since writing the article mentioned, I have given up business for myself, being now in charge of the repair shop of G. L. Hodgson, of Mount Dennis. We are also making a line of solid leather boots for little gents, youths, boys and men, so that in truth the alleged writer is a repair man:

Are not the statements contained in the article substantially as stated? You could scarcely expect any repair man to comply with your request to report any case of contagion which may have originated in his shop. As for the likelihood of contagion, no less an authority than Hermann Michael Biggs, M.D., General Medical Officer and Director of Bacteriological Laboratories, New York City Department of Public Health, Professor of Clinical Medicine in University and Bellevue Hospital Medical College, Visiting Physician to Bellevue, St. Vincent's, Williard Parker and Riverside Hospitals, has this to say:

"Scarlet fever is probably a germ disease, and the germs will live for weeks in toys, books, letters, clothing, shoes, wall paper, etc."

My attention was first drawn to this subject when, as a young man, I was working at the bench in Sharon, Penn., U.S.A. A case of smallpox suddenly appeared in the town. Where it originated was a mystery. A negro who was passing through, had his boots repaired in the shop where I was employed. This negro was apprehended at Homestead, Penn., and placed in quarantine. It seems strange to say it, but the white man who was taken sick with the malady had his boots repaired in our shop the same day as the colored man did, and at about the same hour. Several of the shoemakers remarked the circumstance, but it was not mentioned outside (that would show poor business sense).

After this occurrence I came in contact with several cases, that set me thinking.

I never got straight goods on any until the case I mentioned in the "Star," but my physician and I traced that case direct. The case originated among a group of houses around a coal pit, and there being no resident physician, the parents had brought the child through the attack of scarlet fever, and had made no returns or report to the State Health Board.

REPAIRER BREAKS INTO VERSE

A. Mario, who has lately started a "shoe hospital," at 1308 Commercial drive, Vancouver has issued a business card on which the following appears:

'Tis the soles of the people I keep in view,
For I am the Doctor of the Boot and the Shoe;
I Sole the Living, but not the Dead,
With the best of Leather, Wax and Thread;
I can sew on a Sole or nail it fast,
Do a good job and make it Last.
There is nothing snide about what I do.
Doubt not this statement—my work proves true;
I can give you a lift in this life—
Not only for you, but your family and wife.
A good many patients come to my door,
Worn out, run down, besides feeling sore.
Though I do not use Poulitices, Plaster or Pill,
I cure all the sick Soles, no matter how ill.

CHARGES FAIR PRICES AND GETS THE WORK

Geo. D. Creese, who runs a live shoe repair establishment at 804 Victoria Road, Sydney, N.S., is a native of the Island of St. Vincent, B.W.I., and a British born subject. He came to Canada in June, 1913, and a few days after his arrival in Sydney secured employment with the late Jno. J. Power, 226 George street, Sydney. He was employed there for nearly four years and during that period joined the ranks of the benedicts. Mr. Creese decided to start out for himself and just a year ago began in his present stand. Although a man of color, the subject of this reference located in the midst of a white settlement, who appreciate his manner of doing business and the prompt, skilled work that he turns out. Mr. Creese now has the leading shoe repair establishment in what is known as Ward 5. He has installed a Model N. 8½ foot U. S. M. Co. finisher, with skate grinder attached and also has a Sterling stitcher. Mr. Creese makes a specialty of repairing rubber boots, with rubber soles and heels cemented on and gives a permanent guarantee that such soles and heels



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.

“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

will never come off. He believes in getting a fair figure for all the work that he turns out and is not a price cutter. He uses good stock, and finds no difficulty in getting lots of work at the following figures:—

Men's whole soles and rubber heels, sewed on.....	\$2.75
Men's whole soles and leather heels, sewed on.....	2.50
Men's whole soles only, sewed on.....	2.00
Men's whole soles and rubber heels, nailed on.....	2.00
Men's whole soles and leather heels, nailed on.....	1.75
Men's half soles and rubber heels, sewed on.....	2.00
Men's half soles and leather heels, sewed on.....	1.75
Men's half soles and rubber heels, nailed on.....	1.75
Men's half soles and leather heels, nailed on.....	1.50
Men's rubber soles cemented on any rubber boots.....	1.50
Men's rubber soles and heels cemented on any rubber boots.....	2.00
Men's heels, top lifts and pieces for straightening up.....	.50
Men's half soles only, nailed on.....	1.25
Men's half soles only, sewed on.....	1.50
Men's Neolin soles and whole rubber heels.....	2.75

Men's toe caps for 40 to 50 cents per pair; patches 15 cents each, 2 for 25 cents, or increase on larger patches up to 50 and 60 cents.

Ladies' whole soles and rubber heels, sewed on.....	\$2.50
Ladies' whole soles and leather heels, sewed on.....	2.25
Ladies, whole soles only, sewed on.....	1.75
Ladies' whole soles and rubber heels, nailed on.....	2.00
Ladies' whole soles and leather heels, nailed on.....	2.00
Ladies' half soles and rubber heels, sewed on.....	1.75
Ladies' half soles and leather heels, nailed on.....	1.25
Ladies' half soles and leather heels, sewed on.....	1.50
Ladies' half soles and rubber heels, nailed on.....	1.50
Ladies' rubber boots, half soles and heels.....	\$1.50 to 1.75
Ladies top lift and pieces for building up from.....	25c. to .35
Ladies' half soles only, sewed on.....	1.25
Ladies' half soles only, nailed on.....	1.00
Ladies' whole French heels, built.....	1.25

Boys' practically the same. And all sizes over six's, prices are like men's, except tap pieces, always at from 35 to 40 cents.

Children's half soles and heels, the smallest, 75 to 90 cents all nailed on, or when sewed 25 cents extra. Youths' from 60 cents up.

Boots dyed black, 35 cents. Buttons wired on, 15 cents. Buttons furnished and wired, 25 cents. Rubber heels put on, 50 and 60 cents, Skates sharpened, 15, 20 and 25 cents.

It will be noted the difference between the rubber heels, or sewing, is only 25 cents extra in each case.

THE SHOE DOCTOR

Here are a few lines used by an eastern shoe repair man on his cards:—

I'm the doctor, certainly,
 Bring your shoes to me and see,
 Slippers, boots or fancy shoes,
 Bring them to me, there's naught to lose.
 I'm on to all the latest tricks,
 There's nothing in shoes I cannot fix.
 Shoes that are sickly or badly torn,
 Whether all in or slightly worn,
 Bring them to Blank.

VANCOUVER REPAIRERS ADVANCE PRICES

The Vancouver, B.C., correspondent of the SHOE AND LEATHER JOURNAL writes:

The agitation that was started from notes that appeared in your columns a few months ago, I am pleased to see has at last materialized. The members of the Shoe Repairers' Association have got together and propose to advance the

prices of all repairs from the first of the New Year. The subjoined list contains the prices that will come into effect on January 1st, 1918. It will be noticed there is a smaller margin between boots sewn and riveted than previously. With this advancement it is anticipated the public will put up the usual kick, and for a while cause a diversion of patronage, but it will soon come back.

Men's Full Soles and Heels, Leather.....	\$3.50
“ Full Soles and Heels, Rubber.....	2.75
“ Half Soles and Heels, Sewn, Leather or Rubber.....	2.00
“ Half Soles and Heels, Nailed, Leather or Rubber.....	1.90
“ Half Soles Only, Sewn.....	1.50
“ Half Soles Only, Nailed.....	1.35
“ Heels, Leather.....	.60
“ Heels, Rubber.....	.50
“ Heels and Steel Plates.....	.75
“ Hob and Hungarian Nails.....	from .50
“ Toe Caps.....	.75
“ Heel Linings.....	.35
“ Toe Pieces.....	.35
“ Heels and Rubber Tips.....	.75
“ New Heels.....	1.25
“ Whole Rubber Heels.....	65c., White .75
Women's Soles and Heels, Sewn.....	1.55
“ Soles and Heels, Sewn, Rubber.....	1.65
“ Soles and Heels Nailed.....	1.40
“ Soles Only, Sewn.....	1.25
“ Soles Only, Nailed.....	1.10
“ Turned Soles and Heels.....	from 2.00
“ Turned Soles Only.....	from 1.75
“ Heels, Leather.....	.35
“ Heels, Leather, Enamelled.....	.50
“ Heels, Rubber.....	.50
“ New Heels, Cuban.....	1.00
“ New Heels, French.....	1.85
“ Toe Pieces.....	from .25
“ Toe Caps.....	.50
Boy's Soles and Heels, Sewn, 3 to 5.....	1.65
“ Soles and Heels, Nailed, 3 to 5.....	1.50
“ Soles Only, Sewn, 3 to 5.....	1.35
“ Soles Only Nailed, 3 to 5.....	1.15
“ Heels, 3 to 5.....	.40
Youth's Soles and Heels, Sewn.....	
“ 11 to 13 \$1.35, 13½ to 2.....	1.50
“ Soles and Heels, Nailed.....	
“ .11 to 13 1.25, 13½ to 2.....	1.35
“ Soles Only, Sewn.....	11 to 13 1.00, 13½ to 2 1.10
“ Soles Only, Nailed.....	11 to 13 90c., 12½ to 2 1.00
“ Heels, 11 to 2.....	.40
Children's Soles and Heels, Sewn, 6 to 10.....	1.15
“ Soles and Heels, Nailed, 6 to 10.....	1.00
“ Toe Caps, 6 to 10.....	.50
“ Heels, 6 to 10.....	.30
Red Rubber Heels.....	\$.60
White Rubber Heels.....	.65
Elastic Side.....	per set 1.25 up
Patches, Sewn.....	.15 “
Cement Patches.....	.25 “
Rips.....	.10 “
Buttons on Boots.....	.25 “
Buttons on Oxfords.....	.15 “
Dyeing Shoes.....	.35 “
Box Toes.....	1.25 “
Heel Stiffeners.....	1.25 “
Calks.....	each .01
White Leather.....	Extra



HYDRO CITY and G. V. O. SOLID LEATHER SHOES

If ever there was a demand for reliable Solid Leather Shoes it is RIGHT NOW, and Hydro City lines will fill that demand this year the same as they have done in the past. And they have the stylishness that makes sales in addition to their splendid wearing qualities.

Get in touch with us at once.

Hydro City Shoe Mfrs.
LIMITED
Kitchener :- 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.

FIND SKATE SHARPENING PROFITABLE

That there has been no let up in the popularity of skating and kindred pastimes seems to be indicated by the number of progressive and up-to-date shoemen who have this season joined the ranks of the little army of shoe repairers who make a speciality of grinding and sharpening skates for the ice loving public, and incidentally help to brighten business for themselves during what might otherwise be a dull spell in the shoe repairers' year.

The following are a few of the better known shoemen who have this season installed the Model A Skate Sharpening Machine, manufactured by the United shoe Machinery Company of Canada, Limited:

Max Schiff, 496 Dundas street, Toronto Ont.; T. DeSmet, 469 Bourbonnier, Maisonneuve, P. Q., A. Couvian, Toronto, Ont.; J. T. Walters, 103 Shuter street, Toronto, Ont.; Laureat Blouin, Quebec, P. Q.; Great West Saddlery Co., Winnipeg, Man.; L. De Marco, Main Street, Seaforth, Ont.; Beaches Shoe Repair, 2224 Queen street east, Toronto, Ont.; Aniello's Shoe Infirmary, 746 St. Catherine street west, Montreal, P.Q.; L. Bloomenfeld, 387 Victoria avenue west Montreal, P.Q.; Fernie Shoe Hospital, Fernie, B. C.; Vincent Francisco, 539 Rachel street east, Montreal, P.Q.; B. C. Leather & Shoe Findings Co., Pender street, Vancouver, B.C.; A. Enchin, Guelph, Ont.; Max Baron, 1227 VanHorne avenue, Montreal, P.Q.; Michael Budziak, 155 Kent street, Ottawa, Ont.; Roman Suskai, Port Arthur, Ont.; General Garage, New Hamburg, Ont.; T. M. Carpino, Sudbury, Ont.; J. Emile Naud, Turgeon street, Ste. Therese de Blainville, Co. Terrebonne, Que.; United Quick Shoe Repair, 41 St. Catherine street west., Montreal, Que.; W. Swall, Kenora, Ont.; A. R. Wilton, 133 York street, Hamilton, Ont.; D. Sauro, 1295 Ontario Street east, Montreal, P.Q.; Calgary Saddlery Co., Calgary, Alta.; Geo. May & Sons, 74 Rideau street, Ottawa, Ont.; W. J. Milling, 580 College street, Toronto, Ont.; F. J. Landry, Fredericton, N.B.; Augusto Bellucci, 128 Park avenue, Montreal, Que.; Edmond Balduc, 166 Commercial street, Ville Louzon, Levis Co., Que.; S. Fromenet, 3152 St. Lawrence boulevard, Montreal, Que.; St. Viateur Shoe Hospital, 195 St. Viateur street west, Montreal, Que.; C. H. Watt, Amherst, N. S.

A new skate sharpening machine known as the Model B was introduced by the United Shoe Machinery Company of Canada, Limited, this season to the shoe repairers and others who required a skate sharpener of greater latitude than their now famous Model A Machine. The principal feature of this new machine is that it has two sharpening wheels, one fine and one coarse, so arranged that they interchange and swing into position to couple automatically on to one drive shaft, in such a way that both stones will work in the same groove if required, and all classes of work be accommodated.

This machine has been installed by the following parties: Dave Wade, 520 Ward street, Nelson, B.C.; James Xenos, 50 Union street, St. John, N. B., S. Goodman, 279 Raglan street, Renfrew, Ont.; Geo. Nelson Sault Ste Marie, Ont.; D. Monahan, 166 Union street, St. John, N.B., Maple Leaf Shoe Repairing Co., 1909 Eleventh avenue, Regina, Sask.; Truro Shoe Repairing Factory, Commercial street, Truro, N.S.; Goodyear Shoe Repair Co., 1046 105th street, Edmonton, Alta.; J. T. Walters, 103 Shuter street, Toronto, Ont.; Geo. D. Creese 804 Victoria road, Sydney, N.S., I. Bullivant, Medicine Hat, Alta.; B. C. Leather Co., Limited, 169 Pender street, Vancouver, B.C.; Alfred Bizzarro, 495A Ontario street east, Montreal, P.Q.; K. Kosky, 139A Notre Dame street, Lachine, P.Q.; Z. Enchin, 401 Roncesvalles avenue, Toronto, Ont.; A. Snedden, 211 Danforth avenue, Toronto, Ont.; O. Petegorsky, 253 Rideau street, Ottawa, Ont., Jos Duchene, 98 Forsyth street, Montreal, P.Q.;

Superior Shoe Repair, 55 Queen street south, Kitchener, Ont.; N. Maggorins, 3100 Clarke street, Montreal, P.Q.

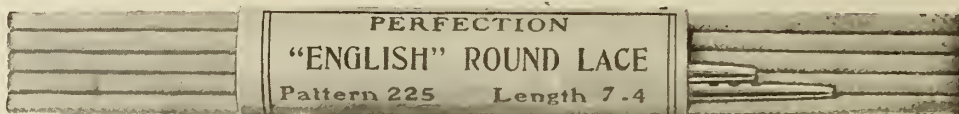
MANY REPAIRERS ADD NEW EQUIPMENT

The trend of the times as far as they affect the up-to-date shoe repair men and their desire to be in the class of the best equipped repair shops is quite easily seen when one glances over the list of a few of the Goodyear Stitches, Repair Outfits, McKay Sewers, and other machines supplied by the United Shoe Machinery Company of Canada, Limited, to well known members of the Canadian shoe repairing fraternity quite recently.

Here are a few of the better known names: G. Verdone, 1021 Mount Royal avenue east, Montreal, Que., 6 foot repair outfit, model P; Mike Nardy, Oakville, Ont., 6-foot repair outfit model P; A. Davis, Collingwood, Ont., 6-foot repair outfit model P; J. Emile Naud, Turgeon street, Ste. Therese de Blainville Co. Terrebonne, Que., 8-foot model N shoe repair outfit; Roman Suskai, Port Arthur, Ont., repair outfit 8-foot, model N; Micheal Budziak, 155 Kent street, Ottawa, Ont., repair outfit model P, 6-foot; Geo. D. Creese, 804 Victoria road, Sydney, N.S., 8-foot repair outfit, model N; A. A. Laverdure, 523 Lagaucheture street west, Montreal, Que., model P repair outfit; Goerge Fex, 208 King street, Brockville, Ont., 22-foot Goodyear repair outfit, with stitcher, and model N tap scarfing machine; J. Cramourski, Capreol, Ont., 8-foot model N shoe repair outfit; L. C. Vyc, Millerton, North County, N.B. tap scarfing machine; Augusto Bellucci, 128 Park avenue, Montreal, Que., 18-foot Goodyear outfit with rapid stitcher; W. Dumont, Three Rivers, Que., tap scarfer model N; G. Dagistino, 1407 Gerrard street east, Toronto, Ont., model P 12-foot shoe repair outfit; Stolley & Boozey, St. Thomas, Ont., McKay sewer, model S; O. Paquin Reg., 93 Richelieu street, St. Johns, Que., 18-foot model N shoe repair outfit; Stephen Fisher, Halifax, N.S., Impression stitcher machine; Hugo Werry, Estevan, Sask., McKay sewer, model S; Onesime Trottier, St. Tite, Que., 18-foot Goodyear repair outfit; G. H. Wilkinson, Ouelette avenue, Windsor, Ont., 72-inch climax F, shaft D; Modern Shoe Repair, King street, Cobourg, Ont., Goodyear repair outfit; Geo. Deschenes, Louisville, Que., tap scarfer, model N; L. De Marco, Main street, Seaforth, Ont., 18-foot model N Goodyear repair outfit; John Graham, Richmond, Que., tap scarfer, model N; W. R. Murray, 3 Riddle street, Woodstock, Ont., Goodyear rapid outsole lock-stitch machine; La Cie J. H. Jacques & Fils, Rue St. Purre, Quebec, Que., repair outfit model P; Laureat Blouin, Quebec, Que., 8-foot model N repair outfit; P. C. Price, 98 Laurie avenue west, Montreal, Que., 18-foot model N shoe repair outfit with Goodyear stitcher and McKay sewing machine, model S; Geo. Deschenes, Louisville, Que., 6-foot repair outfit, model P; H. & C. Shoe Mfg. Co., 1155 Yonge street, Toronto, Ont., 22-foot Goodyear repair outfit; Donald McLeod, 535 Queen street, Sault Ste. Marie, Ont., 22-foot Goodyear repair outfit; Norris Shoe Co., 43 Durham street, Sudbury, Ont., 22-foot Goodyear repair outfit; Valmore Dulude, Ste. Anne de Bellevue, Que., 18-foot shoe repair outfit, model N; A. Hettor, 64 Victoria square, Montreal, Que., tap scarfing machine, model N; T. De Smet, 469 Bourbonnieuve street, Maisonneuve, Que., shoe repair outfit; Military Hospital Commission, Kingston, Ont., special Goodyear outfit, loaned for instructing returned soldiers; G. Stilla, 854 Ontario street, Montreal, Que., 6-foot Model P; B. W. Brown, 6 Bridge street, Belleville, Ont., 18-foot model N Goodyear repair outfit; Edward Gagne, Thetford Mines, Que., Model P repair outfit; Mrs. Mary A. Kennedy and Lewis A. Boussey, 466 Market street, Woodstock, Ont., Goodyear rapid outsole Lockstitch machine; Nova Scotia Technical College, Halifax, N.S., 18-foot Goodyear outfit loaned for instructing returned soldiers.

OUR WINNER

Pattern 225



Made of the Best Quality Mercerized Yarn. Its Wearing Qualities are of the Best.

We have this Lace for immediate delivery in black, white and fourteen colors. Lengths 27 to 81 inches.

	Black	Colors		Black	Color
27-Inch	\$1.64 gross	\$2.05 gross	63-Inch	\$3.40 gross	\$4.10 gross
40-Inch	2.27 gross	2.80 gross	72-Inch	3.84 gross	4.70 gross

A liberal trade discount allowed on all orders in assortments from fifteen to twenty-five gross lots.

OUR NEW POPULAR PRICED TUBULAR LACE

Pattern C554X

Made in seven wanted colors—Black, mouse, battleship gray, white, light gray, cocoa brown, mahogany, all lengths, with new "CLINCH-O-TIP." Samples on request. We quote one length, 63-inch, all colors, boxed and banded, \$4.10 gross.

CHANDLER'S SPECIALTIES—Perfection Shoe-Tie Ribbons, Plain and Fancy Bows, Ornaments and Buckles

SOLE AGENTS

30 Franklin Street

C. A. BROWNING CO.

BOSTON, MASS.



CHROMOIL



THEY STAND THE TEST

What your customers want are LARRIGANS and SHOE-PACKS that will stand the wear and the weather. Our tannages impart the toughness of rawhide with the suppleness of CALF. All the GOOD qualities of the oil tan with none of the DEFECTS.

Our Farm Shoes

Are just the thing for your summer trade. A neat, glove-fitting, light shoe with the comfort and wear. Seam on the outside, and a splendid fitter.



**Palmer - McLellan
Shoepack Co. Limited
Fredericton, N.B.**

AN EXPERT IN FITTING AND BOWLING

J. W. McCulloch, manager of the shoe department of Archie McGillis, Fort William, is a live wire. He recently took a special course in fitting, and has qualified himself in a way that makes him a leader in this particular branch of the trade. He has been with Mr. McGillis five years, and was formerly with T. H. Shields & Co., Brampton. He began his career with G. W. Crawford, of that town, being with him eight years.

If there is anything outside of fitting, selling and buying shoes that Mr. McCulloch likes, it is to get on the bowling green. His rink, last summer, won the silver cup shown in



Winners of lawn bowling trophy at Fort William. Left to right: W. J. Cooper, A. Chamberland, George Oliphant and J. W. McCulloch, skip.

the accompanying cut. It was donated to the Fort William Bowling Club, by Copley, Noyes & Randal, of Hamilton, and was played for the entire season, twenty-one rinks taking part, every rink playing every other rink. Mr. McCulloch's quartette was victorious in 15 games and lost 5, and this year he was honored by being elected vice-president of the club for the coming term. He is the gentleman seen on the right of the picture. From left to right the others are: W. J. Cooper (lead), manager of the Fort William branch of the Gutta Percha & Rubber, Limited; A. Chamberland, (second player), with the Grand Trunk Pacific freight department; Geo. Oliphant (third player), window trimmer for Rutledge & Jackson, and the last, as already stated, Mr. McCulloch.

NOTES OF INTEREST FROM VANCOUVER

Business in the retail boot line has been quiet, while the repair trade has been busy. The general opinion is that the great displacement of hoarded cash to Victory Bonds has caused the purchasing public to curtail their expenses for a time and the buying of new boots has had to give way, while the old ones have been turned over to the repairer to make do for another period of duty.

What no doubt has been the most stupendous sale put on in Vancouver by any one shoe store has been operated by Johnston's, of Hastings street, under the supervision of Mr. Foster. Full page advertisements were used in the local papers for several days, and with attractive window dressing, the store was a centre of activity.

We are pleased to welcome P. T. Richardson to our city. For sixteen years Mr. Richardson was in the shoe line in Calgary and he now has taken over the shoe business which for some time was operated by the Cluff Shoe Co, 649 Hastings street west. Mr. Richardson started off with a huge clearance sale and with extra assistants the whole staff was kept very busy.

Mrs. Elizabeth Woods died at the family residence recently after a few days' illness from pneumonia. The late Mrs. Woods was the wife of J. F. O. C. Woods, senior partner of the well-known firm of Woods & Son, retail shoe dealers, Hastings street. She was 74 years of age and came from London, England, to Vancouver. The funeral was held to St. John's Church and was attended by all the members of the family and friends in the retail shoe trade.

Park Houston, for many years in business as a shoemaker and repairer, died recently. He had been in the hospital for many months.

The members of the repairing trade are very busy at the present time and many have to forego their Wednesday half-holiday and work overtime. The call for skilled help is not being answered, as there are no spare hands to be had.

J. Palmer, of Dunsmuir street, one of the old-timers and the pioneer of the famous gold mines at Antlin, has removed his repair stand to South Vancouver.

J. Head, maker of loggers' boots, Water street, has installed a cutting and closing department in his establishment and is now making his own uppers.

Extension of premises has been undertaken by Pierre Paris, of the World Shoe Repairing. The adjoining store has been secured and the two converted into one, allowing a convenient room for customers to wait while their boots are being repaired. There is also a spacious office and considerable needed space for benchers and operators and new machinery. Besides repairing, Mr. Paris has a large business in custom loggers and boots.

I am pleased to see my remarks in a previous issue are beginning to bear fruit with regard to the advancing prices of repairs. As I explained then, prices were increased about a year ago upon the rising cost of leather, but no consideration was taken of findings. It is now dawning upon many members of the trade that the added value of findings, etc., has been cutting deeply into their profits and a wide agitation is being made to get a general advancement. A. Scoton, of Granville street, has not waited for the other members of the trade, but has advanced prices on most all work. He is charging for men's half soles and heels, sewn leather or fibre, \$2.00; ladies', with leather heels, \$1.60; ladies', with rubber heels, \$1.65; boys', 3 to 5, \$1.65. Other members of the trade will likely fall in line shortly.

I notice Mr. Philip Pocock, of the London Shoe Co., takes up the discussion on the Blucher. I do not think my remarks or those of Mr. Bignell opened up the question of the period of its existence, but called attention to the misnomer, as applied to the present day, of styling the Derby pattern upper a Blucher. After Mr. Pocock's observations it may be interesting to know that one of the oldest men on the seat in Vancouver is wearing the original pattern Blucher. I would be pleased to see manufacturers in their new catalogues and advertisements use the term "Derby."

ST. CRISPIN.



208

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



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.

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

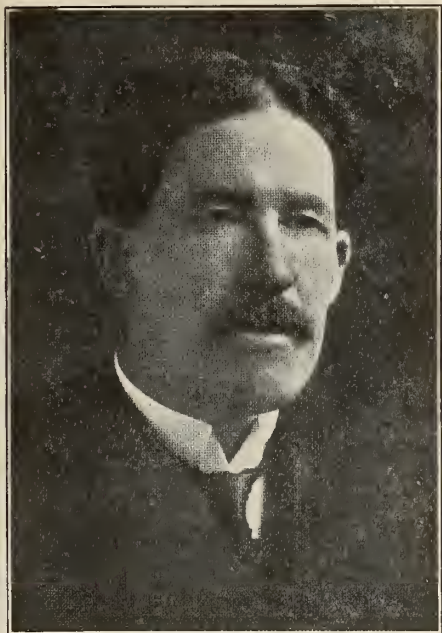
General Offices & Works
Christie Street, Toronto

City Office & Warehouse
63 Bay Street, Toronto

BRANCH WAREROOMS
252 Notre Dame St. W., Montreal
553 St. Valier Street, Quebec
RICHARD FRERES, Agent

THE LATE F. G. CLARKE

There passed away at Baltimore on Christmas day, a man whose whole lifetime has been spent in connection with the leather business of Canada, and whose name is familiar to the shoe and leather trade from coast to coast. For two or three years past F. G. Clarke, of Clarke & Clarke, Limited, has been more or less under the weather,



The late F. G. Clarke, Toronto

and although he has been able to attend to his affairs with an occasional business trip for a change, he did not give his condition serious consideration until his physician ordered him south for the winter.

He stopped off at Baltimore for medical consultation and treatment, and while there passed away. Mr. Clarke was in the prime of life, being only fifty-four years of age, and had been in the leather business since boyhood, entering his father's factory at Peterboro, Ont. After the late John Clarke passed away the business was transferred to Toronto and conducted by the three sons, A. R. Clarke, F. G. Clarke, and C. E. Clarke, as A. R. Clarke & Co. Later two establishments were formed, the older concern devoting its attention to the kid and calf business, and the new one, Clarke & Clarke, Limited, taking up the sheepskin end. F. G. Clarke as president of Clarke & Clarke, Limited, gave himself unstintedly and unremittingly to the building up of the business which was later housed in their splendid establishment on Christie street. He has given very little time to recreation, although a member of the Scarborough Golf and County Club and several other organizations, but was an active church worker and interested in a number of charitable works. The strain occasioned by war conditions added to the pressure under which Mr. Clarke was physically struggling and he was at last compelled to seek the recuperation he should have taken two or three years ago.

A sad feature of the sudden decease of Mr. Clarke, is the fact that both his sons are at the present at the front, the elder having been recently severely wounded and the younger having just crossed to France. He leaves besides these a widow, who has the deep sympathy of the trade in her unfortunate and peculiarly sad bereavement. The late Mr. Clarke was one of those retiring, unobtrusive business men,

under whose quiet exterior was hid a wealth of kindly sympathy, as well as a wise, practical, thoughtful interest in world affairs. The interment was in Toronto, Dec. 29th.

MR. MUMFORD HAD CLOSE CALL

F. O. Mumford, manager of the Halifax branch of the Amherst Boot & Shoe Co., writing to the *SHOE AND LEATHER JOURNAL*, gives a vivid description of the recent disaster in that city. He says every pane of glass in their warehouse, including eight panes of heavy plate glass fourteen feet in height, were completely destroyed, while the building received a bad shaking up. The roof in the rear of the structure was raised fully six inches and it will cost several thousand dollars to repair the damage. There was practically no loss in stock.

Mr. Mumford was the only one in connection with the Amherst Boot & Shoe Co.'s business who was injured. His desk faced a large plate glass window and it fell in just as if it had been shot from a gun. Mr. Mumford received fully twenty-five cuts on his hands, one of which proved very serious, severing the main cord of the index finger. It is probable that he will never again have the full use of this digit. Apart from this Mr. Mumford received a bad cut on the nose and one serious opening on the head, which required several stitches to close. He was, indeed, fortunate to have



F. O. Mumford, Halifax

his life spared. A number of friends who saw the condition of his office after the explosion stated that he had a miraculous escape from instant death. Mr. Mumford's wounds are now all practically healed and he is back on duty and feeling much better.

In reference to the damage done to the various shoe concerns in the devastated district, Constant Upham, who conducted a large general business, lost his shoe stock of at least five to seven thousand dollars and also yielded up his life in the explosion. Nothing remains of his place of business and stock except ashes.

I. Creighton & Co., in the district of Richmond, who ran a general store, lost their boot and shoe stock, worth about \$3,000. Mr. Creighton, his wife and several other members of the family were instantly killed and his premises reduced to ashes.

The Estate of Mrs. E. J. Horne lost their entire stock of boots and shoes. The loss will amount to about \$5,000, but fortunately there was no death.

Practically every plate glass window in Halifax was shattered to atoms by the force of the explosion.



A Louis Heel Breast Trimmer.

that finishes the Heel Breast

from edge to edge following line of sole,
requiring no hand work or rough scouring

SAFE and RAPID

Every pair of heels like template used

Manufactured and Sold by

The Louis G. Freeman Co.

Cincinnati, Ohio, U.S.A.

Canadian Representatives:

INTERNATIONAL SUPPLY CO.,

Kitchener, Ont.

Montreal, Que.

Write Us For List Of Our Machines

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.



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

NEW POSITION FOR MR. HYMMEN

O. H. Hymmen, who has been appointed manager of the Montreal branch of the Kaufman Rubber Co., succeeding J. J. Duggan, has entered upon his new duties. Mr. Hymmen was placed in charge of the warehouse in Montreal of the Merchants Rubber Co., shortly after that concern was organized. He proved himself an energetic salesman and opened up the territory for this firm quickly and thoroughly. He continued to hold the goodwill of the trade throughout the province for a number of years and was with the Merchants Rubber Co. until that organization was taken over by the Canadian Consolidated Rubber Co., about which time his duties were devoted mainly to the head warehouse in Montreal and the Montreal city trade.

The ability, hard work and continuous efforts of Mr.



O. H. Hymmen, Montreal

Hymmen to look after the interest of customers lead the Kaufman Rubber Co. to believe that in him they have one of the most aggressive and capable men that they could procure. They are of the opinion that he has all the requisites of a successful branch manager.

HISTORIC SHOE HOUSE DINES STAFF

The annual banquet tendered by the historic W. B. Hamilton Shoe Co., Toronto, to the members of the traveling staff and heads of the various departments, was held on December 27th at the National Club. The social event followed the annual meeting of the company and a business conference at which various matters of importance were considered and discussed. The past year has been the most successful in the long history of the concern and the results from ever standpoint have been most gratifying.

President W. A. Hamilton presided and under his capable direction a splendid programme of toasts, songs and choruses was carried out. Everything went with a swing and a dash and there was not a listless moment during the whole evening. The various members of the staff were congratulated on the excellent showing made and all referred in appreciative terms to the cordial relations which existed between the different departments of the firm and the cooperative spirit which characterized the establishment.

Twenty-one sat down to an interesting repast and rollicking songs were contributed by J. E. Firth, J. R. Davis, W. G. Nicholson, R. B. Hornibrook, W. D. Griffiths and others. W. J. Coulson rendered a humorous recitation entitled "Jones' Midnight Ghost." Toasts were drunk to the King and Country, the "Model Shoe," the House Management, "the Centenarians," the Guests and the Salesmen. Among those who delivered happy and appropriate replies were: C. B. Hamilton, vice-president of the company, W. J. Coulson, foreman of the cutting room, A. Hatt, of the bottoming room and J. Whitton, of the sole leather room. All referred enthusiastically to the excellence and quality of Model Shoes. The Management of the House found able champions in W. T. Purvis, G. A. Seccombe, R. B. Hornibrook and E. McConachy.

The toast to the Salesmen brought L. S. McKindsey, W. A. Griffiths, W. G. Nicholson, W. D. Griffiths, G. B. Campton, J. R. Davis, W. C. Foster, J. E. Firth, J. W. Garrett, J. Huxley and J. O'Sullivan to their feet, while G. B. Van Blaricom replied to "Our Guests." The orator of the evening was G. A. Seccombe and the talented accompanist J. R. Davis, while a feature of the proceedings was a lively reminiscence of the pioneer days in selling as contrasted with present "tourist" comforts. The veteran speaker was W. A. Griffiths, who has been for forty-five years identified with the firm. The gathering dispersed with the singing of the National Anthem.

ANOTHER SHOE MANAGER ENLISTS

Clarence J. Wilson, manager of the footwear department of the Arcade Departmental Store, Hamilton, Ont., has enlisted with the 69th Battery for overseas. Mr. Wilson



C. J. Wilson, Hamilton, Ont.

began his shoe career with W. J. Thurston, of Guelph, and after working for him for some time, had an opportunity to come to Hamilton and take charge of the footwear section of the Arcade, Limited. He has been buyer and manager of that department for the past six years and has made many friends in the trade.



COMING YOUR WAY

Our Salesmen are coming your way with

YAMASKA SAMPLES

A range of shoes for MEN, BOYS, YOUTHS, WOMEN, MISSES and CHILDREN that will supply that every-day call for moderately priced shoes that fit and give good wear. They are priced to yield you a good profit, too.

LA COMPAGNIE J. A. & M. COTE

ST. HYACINTHE, QUE.



The Moose Head Brand

A guarantee of quality and make that is backed by years of experience. You make no experiment when ordering Moose Head Brand.

Larrigans, Shoe Packs, Moccasins and Sporting Boots

For Men, Women, Boys and Girls. Over Fifty Styles to select from, up-to-date in design and make.

Ask about our Trench Boot.

John Palmer Co., Limited

Fredericton, N.B.

MR. FERGUSON SUCCEEDS MR. SAVAGE

Geo. H. Ferguson, who for the past two years has been representing Clark Bros., St. Stephen, N.B., throughout the Western Provinces, will succeed the late M. L. Savage as Western representative for the Tetrault Shoe Mfg. Co.,



Geo. H. Ferguson, Vancouver

Montreal. For several years Mr. Ferguson was associated with the late Mr. Savage, not only in close, personal relationship, but also in a business way in Murray's Limited, of Calgary, and in the purchase of the Harvard Shoe Store in Winnipeg.

Mr. Ferguson began his career in the shoe game by spending a couple of years in the factory of the Hartt Boot & Shoe Co., of Fredericton, N.B., and after that represented them first in New Brunswick and then in Western Canada for some fifteen years. Widely known to the trade, Mr. Ferguson is a capable and conscientious salesman who will look vigorously after the new interests which he represents. It is likely that Clark Bros.' splendid connection in the West will be supervised by Jas. F. Clark, vice-president of the company.

AN "UPSTAIRS" SHOE STORE

Eight years ago two young men in Chicago rented a small room on the tenth floor of a skyscraper. The annual rental was \$240. They installed inexpensive fixtures and filled the shelves with a line of women's shoes which in those days they could sell at \$2.50 a pair—not job lots, nor samples, but stock that readily retailed, in first-floor stores, at prices 20% higher.

The men did not have the capital for much advertising, but their windows faced the semi-circular elevator shafts in this big building—so, naturally, many office employees and visitors could see their display. Business came slowly at first, but satisfied customers told their friends and sales soon began to multiply.

To-day these men rent 4,036 square feet on the same floor in the same building; also 791 square feet on the first floor with 20 feet frontage. They pay \$1.47 per square foot for the upper floor space and \$4.55 per square foot for the first floor. The rate of increase of annual sales in the upstairs store has been more than double the increases of floor space.

They claim that their success is due, in a large measure, to prices. Women, they say, can actually save from 20%

to 30% on shoe purchases for the slight trouble of stepping in and out of an elevator.

In recent years part of the ground floor show-window space has been devoted to a display of the women's shoes which are for sale on the tenth floor—only men's shoes being sold on the ground floor. This display has had an important share in the rapid increase of upstairs sales, but the partners are confident that low rents and low prices are really big factors in their success.

W. M. SHAFER WILL DO HIS BIT

Wilson M. Shafer, vice-president of the Moore-Shafer Co., Brockport, N.Y., and son of the president, M. A. Shafer, has enlisted in the National Army and left recently for Camp Dix, where he is a member of the Field Artillery. Mr. Shafer, who has many friends in the trade, is anxious to do his bit in the present struggle for liberty and democracy. While the factory will miss his co-operation during the war, all associated with it are gratified at the loyalty and patriotism shown by the vice-president.

Wilson M. Shafer graduated with honors from the University of Michigan nearly three years ago and in connection with his regular course, specialized in cost accounting, etc. Immediately he became active in the factory of Moore-Shafer Company, having full charge of the shipping, receiving and buying of findings, together with oversight of the cost accounting department. A year later he was elected a



Wilson M. Shafer, Brockport, N.Y.

director of the company, as well as vice-president. During his college course Mr. Shafer was manager of the Glee Club, composed of sixty members, which gave entertainments in all the large cities of the United States. He was also an enthusiastic member of the Psi U. Fraternity, both in the University of Rochester and the University of Michigan and belonged to several other societies of which he was a leading spirit. L. B. Shafer, who is well known in Canada, which he visits two or three times a year in the interest of his firm, is a brother of Wilson M. Shafer.

WAR CONDITIONS. How has the shoe store been affected generally by the great War, especially with regard to the labor problem? This question will be answered in our next issue by a large retailer who thinks he has solved the latter problem. It will interest all shoe handlers.



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

Rivaling Genuine Kid

Surface Kid is a decided advance on genuine kid. It has a beautiful grain with a pliable texture like that of Chamois. More economical than kid and less expensive, and will not scuff.

In Black and Colors

Head Office:

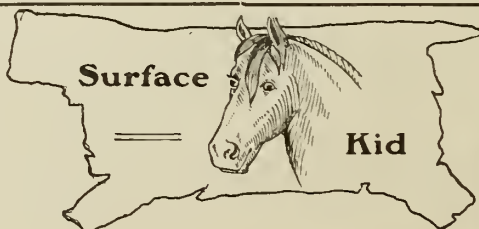
491 St. Valier St., Quebec

**LUCIEN
 BORNE**

Send for Sample

Montreal Office:

152 Lemoine St. W.



AN ENERGETIC WORKER FOR THE UNION

E. W. A. O'Dell, who is Canadian representative of the Boot and Shoe Workers' Union is a Hamilton boy born and bred, and is favorably known from one end of the Dominion to the other. He started to work over a quarter of a century ago in the cutting department of John McPherson Co., Hamilton, and of late years has covered the whole of the Dominion and Newfoundland in the interests of the organization, whose interest he so ably upholds. Mr. O'Dell has visited every shoe town in Canada and practically every footwear centre in the United States. Speaking of the Boot and Shoe Workers' Union recently, he said that this organization was



E. W. A. O'Dell, Hamilton, Ont

never in more flourishing condition, numerically or financially, than it is at the present time and \$10,000 was invested in Canadian Victory Bond.

"Our success," declared Mr. O'Dell, "is, we feel, due to our no strike policy. Manufacturers using our Union stamp are guaranteed against stoppages of work. All matters that cannot be mutually arranged are settled by arbitration. This is of value to the retailer inasmuch as his goods are never held up by strikes. In addition, the Union stamp on footwear is frequently a selling factor, especially when featured by the retailer in industrial centres."

IS ERA OF HIGH PRICES FADING?

"Yes," remarked a leading shoe salesman the other day, "I find that there is a reaction setting in against the higher price shoes in women's lines. By this I mean against those delicate millinery creations which retail all the way from \$15.00 to \$22.00. Now, the popular price is \$8.00 and \$10.00, and women whose purses are deep and have no need to consider economy in footwear, believe that it is a wise policy not to pay more than \$10.00 for foot togery. The era of fancy prices is passing and the ebb has now set in. It was rather a novelty, as well as an exciting experience to exhibit footwear that ate up all the weekly wage of the ordinary husband, but such ideas are now passing. Those who are anxious to win the war and use every economic means to that purpose, believe that \$10.00 shoes are the limit, while \$8.00 is the more popular price. You may think that I am talking this way," concluded the speaker, "because I represent a line that sells around \$5.00, but if you have any misgivings

on this point, ask any city or town retailer, outside of a very few exclusive establishments in each centre, and you will find that what I am saying represents the true state of affairs."

THE ROCHESTER SHOE STYLE SHOW

Rochester and Western New York shoe manufacturers believe that the fourth semi-annual shoe style show to be held at the Powers hotel, Rochester, January 7 to 12, will be more largely attended than any previous show. Retailers in hundreds of reported instances have deferred their buying until they visit this exposition. The affair is under the supervision of a committee of which G. A. Schaub is chairman and M. C. Smith, secretary. The committee has reserved all rooms on the fifth and sixth floors of Powers' Hotel and already there are over forty exhibitors booked with more applications to be passed upon by the committee on credentials.

There will be three living model exhibitions. The nights for these are Wednesday, Thursday and Friday, January 9, 10 and 11.

NEWS BRIEFS FROM QUEBEC

Among the recent visitors to Quebec were Jas. Stevenson of the Robt. Ralston Co., Hamilton; H. Hurtubise, of the Panther Mfg. Co., Sherbrooke, F. Good, of the Standard Chemical and Lumber Co., Toronto, and J. B. Crochin, of L. H. Packard & Co., Montreal.

Shoe retailers report a very good business during the week before Christmas, and are looking forward to a fair trade in January.

Most of the shoe factories are running, but not to their full capacity. They are busy turning out orders for February, March and April delivery.

J. M. Stobo, shoe manufacturer, has installed in his factory several modern lasting machines.

Among those who sent out very fine calendars to their customers and their friends in the trade were Tourigny & Marois, O. Goulet, Lagace & Lepinay, Edgar Shee and J. H. Jacques, Limited.

Edgar Clement, tanner, has formed a company under the name of Edgar Clement, Limited, with a capital stock of \$200,000 to manufacture, sell and deal in leather. Among the incorporators are M. E. Clement, E. L. Cantin, J. D. Vermette and others.

Many friends in the trade have learned with regret of the death of Ulderich Cantin, leather manufacturer. He was in his 61st year, and was at one time an alderman representing St. Valier ward. The funeral, which took place to St. Malo Church and thence to St. Charles Cemetery, was largely attended by shoe manufacturers and tanners, not only from Quebec, but also from Montreal.

Duchaine Shoe vs. Marier & Trudel, Ltd., came up recently. Plaintiff claimed \$163.50 damages resulting from the fact that defendant didn't deliver to him certain goods which had been sold to plaintiff by the company. Defendant alleged that the goods in question were to be made with a certain leather, but, that on account of the war, it was impossible to get the leather from England and that there was none to be found in Canada. Judgment in plaintiff's favor for \$163.50, interest and costs.

HOW MUCH FOR ADVERTISING.—A town dealer in our January 15th issue will discuss the question, "How much should the average town retail shoe business appropriate for advertising and how should it be spent?"

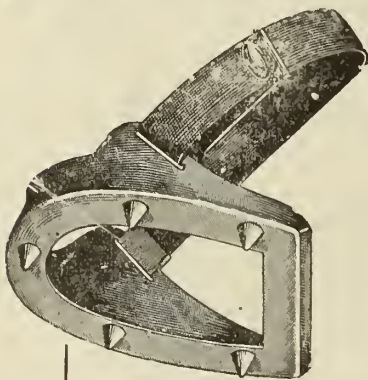


1918 NEW MODELS

Are bound to be Money Makers

JOBBER: In laying your plans for 1918 include the AIRD LINES. They have proven to be shoes you can confidently rely upon to give the best of satisfaction to both dealer and wearer. They will maintain their high standard during 1918 just as they have done in the past.

AIRD & SON (Registered)
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

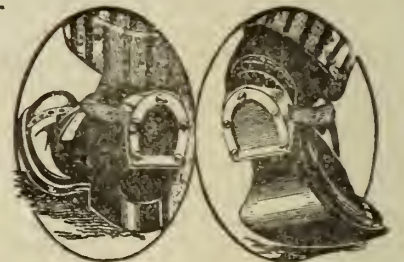


Fig. 1

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

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.



F. C. Henry, Toronto



H. O. Doran, Toronto



E. C. Tripp, Toronto

MR. FEGAN REWARDS FAITHFUL SERVICE

In recognition of the faithful, earnest services rendered by the heads of the departments in his establishment, Warren T. Fegan, proprietor of the "Big 88", Queen street west, Toronto, has given them a financial interest in the profits of the business. Those who will benefit by the profit-sharing plan are F. C. Henry, of the women's department, H. O. Doran, of the men's and E. C. Tripp, of the misses' and children's. By the new arrangement, these gentlemen participate in the net annual earnings of the store, which has done a flourishing business for many years, the division being based



Warren T. Fegan, Toronto.

management. Mr. Fegan believes that active and conscientious work should be rewarded by something larger than a mere salary and, in accordance with this spirit, has just given his "boys", as he terms them, a nice share in the earnings of the "Big 88." The details have all been agreed upon and in view of the more active association which the department heads will have in the business, it is expected that the "Big 88," of which Mr. Fegan remains sole proprietor, will expand under the united and aggressive efforts of his co-workers and himself. During the past summer a large extension was erected to the store, making a depth of 113 feet.

The heads of the departments are naturally much pleased with the generous consideration which has been extended by their employer, who has progressive ideas on management, co-operation and the responsibility of a sales staff. Mr. Fegan and Mr. Henry will attend the Shoe Style Show in Rochester, N.Y., for a few days.

WHERE IS MISSING SHOE TRUNK?

J. S. Lovell, of Toronto, who represents Corbeil, Limited, shoe manufacturers, Montreal, is searching for a missing brown fibre shoe trunk, which contained about one hundred and fifty samples and was evidently removed in error from the baggage room of the Queen's Hotel, Toronto, a few weeks ago. A diligent search so far has failed to find the lost property. The trunk was probably checked out of the Union Station, Toronto, and it is thought that it may be in storage in some hotel in Canada awaiting an ownership claim. Mr. Lovell would be grateful for any news concerning its whereabouts.

MR. MOREAU TO JOIN BENEDICTS

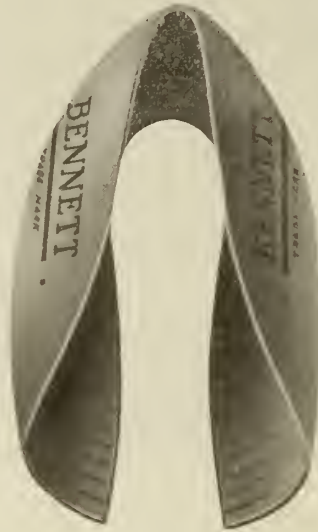
Many friends in the East have received invitations to attend the wedding of Joseph C. Moreau, Western Canada representative for Blachford, Davies & Co., Toronto. Mr. Moreau, who is an experienced and widely known shoe traveler, will be married on January 16th to Miss Ann Patricia, daughter of Mr. John Colbert, Edmonton, the ceremony taking place in the Sacred Heart Church. Mr. Moreau and bride will take up their residence in Edmonton, at 10744 92nd street. Many friends in the east will extend congratulations.

on their length of service. Mr. Henry has been with Mr. Fegan for 21 years, Mr. Doran for 18 years and Mr. Tripp for 6 years.

Larger responsibilities are also being shared by these gentlemen, who will relieve Mr. Fegan of many details of

BENNETT
TRADE MARK**BENNETT**
TRADE MARK

The Complete
Canadian
Counter



Uniform
Comfortable
Durable

The **BENNETT** Counter
TRADE MARK

Made by one organization, the producers of the fibre and the manufacturers of the counter. The only successful fibre counters are COMPLETELY made by one organization.

The quality of our fibre is maintained at a constant standard. The result is that we produce a uniform counter, made to outwear the shoe with comfort to the wearer.

Send for Samples and Prices

BENNETT LIMITED

Makers of Shoe Supplies

Sales Office, 59 St. Henry Street
MONTREAL

CHAMBLY CANTON, QUE.

BENNETT
TRADE MARK**BENNETT**
TRADE MARK

LIEUT. ROBT. COWAN IS MISSING

A recent despatch from Chatham, Ont., says: Chatham was shocked on Saturday evening when a cable message was received by ex-Mayor and Mrs. George Cowan advising that their son "Bob" was missing.

The message reads: Regret to inform you that Lieut. R. H. Cowan general list and R.F.C. 65 Squadron is reported missing since Dec. 18th. This does not necessarily mean killed or wounded. Further report will be sent immediately it is received. (Signed) Sec. War Office.

An official report of aerial activities issued on the 21st states that three machines were missing after an attack and it was possible that the Chatham officer was in one of these three.

Lieut. Cowan left Canada on September 20th and reached England on October 10th. On November 27th he left for France and on reaching there was attached to a squadron operating fast scout machines. He began work with this squadron on the the 4th Deember, so that he was just



Lieut. Robt. Cowan, Chatham, Ont.

two weeks in active service before he met with a mishap, the details of which are not available at present.

Cablegrams have been sent to friends in England as well as to the military authorities, in an effort to secure more details.

"Bob" Cowan is a Chatham boy, having been born and educated in this city. He was recognized as a sturdy, stalwart son of most estimable parents and was looked upon by all who knew him as an exceptionally bright boy with a brilliant future. He reached his 18th birthday in April last, and immediately offered his services to his country. When he left Chatham he was the recipient of many gifts showing the high esteem in which he was held. His father has been in the retail shoe business for many years in Chatham, Ont., and is regarded as one of the leading merchants in Western Ontario.

SHOE RETAILERS DID BIG XMAS TRADE

From all parts of the country come reports of a very satisfactory Yule-tide business which was done by the shoe merchants generally. Jobbers report having had the busiest month in December for many years, while retailers declare that in spite of the disturbance of the election, enlistment, Victory Loan, etc., people seemed to buy more footwear

than ever. This was accounted for largely on the ground that most merchants, by their publicity campaigns, emphasized the advisability and necessity of giving useful, seasonable and serviceable gifts. This was in consonance with the spirit of the times and the attitude of the public generally toward not spending money in an unwise or extravagant manner, and thus the shoe trade reaped great benefit. The sale of slippers and felt goods is reported to have been unusually large; in fact some retailers had not a single pair of men's slippers left when the Saturday night before Christmas came.

There was a general complaint of the scarcity of rubbers, particularly certain lines of women's light goods and white and tan galoshes. The various rubber companies have been doing their best to meet the situation, but owing to the scarcity of skilled help, the breaking in of so many green hands, the congestion on the railways and other causes, it has been impossible to overtake the demand. Then, the frequent heavy snow falls have caused all classes of people to want rubbers and want them quickly.

The trade, both wholesale and retail, did the best possible. Although complaints were numerous, still when the circumstances were fully explained, there was a better understanding all round. In letters received from both the East and West, as well as from various parts of Ontario, the Christmas trade was reported in many centres to be ahead of last year, while in other places it was only a few dollars behind. December was certainly a good month for the average Canadian shoe dealer, and the Canadian public had money in plenty to spend on father, mother, sister, brother and all the other connections of the family.

NEWSY PARAGRAPHS FROM ST. JOHN

A wedding of interest to shoe men in St. John, N.B. took place Christmas day, when Ronald S. Edwards, a popular member of the staff of Waterbury & Rising, Limited, was united in marriage to Miss Jennie E. Lyon. The wedding was performed in Central Baptist Church by the pastor, Rev. D. J. MacPherson. The young couple were presented with a beautiful parlor clock from the groom's associates in Waterbury & Rising, Limited.

Mrs. Catherine Greany, a well-known woman, passed away Sunday afternoon, December 23rd. She was the wife of the late M. Greany, who was prominent in the shoe business in King street, and pre-deceased her four years ago.

George A. Teed, well-known to all shoe dealers, especially to manufacturers throughout the Maritime Provinces, died at his home in this city, Sunday December 23rd. He was manager of the Canadian Hide Company, and formerly occupied the same position with the St. John Hide Company. He was in his fifty-eighth year and is survived by his wife and one son.

George H. Waterbury, of St. John, N.B., has received word from his son, John G. Waterbury, who is in Halifax in charge of their shoe store, known as the Larsen Boot and Shoe Store, 125 Granville street, that their loss as a result of the recent catastrophe will be in the vicinity of \$1,000. The large plate glass windows crashed in when the explosion occurred and in addition to ruining a large quantity of stock, badly damaged shoe cases and silent salesmen. Mr. Waterbury escaped with a few slight cuts from flying glass.

About fifteen shoe merchants in Halifax suffered losses aggregating from \$500 to \$1,500 in the recent disaster. Nearly all were the result of the concussion following the terrific explosion, which broke plate glass windows and devastated portions of their buildings.

St. John shoe merchants claim that the Christmas sale this year was one of the biggest they ever had. Many citizens purchased useful presents and as a result large quantities of shoes, in addition to rubbers and gaiters, were sold. Despite the war, there was no sign of financial embarrassment.

NEW FACTORY IS MODEL ONE

The new factory of Duclos & Payan, for the making of fibre counters, was completed some time ago at St. Hyacinthe, Que. The structure is a two-storey one, 44 by 132 feet. The lower floor is of concrete, mill construction, and the upper floor of hardwood. The location of the building is ideal so far as lighting and ventilation are concerned, there being ample open space all around. The factory is equipped with the latest machinery for the manufacture of counters and inner sole stock. The firm are making fibre counters, three grades of leather-board counters, solid leather counters and union counters. The capacity of the plant is 100,000 pairs of counters a day. The building is lighted by electricity and the machinery is driven by electric power.

A PERSONAL INTEREST

The head of a large leather concern sent us recently an idea he thought would be helpful in extending the usefulness of the SHOE AND LEATHER JOURNAL. He says: "I feel it is as important for the leather trade to have a good paper as it is for any other trade. The only way we can have a good Canadian paper is for us all to take an interest in it, and then I feel that the paper will take an interest in us. I trust your paper will continue to prosper."

LEATHER FIRM ENTERTAINS THE CHILDREN

The annual Christmas treat given to all the children of the employees of Messrs. Beardmore & Co., and the Acton Tanning Company took place recently in the town hall, Acton, Ont. Both afternoon and evening there was relays of children accompanied by their parents flocking to the scene of the festivities. The hall was decked in holiday attire. The platform was graced with a beautiful Christmas tree, electrically illuminated. The tables were also tastefully decorated with garlands of Christmas greenery and crackers.

Mr. Neil McDonald made a Santa Claus of liberal proportions and bestowed gifts generously. Each child was presented with a woollen sweater coat with toque and mittens to match. A bag of nuts and candy accompanied these gifts, and as each child left the hall for home an orange and a banana were added to the store.

After the distribution of the presents tea was served and the little folks were liberally served with sandwiches, cakes, ice cream and milk or lemonade. The twenty-three children of nine soldiers overseas, who had been employees at the tanneries, were treated the same as if their fathers were still at work.

In addition to the splendid corps of workers arranged by the firm, Mr. A. O. Beardmore, Mrs. Torrance

Beardmore and Mr. William Cameron, of Toronto, Mr. and Mrs. P. Smith, of Bracebridge, and Mr. and Mrs. John Clarke were present, and added their respective quotas in making the event pass off happily for the children and young folks.

HE LIKES THE SELLING GAME

Harry F. Taylor, who recently joined the selling staff of the International Supply Co., of Kitchener, Ont., and is now with the firm at their Montreal branch, is one of the best liked salesmen calling upon the trade. Mr. Taylor



Harry F. Taylor, Montreal

was born in Montreal and is an ardent fisherman. In a business way he is aggressive and cheerful. He was for some time with L. H. Packard & Co., and afterwards with J. G. Trudeau & Co., and the Perfection Counter Co., of Montreal. He makes many friends with the shoe manufacturers and is never weary in looking after their interests.

WAREHOUSE STAFF THE WINNERS

The annual bowling contest between the travelers and the warehouse and office staff of the White Shoe Co., Toronto, came off recently and the inside force won by a large majority in the series of three games.

E. C. Scarrow, shoe retailer, of Owen Sound and G. Henry, of Markdale, bowled with the travelers, while Neil Chappell, 1188 St. Clair avenue, Toronto, assisted the warehouse staff. The results of the fray were as follows:—

Travelers—E. L. Williamson, 339; L. Fingland, 399; E. C. Scarrow, 300; E. A. Edmonds, 372; H. Braun, 287; G. Henry, 227; total, 1,915.

Warehouse and Office—R. Gravlin, 389; G. Clay, 339; A. Reeve, 463; A. Bawden, 451; G. Cessford, 187; N. Chappell, 360; total, 2,189.

The styles show of Rochester Shoe Manufacturers will be held in the Powers Hotel, Rochester, N.Y., from January 7th to 12th. It is expected that this exhibit will be more representative and attractive than ever and a number of Canadians will attend. The show this season promises to eclipse those which have preceded both in the number of exhibitors, interesting styles and crowds of visitors.

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

ROBERT H. FOERDERER
PHILADELPHIA INCORPORATED PENN., U.S.A.



"DO YOUR BIT" FISHING CLUB

Happiness and Prosperity is in store for every member of "The Boy Scout DO YOUR BIT Fishing Bait Club," is the optimistic prophecy of Geo. W. Julian, Boston, the founder of the Club.

The object of the Club is to help, aid and assist in the conservation of meats during the war by catching fish for the home table, as well as to sell to the neighbors. If a Boy Scout catches enough fish to give his own family two or three meals every week and if, besides, he takes enough to sell to a neighbor, he lessens to that extent the demand for pork and beef and fish that must be carried by express or freight.

The catching of fish all the year round, winter and summer, even under adverse weather conditions, is made easier by the addition of "Julian's Bait," a liquid preparation which is the result of many years of practical experience and experiment in fishing, also by long and close observance and study of the ways and habits of fish in general under all conditions.

Mr. Julian, who is a practical and enthusiastic fisherman himself, is in possession of many letters written to him by fishermen all over the country who have used his bait, each containing unsolicited testimony regarding the efficiency of it, and the splendid results obtained by its use. Boy Scouts are invited to help their country, their parents and themselves by getting in line now to do their bit. It costs nothing to join, no entrance fees, no obligations of any kind, because no salaries are paid to anybody. Every member will share and share alike. Each Scout by "doing his bit" helps to defray the general expense, each slacker adds to it.

Each Scout member may have a full size dollar bottle of bait—Free—as ammunition for just a little introductory work, (target practice) and then go ahead and easily make three dollars a day and upwards "on the side," in a clean, honorable manner. Send for your club coupon. Then show it to your father. He may be the first to enroll, just to give you a start. When writing, please enclose either a 3-cent stamp or a stamped envelope (6 3/4 x 3 3/4) addressed to yourself. All communications should be addressed to Mr. Geo. W. Julian, Albany Building, Boston, Mass., which has been his business address for over sixteen successive years, and is where he receives his mail. All his spare time outside of business hours is devoted to the "Do Your Bit" Club matters at his home in Medford. "It takes all the time I can possibly spare to 'Do my bit' in that connection, now that the boys are getting in line," he says. "There is satisfaction, however, in the endeavour to do something to help out and NOW is the time to do it."

Please fill out and mail.

Geo. W. Julian,

Albany Building, Boston, Mass.

Please send me in the enclosed stamped envelope, Descriptive Folder and Members' Coupon with full particulars of the "Do Your Bit" Club.

Name.....
 Address.....
 City..... State.....

The editor of the SHOE AND LEATHER JOURNAL has known Mr. Julian personally for many years, and can testify as to his absolute reliability.

WHAT SHOE FEATURES WILL BE CUT OUT?

The Commercial Economy Board of Washington, are using every endeavour to prevent waste and extravagance during the war, and among other things are requesting the shoe trade to intensify their efforts for saving, for the fall of 1918.

The following questionnaire has been sent by the Commercial Economy Board to all the shoe manufacturers in the United States:

In order to bring about a reduction in the number of styles, and secure economy in materials and capital, it has been suggested that certain features be eliminated in the manufacture of shoes for the fall season of 1918. The Board wants to know whether these suggestions are practicable from the manufacturers standpoint.

1. What should be the maximum height of women's shoes?
2. What should be the maximum height of children's boots?
3. For men's shoes (except canvas) should each manufacturer restrict his output to black and two shades of tan?
4. For women's shoes, should each manufacturer restrict his output to white, black, two shades of tan, and two shades of gray?
5. Should wing tips on men's shoes be eliminated?
6. Should perforations on men's shoes for street wear be restricted to those on tips?
7. Should all shoes have only the natural finish on soles?
8. Should pull straps be eliminated?
9. Should "all-leather" linings be eliminated?
10. Is it possible, in the majority of shoes, to have them stitched aloft (that is without channeling)?

Name

Address

City State

WESTERN FIRM HAD SPLENDID YEAR

The big, seven storey, wholesale shoe house on Princess street, Winnipeg, which is the business home of Thos. Ryan & Co., Limited, has just witnessed the close of another successful year in the history of the firm. The results of 1917 were very satisfactory and the company looks with equal confidence and assurance to a most satisfactory period during



1918. It is interesting to recall that it is just forty-four years ago since Mr. Ryan, the president of the firm, landed in Winnipeg, which was then little more than a hamlet, and started in the shoe business in a small way, with less than \$100 capital. The splendid structure which houses an immense stock of shoes, rubbers, gloves, mitts and felt goods, is the development of the small beginning made in the early seventies. The expansion of the firm has been steady and constant and to-day the establishment enjoys a trade which compares favorably with any in the Dominion.

AMONG THE SHOE MEN.

H. H. Gibbins, manager of the shoe department of the John Murphy Co., Montreal, spent a few days in Toronto recently on business.

R. L. Savage, Ontario representative of Clark Bros., Limited, St. Stephen, N.B., was a recent visitor to Boston and St. Stephen.

The F. F. Dalley Corporations, Limited, have increased their capital stock from the sum of two millions to four millions, the increase to consist of 20,000 shares of \$100 each.

The Williams Shoe, Limited, of Brampton, sent 200 pairs of shoes for the relief of the Halifax sufferers, as a slight tangible expression of their sympathy with the distressed and afflicted.

The ratepayers of Owen Sound, Ont., will vote on a by-law on January 7th to guarantee the bonds of the King Shoe Co., Limited, of Toronto, to the extent of \$30,000. If the by-law carries, the King Shoe Co. will remove from Toronto to Owen Sound. Under the agreement with that town the company will employ 100 hands from the start.

A. L. Wright, manager of the J. J. Haines shoe house, Smith's Falls, Ont., who is a Halifax boy, received word some time ago from the stricken city that his mother, brothers and sister, all had their homes destroyed in the recent disaster, and lost everything. They were very grateful, however, at escaping with their lives.

Thieves broke into Archie Sinclair's shoe store, Tillsonburg, Ont., recently and stole about \$300 worth of shoes. Entrance to the store was gained through a back window. The shoes were removed from the boxes, some of which were replaced on the shelves afterwards. Other boxes were strewn about the floor.

The John Palmer Co., of Fredericton, N. B., who sent

a contribution of fifteen dozen pairs of shoepacks to the Halifax sufferers, received the following telegram of acknowledgment: "Your welcome wire of the 15th December received. Your magnificent contribution of shoepacks is deeply appreciated by the executive of the relief committee representing the citizens of this devastated community."

R. L. Haines, of Trenton, Ont., who for several years has been the progressive manager of the Haines shoe house, in that town, is now the sole proprietor of the business, his father, J. J. Haines, of Belleville, having turned over his entire interest in the Trenton establishment to his son. Mr. Haines, Sr., still remains the proprietor of the shoe houses in Belleville, Napanee and Smith's Falls, which bear his name.

A genial old gentleman is Robert Hunter Houston, alias Brown. Years behind the frowning walls of prison and penitentiary failed to dull the wits, stiffen the limbs, or sour the disposition of this merry old gentleman, believed by the police to be one, probably the brains, of a gang that have been going round Toronto in a motor car and robbing shoe stores. Last month John L. Chisholm, of West Toronto, was robbed of three pairs of boots, but was quick enough to catch the old gentleman throwing them into an auto in which there were other men. About the same time, Matthew Fraser, a much younger man, visited the Chisholm store to buy boots. Mr. Chisholm thought the men were working together, collared Fraser and summoned the police. Both men denied knowing each other and as nothing could be proved against Fraser, he was discharged. The active merry old gentleman, who is seventy-six years old, was committed to prison for one year. As "Robert Brown," the old scout has served time in the Central Prison, Ontario Reformatory and Kingston Penitentiary.

SHOEMEN HONORED IN THE RECENT ELECTIONS



Ald. C. E. Clements of Chatham, Ont., elected Mayor of that city.



Ex-Mayor Clayton E. Hurlbut of Preston, Ont., elected School Trustee.



Philip Pocock of London, Ont., is again Chairman of Utilities Commission.



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.**

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

Robert H. Partridge, of Toronto, city traveler for Ames-Holden-McCready, has returned after spending a few days with relatives in Kingston.

Amongst the handsome calendars received during the month, is that of Beardmore & Co., which is a reproduction of a watercolor representing the homecoming of a western farmer soldier boy. The interpretation and execution are superb.

C. A. Davies, of Blachford, Davies & Co., Limited, Toronto, has returned from an extended and successful business trip throughout the western provinces.

One of the handiest things we have seen in connection with diaries is that issued by the Davis Leather Co., of Newmarket, who have combined a calendar with a desk memorandum of such size and shape as to make it a most useful article for the busy man. It is in keeping with the Davis' idea in breadth and scope.

Jas. C. Bryant, of the Kaufman Rubber Co., Toronto, spent a few days recently with his brother, S. H. Bryant, who is with Coates, Burns & Wanless, London, Ont.

The War Industries Board is planning at Washington a standardization of shoes and clothing for both men and women to conserve materials and labor during the war. It is expected that in the near future only three colors will be permitted—black and two shades of tan; no more shoes reaching the calf of the leg. The standard summer shoe will be the oxford or low-cut and the winter shoe will extend just above the ankle.

Sam Minister, who has had a wide experience and held several responsible positions in shoe factories in Lynchburg, Va., Toronto, London and other cities, has been appointed

superintendent of the factory of Clark Bros., Limited, at St. Stephen, N.B. He has entered upon his new duties. His succeeds W. E. Clark, who has taken charge of the manufacturing end of the J. F. Clark, Limited, Montreal East, which factory is expected to begin operations early next month. The equipment is now being installed. Mr. Minister was formerly connected with the firm of Clark Bros., and is a son of Harry Minister, superintendent of the Minister, Miles Shoe Co., Toronto.

A certain shoe salesman in Toronto entered an appeal against the decision of the exemption tribunal, which ruled that he had to don the khaki. The young man based his claim for exemption on various grounds but when the appeal was heard, Judge Morrison stated: "People can go without shoes and still win the war. Shoe selling is not of national importance." If His Honor had to come down street barefooted some fine winter morning with the mercury dancing around twenty below zero he would think that shoes are of national importance.

Recent correspondence of the Bureau of Business Research shows an increasing interest in stock-keeping methods in the retail shoe trade. More and more retailers are inquiring for its stock-keeping system and are putting the forms into use. With the present high price of shoes it is, of course, especially important that a retailer watch his stock most carefully. There is an appreciable increase in the investment that a retailer has to make, and the risk that this extraordinary tie-up of capital brings is great. Many retailers have found that they can keep careful watch of their stock by using the Harvard System of Stock-keeping for shoe retailers, and thus reduce their capital investment in merchandise. The stock-keeping bulletin, with sample forms, will be mailed without charge to any shoe retailer upon request sent to the Bureau of Business Research, Harvard University, Cambridge, Mass.

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

Gordon S. Hubbell, for the past two years with Paul Galibert, Montreal, has joined the selling staff of W. A. Lane & Co., leather merchants, Montreal.

Geo. W. Cowan, shoe retailer, of Chatham, Ont., was in Toronto this week calling upon the trade.

Ed. Sewell, dealer in shoes and dry goods, Meaford, Ont., passed away recently.

Clayton E. Hurlbut, of the Hurlbut Co., Preston, Ont., has been returned as school trustee by acclamation. Mr. Hurlbut is a former Mayor of Preston.

F. S. Evanson, shoe retailer, of Prescott, Ont., has been elected Mayor of that town for the coming year by acclamation.

E. G. Stuebing, representing the Canadian Consolidated Felt Co., Kitchener, Ont., was in Toronto this week calling upon the trade.

The staff of the White Shoe Co., Toronto, Ont., presented Hugh White with a silk umbrella and a safety razor as a mark of appreciation at Christmas time.

J. A. Chemelnitsky, shoe jobber, Winnipeg, is on a visit to Toronto and Montreal.

Charles F. Schuszler, of Toronto, Maritime Provinces representative of the Regal Shoe Co., has returned from an extended selling trip throughout the east.

A. M. Jarvis, manager of the Murray Shoe Co., London, Ont., accompanied by Ken Murray, of London, and J. G. McDiarmid, of Toronto, recently spent a few days in Chicago, Cincinnati and other western cities on business.

A. Wellwood, who was for some years in the shoe business on Bloor street west, Toronto, but of late has been in the real estate line, has purchased the shoe store of Lemon Bros., 2507 Yonge street, Toronto, and taken possession.

Philip Pocock, of the London Shoe Co., London, who, for several years, has been Chairman of the Utilities Commission in that city, was re-elected at the head of the polls.

P. B. Wallace & Son, 186 Adelaide street west, Toronto, presented their customers with an attractive calendar showing a small child catching a horse and saying: "Here he is, daddy."

Aird & Son, of Montreal, are to the forefront again, with one of their striking and impressive calendars. The 1918 offering is entitled "the maid of my heart."

E. C. Scarrow, shoe merchant, of Owen Sound, spent a few days in Toronto this week on business.

H. L. Geene, of Ottawa, who represents the White Shoe Co., of Toronto, in the Ottawa Valley, spent a few days in Toronto this week on business.

The Milton Shoes Limited, have been incorporated with a capital stock of \$40,000 and headquarters in Milton, Ont. The company is empowered to buy, sell, import and deal in all kinds of footwear.

The Perth Shoe Co., of Perth, Ont., recently sent out to their friends and customers a very handsome 1918 calendar, adorned with the profile of a beautiful Canadian girl.

E. R. Lewis, leather merchant, 21 Scott street, Toronto, is removing to 45 Front street east, where he will have greatly enlarged quarters, which have been rendered necessary by the rapid increase in his business.

Ald. C. E. Clements, shoe retailer, of Chatham, Ont., who has been a member of the city council for several years, was on January 1st elected Mayor of the city for the coming year, defeating his opponent by nearly six hundred majority. His many friends in the trade will extend congratulations.

Among the firms that have sent out handsome and artistic calendars during the past few days are La Duchesse Shoe Co., Montreal, Tourigny & Marois, Quebec, Milton Shoe Co., Milton, Ont., T. Sisman Shoe Co., Aurora, Gale Bros., Quebec, Wm. A. Marsh Co., Quebec, The Hurlbut Co., Preston, and many others.

In the recent awarding of contracts for fifty thousand pairs of army shoes by the Department of Militia and Defence,

CONDENSED ADVERTISEMENTS

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

SHOE TRUNK MISSING—Removed in error from the baggage room, Queen's Hotel, Toronto, about the 8th of October last, a brown fibre shoe trunk containing samples stamped "Leader," made by Corbeil, Limited, Montreal.

The trunk was probably checked out of Toronto Union Station and may now be in storage in some hotel in Canada awaiting ownership claim. Notify J. S. Lovell, 62 Major street, Toronto.

WANTED—a good practical Tanner to manage Oak Sole Leather Tannery at Acton West. Apply by letter, stating references, to Beardmore & Co., Toronto

FOR SALE—A number of shoe factory machines in all departments. Will send list 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.

Ottawa, twenty-five thousand pairs were awarded to the Plessisville Shoe and Leather Co., Plessisville, Que., at \$4.79 per pair, while the remaining twenty-five thousand pairs went to Scott-Chamberlain, Limited, London, Ont., at \$4.86 per pair.

The White Shoe Co., Limited, Toronto, sent out a neat 1918 greeting card to their many friends in the trade. The members of the company are Hugh White, T. W. Scott, R. B. Gravlin and John White, and the traveling staff is composed of H. L. Geene, E. L. Williamson, E. A. Edmonds, W. J. Patterson, L. W. H. Fingland, Harry Braun and Alf Bawden.

R. L. Stiles, manager of the John R. Evans Leather Co., is being complimented by his Montreal friends upon the arrival at his home in Philadelphia of a bouncing baby boy, in whom the proud parent naturally sees the future president of the United States.

One of the largest shoe wholesalers in the United States is planning to rearrange his business so that he can send his salesmen on the road in January and July. He believes that while conditions are unsettled it would be impossible to interest his customers in buying for future delivery. Retailers now are buying more on a hand-to-mouth basis, and he feels that if his men are on the job they will get more of this class of trade. This is a rather radical change in the present custom, but it is being considered by other wholesalers and manufacturers.

Aird & Son, Montreal, are showing for fall, besides their usual lines of leather footwear, a complete range of shoes for men, women, misses and children in combinations of cravenette and leather. These goods are fleecy-lined in different weights, and are suitable for indoor as well as outdoor wear. In producing this range, Aird & Son are acceding to the demand for a low priced shoe that is comfortable as well as stylish in appearance.

John Henry Cronk, a former well-known merchant of Aylmer, Ont., died recently in Toronto. He carried on a custom shoe business in that town where the firm of G. R. Christie & Co. is now located, and later went into partnership with Wm. Rusling and conducted a footwear business in the stand now occupied by Fred W. Love in Aylmer. In 1900 the firm moved to St. Thomas and carried on a business there for some time. The remains were taken to Aylmer, for interment. Two sons and a daughter survive.



“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	F	PAGE	P	PAGE
Ames-Holden-McCready, Limited.....	12	Freeman, Louis.....	48	Palmer-McLellan.....	44
Ackerman, B. F., & Co.....	10	Foerderer, Robert H.....	61	Pfister & Vogel Leather Co.....	42
Aird & Son.....	54			Parsons, C., & Son.....	58
Adams Shoe Co.....	36	G		Palmer, John C.....	50
B		Gagnon, Lachapelle & Hebert.....	16	Parker-Irwin.....	58
Boot & Shoe Workers' Union.....	6	Gutta Percha & Rubber Co.....	32	R	
Bell, J. & T., Limited.....	7	Great West Felt.....	9	Regal Shoe Co.....	3
Bennett, Limited.....	56			Robinson, James.....	11
Breithaupt Leather Co.....	38	H		Routier, Luc.....	52
Borne, Lucien.....	52	Hydro City Shoe Co.....	42	S	
Browning, C. A.....	44			Samson, J. E.....	52
C		I		Staynes, W. H., & Smith.....	54
Cote, J. A. & M.....	50	Independent Rubber Co.....	14	Schmoll, Fils & Co.....	66
Canadian Consolidated Rubber Co.....	18	L		Sabe, C. N.....	46
Clarke & Clarke.....	46	Love, E. B., & Son.....	64	T	
Clark Bros.....	O.B.C.	Lewis, A. C., Leather Co.....	64	Tebbutt Shoe & Leather Co.....	I.F.C.
Churchill, C. W.....	54	Lagace & Lepinay.....	52	Tetrault Shoe Manufacturing Co.....	13
D		M		Tourigny & Marois.....	52
Davis Leather Co.....	5	Marsh, Wm. A., & Co.....	52	Toronto Heel Co.....	48
Daoust, Lalonde & Co.....	4	Montreal Box Toe & Heel Co.....	60	U	
Dunlop Tire & Rubber Co.....	40	Moore-Shafer Shoe Mfg. Co.....	32	United Shoe Machinery Co., 8, I.B.C.	
Duclos & Payan.....	46	McLaren & Dallas.....	17	W	
E		N		Wood-Milne Co.....	10
Edwards & Edwards.....	58	National Cash Register Co.....	15	Wright, E. T., & Co.....	34
Eze Walk Mfg. Co., Limited.....	48	Newcastle Leather Co.....	58	Y	
				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

CLARK BROS. LIMITED

Finest Ladies' McKays in Canada
ST. STEPHEN - NEW BRUNSWICK



WALKING SHOE

Made in Royal Purple Russia, Nut Brown,
Silver Gray and Gun Metal Calf.



PUMP

Made in Field Mouse, Silver Gray,
Battleship Gray, Brown, Cham-
pagne and White Kid.



OXFORD

Made in Royal Purple Russia, Nut
Brown, Silver Gray and Gun
Metal Calf.

There May Be Just as Good
But —————
You Can't Better Clark Shoes

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



J. P. LAGACE, QUEBEC

C. E. LEPINAY, QUEBEC

ACTON PUBLISHING CO. LIMITED
TORONTO **MONTREAL**

“How Much Should Shoe Merchant Spend on Advertising”

(SEE PAGE 20)

ROBERT H. FOERDERER
PHILADELPHIA INCORPORATED PENN., U.S.A.



Big Buying Advantage

FIRST: — We have a tremendous buying advantage in being able to select the **BEST SELLING LINES** from all the leading manufacturers.

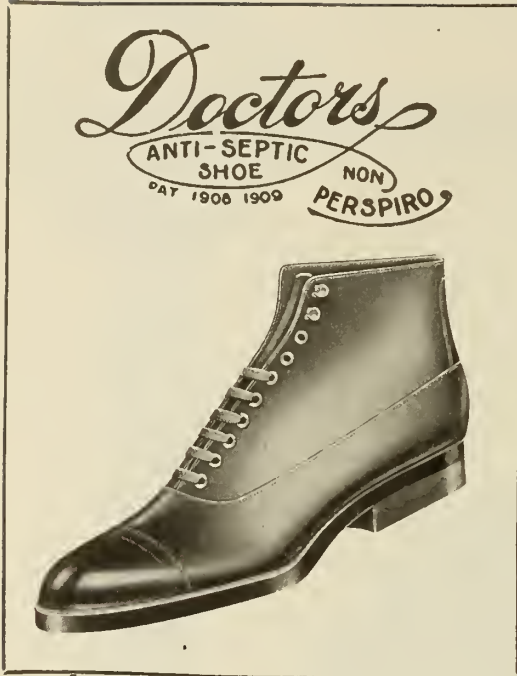
Our facilities enable us to buy in large quantities and carry at all times a **TREMENDOUSLY LARGE STOCK** of these best quality shoes.

And buying as we do in such large quantities enables us to offer you **THESE BETTER GRADE LINES** at surprisingly close prices.

SECOND: — You will see at a glance how you can profit by our immense stock of quick-selling quality-lines at prices that will yield you good profits, thus proving the big advantage of buying from



JAMES ROBINSON
MONTREAL



Health Shoes

Men are demanding more and more that their shoes conform to a general rule of foot health as well as having the elements of style.

The Professor & Doctors

fill, this double demand in most marked degree.

THE DOCTORS has a special waterproof sole that makes it a splendid shoe for winter wear. It is made with pointed toe and close trimmed edges.

THE PROFESSOR is made on a New Orthopedic Last that has a patented cushion inner sole and cushion heel. Also a patented asbestos centre sole to keep the foot at a normal temperature.

Made in KAHKI, BOX CALF or TONY RED.

Tebbutt Shoe & Leather Co.

Three Rivers, P.Q.

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. They are reliable and are always the same.

Matt Calf

Our Matt Calf is acknowledged to be superior to all other Matt. It is uniform in texture and finish, and cuts well.

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



Keep Well Sorted With The Independent Lines



The reliability of these lines has long been an established fact. Made by the best processes known to the trade they give abundant wear.

We stand behind every one of our brands and protect you with a guarantee. You can make no mistake in handling

“Kant Krack,” “Dainty Mode”
“Royal,” “Dreadnaught”
“Veribest”

OBTAINABLE FROM THE FOLLOWING FIRST-CLASS JOBBERS:

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.,		
A. W. Ault & Co., Limited	- -	Limited - - - -	- -	Regina, Sask.
White Shoe Co. - - - -	Toronto, Ont.	James Robinson - - - -	- -	Montreal, Que.
McLaren & Dallas - - - -	Toronto, Ont.	Brown, Rochette, Limited	- -	Quebec, Que.
The London Shoe Co., Limited	- London, Ont.	T. Long & Brother - - - -	- -	Collingwood, Ont.

INDEPENDENT RUBBER CO., Limited
Merritton, Ontario



Dr. Reed's Cushion Sole Shoe

Conceded by foot specialists to be the highest conception of a man's health shoe.

Add to this its splendid style and BELL shoemaking, and it stands alone without a peer in Men's Footwear.

Our Rambler Last

A new and popular design with a 14/8 heel.

This model is fully in keeping with BELL SHOES which means that in mode, material, shoemaking and quality they have the touch of superiority.

Selling BELL SHOES gives your store a mark of distinctiveness.



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

McLAREN & DALLAS

30 FRONT ST. WEST
— — TORONTO — —

Fall and Winter Season 1918 ————— 1919

Our Salesmen are now showing a splendid range of General Fall and Winter Lines, from which you will be enabled to make a most profitable and satisfactory selection, embracing

“Superior” Brand Heavy Felts

Canadian and American lines of Women’s Cozy and Boudoir Slippers, and Felt Juliets in various styles, both fur and ribbon trimmed.

Lumbermen’s Knit and Felt Socks, Moose and Horsehide Moccasins, Sheepskin Moccasins, Wool Lined, with and without Leather Soles and Heels.

Hockey Boots.

Men’s Fine Leather Slippers.

Order now and insure on-time deliveries at best prices.

Assorting Orders for present season’s requirements, either by letter, wire, telephone, or through our salesmen, will have our usual prompt and accurate attention.

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
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



Tetrault Welts



CONFIDENCE

TETRAULT'S

Large buying powers enable him to secure the very best leathers from the leading tanners throughout the country, and by purchasing other materials, in particularly large quantities, that enter into the making of a shoe, he can give the buyers the full advantage of this buying power. This inspires **CONFIDENCE**, which accounts for the tremendous sale of

TETRAULT WELTS

We always strive to do everything to retain the confidence of our customers and give them every advantage, which is a big stone in the foundation of success.

Tetrault Shoe Manufacturing Company

Largest Manufacturers of Goodyear Welts in Canada

Montreal

Office and Warehouse
9 RUE DE MARSEILLES
PARIS - FRANCE

OUR TRAVELLERS ARE NOW OUT



With a complete line of ENGLISH and
CANADIAN

Felt Footwear for Everybody

Including Babies, Children, Misses, Women and Men.

Our Special Range of

JULIETS

will be great sellers. A great
variety of materials
and colors.



We are showing a splendid
range of

HEAVY FELTS

Which defy competition, and
meet every requirement
in this line of goods.

We are Sole Canadian Agents for

The Daniel Green Felt Shoe Company, showing their range of
Fancy Comfy's and Boudoir Slippers.

We have PARTICULARLY GOOD VALUES in all these
lines, and NO LIVE DEALER can afford to miss
seeing our EXCEPTIONAL VALUES.

A line that will suit every taste and pocket.



SEE OUR TRAVELLER. PHONE OR WRITE FOR PARTICULARS

Scheuer, Normandin & Co.
8 St. Helen St. Montreal

IT takes as long to write "Misses' Shoes" on a want list as it would to write it on a post card, and a post card brings you the shoes by return express.



*Quick
Action*

*and
Satisfaction*

No. 3920

11-2 Misses' Box Calf Button			
School Shoe	-	-	\$2.80
8-10½ Girls' Box Calf Button			
School Shoe	-	-	2.40
4-7½ Childs' Box Calf Button			
School Shoe	-	-	2.00

Have made our MAIL SALE department a great success.

WRITE THAT CARD NOW.

THAT'S BUSINESS.

THE ADAMS SHOE CO., Limited

TORONTO

MAIL
SALES
DEPARTMENT

ONTARIO

**The Highest Grade Machinery
PLUS
Highly Specialized Expert Service**

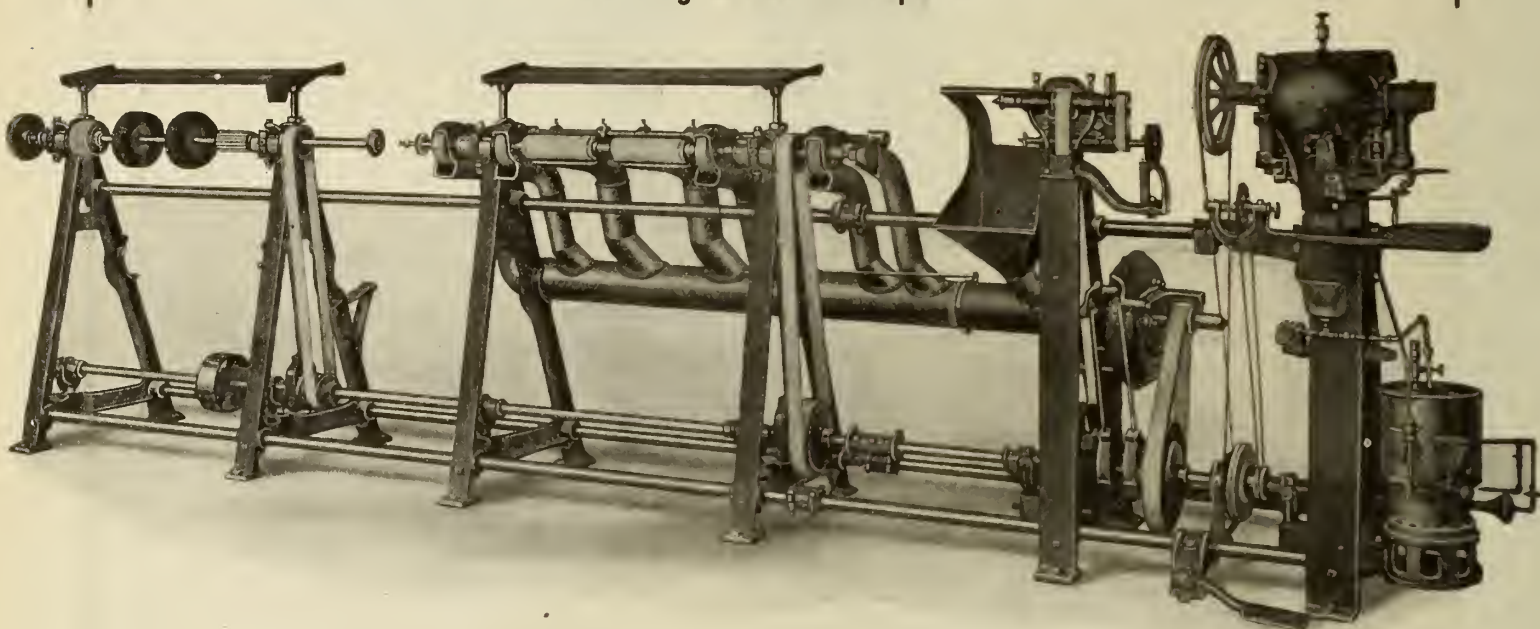


**Manufacturers of the BEST Machinery for Shoe Manufacturers and
SHOE REPAIRERS**

Every Machine Standardized.

Every part always in stock.

No long waits for repairs.



18 Foot Goodyear SHOE REPAIR OUTFIT—Model N.

The most popular Shoe Repair Outfit on the American Continent.

LIST OF FITTINGS

2 Split Bottom Buffing Rolls

4 Heel Scouring Wheels

1 Heel Breast Scouring Wheel

Extension with "Nashua" Rotary Edge Setting
Irons for Forepart and Shanks

2 Corrugated Rubber Finishing Wheels for
Heels and Shanks

1 Corrugated Rubber Bottom Finishing Roll

2 Mane Hair Shank Brushes

1 Climax Seersucker Brush

1 Stitch Cleaning Brush

1 Extension with Bead and Wheel

Double Buffing Scouring Section. A Dust System that removes ALL the dust. Outfit assembled with Stitcher on end, as illustrated, or reversed to order. Friction clutch pulleys operate each or any section of the machine independently.

Heavy Weight

Write us for Particulars

No Vibration

UNITED SHOE MACHINERY CO. OF CANADA

LIMITED

MONTREAL - - QUE.

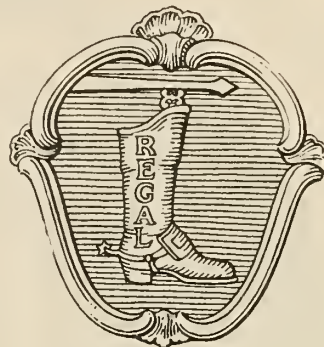
90 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

REGAL SHOE DEALERS

do not have to ask for the discerning shoe buyer's trade. They *command* it. They have "authentic shoe styles for every season," and the public know it.



Pall Mall

A smart, long-wearing, self-seller made by experts in men's shoes only, for men who want the best.

IN-STOCK, READY

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 made to order.

Send us an order to-day.

REGAL SHOE COMPANY, Limited

472-474 Bathurst St., Toronto



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED

RUBY GLAZED KID
PEERLESS MAT GLAZED KID
JERSEY GLAZED KID

We carry a full line of these well known brands in all Grades, Sizes and Weights. Get in touch with us and be assured of the best.

QUALITY, FINISH
and
PRICES

JOHN R. EVANS LEATHER CO.
OF CANADA, LIMITED

Specialists in Glazed Kid and Upper Leathers
214 LEMOINE ST. MONTREAL

*Our New Fall Samples
are Ready
NOW*

We have now ready a lavish assortment of over half a hundred new models for the Fall trade. These include the very newest that fashion decrees in footwear for

Women and Misses

And may be had in BLACK, PATENT, GUN METAL and BROWN, introducing the various new types of heels and a choice of Neolin or Leather Soles.

Fleece Lined Goods

In these we have an extensive range for Women and Misses in the popular CRAVENETTE, GUN METAL, and MAHOGANY CALF.

White Goods

The strong demand for White Goods prompted us to specializ in these lines with the result that we are producing style models that equal those in leather.

Remember our Samples are Ready

N O W

And the Values are Exceptional

Gagnon, Lachapelle & Hebert
Montreal

*Get it fixed on your mind.
Get it fixed on your order.*

"GREAT WEST COLD PROOF" FELTS

Are
The



Best
Buy

We manufacture the basic material, the felt, ourselves, from selected stock. Only skilled workmanship is employed. The plant is of the most modern type devised for this purpose. The product conspicuously has those two most sought features, quality and style.

GREAT WEST FELT CO.,
LIMITED

Elmira

-

-

Ontario



THE "SEA" BOOT

Stands the Test of Hard Wear



Hip, Stormking or Short

The latest Dominion Rubber System production in Men's Pure Gum Boots. A strictly high grade quality, constructed along special lines to give wear where wear is needed most.

The SEA BOOT is making a big "catch" among fishermen, and among those who are looking for the very best quality in Rubber Boots.

For further particulars write our nearest branch.

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 and 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

CANADA'S HOPE IN PRODUCTION

Our Prosperity at Home and Success in War Depend on "Delivering the Goods"—More Food, More Munitions, More Equipment, More Money Are as Much Needed as More Men—How is Canada to Fill the Order?

IN an address to the business men of the United States the "National Foreign Trade Council," an organization of some sixty representative heads of industries and interests engaged in foreign trade, says: "Practically all the money in the allied portions of the world, and most of that held by neutrals, in time can be made available for our war emergencies if our production constantly provides a proper basis for foreign trade."

This significant statement places the present issue squarely before Canada as well as the United States. The hope just now of this country, as well as its armies in the field, lies in its ability to send across the utmost of its capacity in production, and of its saving by economical living. The Government will see to it that the required men are sent to maintain the lines at the front. It is the duty of those at home individually and collectively to see that the necessary supplies follow the fighting forces.

Our ability to back up our men with these depends first, last and always on speeding up the production, saving on home consumption and curtailing as far as possible the purchasing of those things for which money has to be sent out of the country. The present large preponderance of exports over imports should not only be maintained but increased so as to enhance Canada's position as a creditor nation and give us the additional means to finance our own war expenditures as well as help the Mother Land. On what we get for our goods abroad and what our people earn and save at home depends our ability to supply the "sinews of war."

The shoe and leather trades of Canada are just now in rather a difficult position as to helping in this great movement. Our export leather trade to Great Britain has been practically cut off and there appears to be a danger of our outlet to United States of being limited, if not closed up. With the depletion of the home market through the withdrawal of a half million consumers of men's shoes gone overseas and the general tendency towards economy that will undoubtedly make itself felt this year it looks as though both tanners and shoe manufacturers were to be debarred from taking the part they desire in the great production game.

There has been some talk of increasing the duty on shoes if not placing an embargo upon their importation during the war. But this will hardly receive consideration from the Canadian Government, which will naturally be averse to countenancing anything at this time that will be likely to promote friction between the two countries, although the fact is pointed out that the recent action of the American Tanners' Council directed against Canadian leather imports will certainly have this tendency.

What is needed in Canada to-day is a National Trade Council outside the Government, similar to that of the United States, to take into consideration how Canada can best maintain her position in this great effort to provide the Allies with war requirements and build up a foreign trade that will both now and in years to come mean prosperity to her agricultural and industrial interests.

How Much Should be Spent on Advertising?

One Half of One Per Cent. Declares an Enterprising Town Retailer, so far as Expenditure in the Weekly Newspapers is Concerned — By F. R. FOLEY, Bowmanville, Ont.

HOW much money should the average town retailer spend on advertising? You have asked me to answer this question and to tell you something of how I prepare my ads and how I view the problem of publicity through the weekly press and other mediums.

You have paid me the compliment in the past of reproducing several of my advertisements in your valuable and progressive paper, and I say may that other journals have also been kind enough to make favorable comment upon my efforts. I do not think that either in lay-out or context, my advertisements possess superior or exceptional selling points, but I always endeavour to make plain, pointed, interesting and instructive. To my mind an advertisement is simply a good, timely selling talk and to attain the greatest effect it should have some news value or economic reasons for the purchase of footwear at my store.

Timely and Seasonable Interest

Now and then, I vary my usual announcements by extending the season's greetings or something of that character. For instance, just after the holiday trade, the notice which I put in our local papers ran like this: "Good wishes. We drop our usual business appeal in this space to extend to all our customers the season's greetings. We desire to express our hearty appreciation of your goodwill toward us during 1917, and trust the New Year will bring you all a full measure of contentment, and peace and goodwill the wide world over."

Of course, in presenting my views on a subject of this character, it is necessary to use the perpendicular pronoun rather frequently, but I know of no other way of expressing my personal experience. I am giving my opinions, after your repeated requests, in the hope that they may prove of some assistance to the average retailer in towns of from two to five thousand people where no daily paper is issued, and the community is served by wide-awake weeklies.

When I started in the shoe business some 16 or 17 years ago, I had much to master and approached everything with an open mind. I soon learned that the trade-marked shoes enjoyed the largest sale. They were special goods and back of them must stand the reputation and responsibility of



F. R. Foley, Bowmanville, Ont.

the makers. There are branded shoes which are known all over Canada, and their name seems to spell exceptional worth and merit. I also believe in adopting a slogan for my store. My former slogan was "The Parlor Shoe Store," but of late years, since I moved across the street it has been "On the Sunny Side." On my letterheads I have printed two other expressions: "Foley Footwear — The Shoes That Satisfy." This is a lettered device on a maple leaf background and another phrase is, "If It's New, We Have It—If We Have It, It's New." I do not pretend to say that all of these slogans, phrases or expressions are original, but some of them are, and the fact that they have been imitated is, according to all standards, one of the sincerest forms of flattery.

Change Reading Matter Frequently

But getting down from general observations to more concrete facts, I may say that I change my ads in the newspapers nearly every week and never allow one to go over two issues. I vary the space used according to the seasons of the year and the lines of goods I wish to emphasize. Then, I collect suitable cuts and proceed to fill in, digging deep into my grey matter for catchy headlines and readable paragraphs, tips regarding style tendencies, the general trend of prices, etc. I always clip several bright, breezy ads and confess to "cribbing" an occasional suggestion. All originality, initiative or clever ideas are never contained under one dome. The other fellow's thoughts are frequently as bright and even brighter than our own.

How much money should a retailer spend in advertising? I would say, on direct newspaper advertising, it should be from one-half to three-quarters of one per cent. per annum on his total turnover. Some have informed me that they spend as much as one per cent., others one and a half per cent. and one retailer told me that he spent

two per cent. in 1916. One per cent. on a business of, say \$25,000 a year would mean \$250 in advertising, three-quarters of one per cent. would be \$187.50 and one-half of one per cent. would be \$125.

When I say one half of one per cent., it does not take into account other means of making your store and stock known. Every year we issue a Christmas folder, well printed and nicely illustrated. It consists of four pages, printed on good coated stock, and is replete with cuts, and suggestions for sane and servicable Christmas gifts, indicating the prices, and what is suitable for father, mother, sister and brother. I consider Christmas folders a splendid boom to business, but it takes a lot of time preparing and mailing them during the rush season. However, I think they are worthwhile.

Now, in the matter of cuts, I find the manufacturers generous in supplying me with them and also with ad. suggestions. I rarely insert an ad. without good shoe cuts. I believe that it is best to employ them in my announcements and I am particular about the character of the cuts. I do go on the principle that anything in the shape of a shoe will answer, for some alleged engravings are nothing but caricatures of footwear in general. I think that appropriate cuts add greatly to the attractiveness of an ad. I look at the announcements of other shoe retailers in the weekly and daily papers and also those reproduced in the *SHOE AND LEATHER JOURNAL* in order to get pointers, and when I see something that strikes my fancy or it occurs to me that I could use the material or ideas in slightly altered form, I cut these ads out, and have them handy for a future occasion. It is a good plan to clip out all one's ads as they appear from week to week and paste in a scrap book, properly indexed. It is interesting to look them over occasionally, as it affords you a line on what you were doing a year or two years ago in the way of publicity. I find that ads used previously are

very helpful in preparing present announcements.

I have been asked what kind of an advertisement brings the best results. Of course, those containing big bargains naturally get the quickest results, but so far as the pulling power of an ad. is concerned, it is difficult to say just what particular kind makes the strongest appeal. The public rarely refer to an advertisement so that one scarcely knows what announcement has "hit;" but I am convinced that the people read live advertisements, for they often ask for things which have been specially referred to. I am not speaking of "sales," but certain lines of seasonable goods.

The
FOLEY FOOTWEAR
Shoes That
Satisfy

I generally use a single column advertisement, five to seven inches deep, but frequently alter this to what is called in the trade, a "double square"—a space about four and a quarter wide by four and a half or five inches deep. On extra special occasions, I use space even greater than two columns in width, and as much as ten to twelve inches in depth.

I think that it is a good plan to insist that publishers sent you a proof of your ad. before it appears, as you then have a good idea of its general lay-out and effect, and can make any changes desired. Some times one can suggest an improvement which can be effected without much trouble, and when a merchant puts his O'K on an ad, if there are then any mistakes in spelling, missing words, etc., he has no one to blame but himself. It prevents a

(Continued on page 41)



The unique, imposing and spacious front of leading shoe store in Chicago, in which city the National Shoe Retailers' Association recently held a monster convention.

How War Conditions Are Affecting Shoe Store Service

Many Stores are Eliminating the Delivery of Parcels—Radical Reforms Which War Exactions Have Brought About—Pulling Together for 1918.

THE delivery problem is becoming more and more acute with shoemen, especially with those firms who do not have a man or an outfit to look after this end of the business. The whole problem is getting more vexatious all the while, owing to conscription. Several Toronto shoe retailers are now practically cutting out the delivery altogether. They simply hand the shoes to the purchaser. If the latter ask if the goods cannot be sent they reply that it is utterly impossible to get delivery people to look after the same, owing to the labor shortage. This explanation usually suffices, and the "kicks" are gladly carried home, but if a buyer is still persistent, one house, at least, says: "Alright, we will send them by parcel post." They use this branch of the mail department, each pair of shoes costing from 5 to 7 cents to send out. Even this figure is low compared to what certain delivery firms are charging. A year ago, there were five or six such organizations in Toronto, who would deliver a parcel to any part of the city for 5 cents. Last summer the rate was jumped to 10 cents and even then, footwear merchants did not seriously object. When due to the scarcity of help, four of the concerns went out of business and another started up, and asked 15 cents a parcel, well, the limit had, in their opinion, been reached, and the practice of sending goods is being discontinued.

Customers Doing Their Bit

"I find that nine-tenths of my customers are quite willing to carry their own parcels when I explain matters," said a Yonge street dealer, "and in case they hesitate I offer to throw in an extra pair of laces, which seems to please them very much."

Another merchant stated that the practice of delivering goods was one that was passing, along with the credit system, approbation and other grievances. "I find," he stated, "that if it is not encouraged or suggested by the clerk, no trouble arises. If the salesman does up the parcel neatly and quickly, and hands it to the customer, at the same time as returning the change, he or she instinctively takes it and, with few exceptions, walks away thoroughly satisfied."

War Conditions Bring Changes

Many radical reforms are being made in the shoe trade, more particularly since the war began. Owing to the fact that so many eligible young men have joined the colors, many stores are employing

lady clerks, particularly in the women's departments, and are finding that the change gives satisfaction. New conditions have to be met by new methods, and the retailing of shoes is undergoing a change along with other alterations in economic, industrial and social conditions. War levels many distinctions and brings about upheavals which, had they been ushered in in ante-bellum days, would have staggered us.

Constant Source of Annoyance

"Take the recent political contest" said a shoe merchant the other day. "Did you notice the many new features connected with it, and yet no one seemed to raise serious objection? I will go over a few: There were thousands of women who voted; women present at political meetings; women holding exclusive gatherings for their sex, addressed by women speakers; clergymen taking a prominent stand at all public assemblies and giving instructions from the pulpits on how to vote; political services held in churches and Sunday School halls and last and possibly the most radical of all, the conducting of political sessions in the sanctuaries of a certain religious denomination on Sunday afternoon and evening. So it is in the shoe trade. I believe that the day of the delivery of shoes will soon pass. It has always cost the merchant a great deal and has been a constant source of delay, annoyance and trouble. This is particularly so in the cities where a wide area has to be covered and people expect to get their goods within an hour after buying."

The Advance in Conditions

Other reforms that have been brought about by a number of shoe merchants are: No exchanges on Saturday; no return of goods for exchange after being sold ten days; weekly half holiday the year round, no approbation, etc. Verily, time brings in its train wonderful changes, but none more so than during the past few months.

If anyone had prophesied three years ago that shoes would have increased a hundred per cent. in price and that people would be paying nine, ten and even twelve dollars on the average for footwear, and that, too, without a murmur, such a prophet would have been counted a heretic or a maniac, but the whirligig of passing events accustoms us to the new and panoramic order of affairs. In the shoe world to-day, reliable service, courteous attention, stylish goods, proper fitting and honest dealing are recognized as the passports to success. Service is what scores; efficiency is the tally-board, with the proprietor and staff pulling together; co-operating for their mutual welfare and recognizing that the success of any enterprise cannot be brought about and maintained unless there is team play, and the shout heard, "Now, altogether boys, for a bigger and better business in 1918."

"HOW I PUT MY BUSINESS ON A CASH BASIS"—Read what an enterprising shoe retailer has to say on this live matter in the next issue. It will contain many pointers.

Government Control of Shoes

Will the Canadian Government Take Action to Control the Boot and Shoe Situation in the Dominion

THIS is the question a Toronto daily asks in a recent issue and it proceeds to give opinions of some manufacturers and dealers in support of plea for government interference with shoe styles. Without commenting upon these which we are confident from interviews with many manufacturers and dealers do not represent the sentiments of either sections of the trade, the question is best answered by another. Why?

Why should the government at this juncture undertake the regulation of leather or shoes? One of the manufacturers quoted, who by the way, has a reputation for reckless statements, is reported as saying: "At a time when there is conservation food, fuel and every other necessity, there never was such an outrageous extravagance in the manufacture of boots as there is at the present time." But no one can claim that there is any scarcity of shoes or leather just now in Canada. With the export trade in leather and shoes practically cut off, tanners and shoe manufacturers find it difficult at the present time to secure a market for their products. Canadian tanners are marking time and Canadian shoe factories have been on short time for months. What good would accrue to the production and sale of ordinary footwear to consumers or the country at large by regulating the height or variety of women's fancy shoes? The high cost of leather in this particular department could not be appreciably affected as they are made from stock that is mostly imported, and has risen in value on account of the scarcity of the raw skins. The prices of ordinary footwear would not be affected a single iota if the Dominion Government next week undertook to father such ridiculous legislation as that suggested. On the other hand should the manufacturers of such lines be curtailed in Canada this class of trade would undoubtedly go to the United States, for women who have the money to buy these high cut and high priced shoes are bound to have them just as long as there money and the short skirts hold out. The manufacturer who does not make them and the shoe retailer who does not sell them will alike suffer from any attempt to interfere with an established demand. If it were not for these fancy lines some of the factories and some of the stores would just now feel much more keenly the inactivity that has made itself only too evident in the shoe trade for some time past.

It would not be a bad idea for all concerned, however, if a policy of curtailment of lines was

followed, as is likely to be the case in the United States. It is not true that there has been or is likely to be definite legislation in the United States, curtailing the height of women's shoes. The questionnaire recently sent out by the National Economy Board had in view only the curtailment of styles and no doubt, there will be some action taken along this line by American manufacturers for the coming season. Manufacturers will likely limit the women's shoe to a nine inch top, and confine lines to black, white and two shades each of tan and gray.

There is at present no necessity for legislation. Matters are righting themselves naturally. The demand for women's shoes from \$6.00 to \$8.00 is replacing the call for expensive lines, and shoe manufacturers are governing themselves accordingly. Moreover in Canada there have been very few women's shoes sold over the 9 inch variety, measuring from the top of the heel to the top of the upper.

In Great Britain things are altogether different. The government is up against the necessity of turning out great quantities of army shoes and must necessarily conserve both leather and labor. This is the reason for the adoption of standard shoes for civilian wear. In Canada we are not making our own army footwear and the necessity for providing ordinary footwear has also been lessened by the number of men we have sent overseas. There is no need for any governmental regulation in either leather or shoes, the prices of which have advanced with the increased cost of raw materials and production.

It would seem, however, that there might be occasion just now for all sections of the trade to get together and thoroughly review the situation with a view to betterment.

Business is stagnant and this stagnation is likely to be increased by the impression created by articles in the public press, like that to which we have referred. Consumers are given the impression that prices have been unduly enhanced, and will be likely to hold off for the market to settle. Retailers are awaiting an easier situation in shoes, and shoe manufacturers are holding back expecting more favorable conditions in leather.

Undoubtedly there has been a slackening of the pressure as far as raw materials are concerned, although labor and other materials are high and are likely to be higher. It might be that if tanners and shoe manufacturers got together, the whole situation, present and future, could be thoughtfully and profitably discussed and a plan of action determined upon that would result in more confidence and courage, which seem to be the things most needed just now. The time seems ripe for a Dominion Shoe and Leather Council to not only conserve the interests of the trade, but the country at large with regard to shoes and leather.

"HOW TO DEVELOP BUSINESS IN THE SHOE REPAIR LINE."—This article will give many practical suggestions on increasing trade in this line. It will appear in February 1st edition, a leading shoemaker being the author.

Leather Trade Jottings

**What is Talked in Leather Circles—
Hide and Leather Matters as Affecting
Shoe Business—Will Leather
Prices Remain?**

THE end of the year, of course, is stock-taking time with all branches of the trade and it is too soon after the process either to permit any resumption of active buying or accurately gauging the material conditions. Shoe manufacturers are working on their spring shipments, orders for which have never been completed. Shoe jobbers have been east visiting the shoe markets, but seem inclined to be very conservative in placing orders, although manufacturers claim that there is a little more disposition to buy than there was a month or two ago. Evidently wholesale stocks of shoes have been rather well cleaned up by the process of replenishing retail stocks during the holiday season.

Leather Conditions.—Business has been rather dull, although tanners report some fair sales since the turn of the year. Manufacturers seem to have been holding back for stock-taking and have been only buying from hand to mouth. Leather men claim that there are no accumulations and that the market is firm in the principal lines, but manufacturers say that they have been offered concessions on larger lots which seems to warrant the assumption that there are some opportunities lying around. Some fair sales of leather have been made for army purposes in the United States recently, which has helped to keep the market here well cleared. The amounts of the sales were sufficiently large and the prices attractive enough to warrant some stir on the other side of the line amongst leather men, who are beginning to kick against the open tariff.

A Policy of Pin Pricks.—Some years ago when the free hides were the goal of the tanning interests of the United States, the trade magnanimously offered to throw the duty off leather and meet the world in an open market. With a large amount of its export trade cut off, no doubt the leather business of the United States is feeling the pinch just now, but surely with its immense facilities for production and the increased consumption for army purposes it ought to be able to maintain its lead on Canadian competitors without resorting to the policy of pin pricks that seems to have been inaugurated recently by the "Tanners' Council" which is supposed to represent the leather interests just now at Washington. It is proposed in addition to the present consular fee on leather imports to levy a service

tax of one-quarter of one per cent. on the invoice value and, not satisfied with this, the Council is asking for a change in the "dumping" clause to prevent leather being sold by Canadian tanners at less than the regular market prices prevailing in their own country. One of the principal objections to this proposition lies in the fact that the invoices pass through the Tanners' Council. This is obviously unfair to the importer as well as the exporter.

A Mere Bagatelle.—Compared with the output of American tanneries the product of Canada is but a flea bite and could not in any sense establish prices across the line. It would seem that the purpose is to prevent Canadian concerns getting in on the army contracts, for if the principle was to prevail that Canadian tanneries could only sell at the prices prevailing for ordinary requirements in Canada they might as well give up endeavoring to sell their product for war purposes. The United States has had free access to the British market for years and has met the Canadian tanners in even competition. It looks a little like dog-in-the-manger tactics to start this agitation just now with regard to choking competition. As far as the Canadian leather trade is concerned it seems to be getting it in the neck all around just now. Canadian army footwear is being made in England. Canadian leathers are shut out of the British market and now our American allies are seeking to edge us off the field. But Canada has before now shown herself to be a good sport.

Those Army Shoes.—The mountain labored and brought forth a mouse. The day after the recent elections a little order for army shoes was divided between Ontario and Quebec, just to show there was no hard feeling. Fifty thousand pairs of shoes were divided between two factories. Enough to keep a decent factory going for about two weeks. It is said there will be more to follow as soon as the first draft of the new army is completed. In the meantime the outlook for Canada making boots for the men in the field has grown very ephemeral. The English authorities seem unalterably opposed to having two standards of footwear to handle and claim that the shipment of footwear overseas would demand space required for foodstuffs. It is up to the Canadian Government to see that those leaving our shores from this out are fully equipped with Canadian shoes.

Trench Boots Needed.—Scores of orders are coming over every day for trench boots that are made at the expense of the relatives of soldiers fighting in France and sent across. Those who get them say there is nothing like them "over there." There is one thing needed above everything else in this warfare and that is good wear-proof, water-proof foot and leg coverings. These could be supplied by the hundred thousand by Canada and would mean a considerable saving in lives, especially in the spring of the year, and above all would make the workers more comfortable and happy. But here is where red tape and obstinacy assert themselves. They will not make this kind of footwear, except perhaps for officers' needs in England,

(Continued on page 25)

Let Us Get Together

Il vaut mieux plier que rompre.
Better bend than break.

SEVERAL times during the past month in business letters received by us reference has been made by prominent French Canadian business men to the unfortunate situation, created by the recent election and fostered by a class of newspapers and agitators, that is bound seriously to affect the business and social relations of the two dominant races that make up the Dominion of Canada, if nothing worse.

With an intimate personal acquaintance with prominent French Canadian business men covering over thirty years the writer is compelled to say that there are no more broad-minded, large-spirited and honorable men found any where than in the Province of Quebec. Naturally these men love their mother tongue and revere their native institutions, but are no more represented by rabid fire-eaters like Bourrassa or publications like *Le Devoir*, than Ontario is represented by Mayor Church or the *Toronto Telegram*.

In writing concerning war conditions a prominent French Canadian military man, living in Quebec City, says: "Ontario people do not realize that we have very few local papers in Quebec, and the people have to depend on demagogues for their information. There are people less than fifty miles from Quebec City who do not know there is a war on, and if they do cannot tell what it is about. Then the French Canadian family life is so intimate and seclusive that the taking away of members of it to a foreign country to fight seems to be beyond their possibility of comprehension. To them Quebec and home mean everything."

Business men in Quebec while thoroughly loyal to their province and people regret the use made of the simplicity and disingenuousness of the people. A large manufacturer in the townships, who is mayor of the town in which he is located, says in a letter upon the general situation: "What the Ontario people should understand is that the eastern people of Canada are as worthy in all respects as the western and should not have been attacked by the Ontario press as they were in the last election. However, I hope wise men will take care of these blunders and bring back harmony between all Canadians in the country for the benefit of the Empire and Canada."

One of the most representative French Canadian business men of Montreal says, in a letter received last week:

"Now that the heat of the elections is over, let us go to work and try at both ends, east and west, to cut out that race cry which has unfortunately been prevailing too much in the last election. We

ought to be all Canadians and Britishers, whether we speak English or French.

"I wish in the coming year that their minds should be broadened on both sides, because there are extremists on both sides, and these extremists, though I believe they are the smallest number, are at the same time the biggest talkers and writers, and naturally make more noise than all the rest of the population.

"My wish would then be that the two provinces should work in harmony in 1918, and crush these extremists, if at all possible, by good common sense articles, such as you so well know how to write.

"Let other journalists of talent sound the right note in the different daily newspapers of Canada, and by these channels change the wrong opinion into an opinion of Christian charity and frankness and trust in each other."

Both the above communications were written in the ordinary course of business, without any thought of publication, and are by that much the more valuable as showing the real sentiments of the writers.

The writer ventures the opinion that if a body of disinterested business men from both provinces would get together, this race question would disappear in a week. Much good would result in the meantime by Ontario papers following the sage advice given by the oldest and best English paper in the province of Quebec, the *Montreal Gazette*: "Leave Quebec alone."

The Canadian Government might well consider the example of that of Great Britain in formulating some such conference scheme as that applied to Ireland, which seems on the eve of solving problems that have perplexed statesmen for centuries.

In the meantime the shoe and leather trades might show the way by forming a Shoe and Leather Entente Club, for the purpose of promoting and, if possible, increasing the harmony that has always existed between the east and west in these trades.

LEATHER TRADE JOTTINGS

(Continued from page 24)

and Canada is not permitted to supply her own men with what they require.

Hides are Quiet.—The market has not gotten over the shake up two weeks ago when light hides took a tumble and large quantities changed hands. There is little doing, as tanners are holding back expecting further reductions. Heavy native packer steer hides are held at 34c. with little doing at this figure. Light hides are in poor demand and buyers will only be interested by substantial concessions. The butchers' market is neglected, with Chicago buffis selling at about 19½c. In other lines it is about the same. The slowness of the leather market is dampening the enthusiasm of tanners who do not seem anxious to wet down any more hides than they can help. In any case everybody is expecting a further easing of prices and although the quality of the hides is deteriorating on account of the season, even December hides show a weakening tendency.

Important Resolutions Adopted by the National Shoe Retailers' Association in Convention Assembled, Chicago, January, 9th, 1918

WHEREAS, the National Shoe Retailers' Association of the United States in annual convention assembled desires to express hearty support of the government of the United States in this time of trial and danger, and whereas, we regard the war our country is now engaged in as the most righteous conflict of history; now, therefore, be it resolved, that we herewith, collectively and individually, pledge ourselves to the service of our country, to its institutions and traditions of free government, and be it further resolved, that we will submit without objection or reservation to such restrictions and economies in the conduct of our business as are deemed necessary for the successful prosecution of the war and be it further resolved, that we stand by the President of the United States and all the constituted authorities of our Government, that we individually will support every issue of Liberty Bonds, contribute to the funds of the Red Cross and all the activities and benevolences which are contributing towards complete victory over the enemy and the final establishment of lasting peace. To this we mutually pledge all that we possess of means and service.

Elimination of Unfair Business Practices

Resolved, that the National Shoe Retailers' Association hereby pledges its whole support to effecting a permanent elimination of unfair practices in trade and promise that the advertising of its members will only contain truthful statements. Be it further resolved, that on the knowledge by any member of this Association of unfair practice or untruthful statements made by any retailer that he be reported and summary means taken to appraise the general trade of the fact, and be it further resolved, that we ask for the full co-operation of manufacturers and their associations in this matter so that the retailers of this country will be known for fair dealing and dignified competition.

Necessity for Proper Accounting System

Whereas, it appears that many retailers of shoes do not keep adequate books and records of their business, and whereas, it has been proven that no business can prosper without proper records which show the cost of the goods, plus the cost of conducting business, and the distinction between profit and loss, and whereas, such records are now a government necessity, be it resolved, that the members of the N. S. R. A.

all install cost systems which will help to create and preserve net profits, and be it further resolved, that the Secretary of the National Shoe Retailers' Association inform the members where to obtain the necessary aid in establishing such systems.

Performance of Contracts

Whereas, the spirit of a contract is greater than its written or spoken word and when applied to contracts between manufacturer and retailer, the contractual relation is that of buyer and seller, the basis or spirit is summed up in the word profit, and whereas, when the manufacturer has sold his goods to the retailer it is to be assumed that the price agreed upon represents a sufficient profit to the manufacturer, and whereas, the retailer must not be deprived of his still to be obtained profit, and whereas, it is of paramount importance that the retailer accept the merchandise at the agreed upon price, but, on the other hand, that the manufacturer must deliver merchandise that is good or better than his sample at the agreed upon delivery date, be it resolved, that when such is not the case, the retailer must have liberal advance notice of the likelihood of such failure to deliver, and further, the manufacturer should be willing to sacrifice his profit where a late delivery forces the retailer to sacrifice his; and be it further resolved, that the so-called unavoidable delay clauses in contracts are one-sided, they are hereby condemned by the N. S. R. A.

Conservation of Raw Material

Whereas, the conservation of leather is a war-time necessity the N. S. R. A. recommends:

1. The use of shoe manufacturing of every form of material other than leather when such material may be used without prejudice and to the advantage of the consumer.
2. The use of fabrics for tops of shoes and for shoes and slippers for indoor wear wherever possible.
3. The encouragement of the use of low shoes instead of boots during the warmer months.
4. The reduction of the number of styles and greater emphasis on the practical styles and leathers for out-of-door wear.
5. Encouragement of the use of satin slippers for evening wear.
6. Discontinuing the use of patent leather in other than dress shoes.

Get Money that is on Your Books

**Original and Effective Series of Letters that
Bring Delinquents to Time—How to Retain
the Goodwill of Customers and Collect by
Friendly Persuasion**

“EFFECTIVENESS in making collections does not consist wholly in securing payment,” is the creed of a progressive manufacturer of electrical household specialties, which may apply with equal effect in the footwear business, now that the year 1917 has just closed, and those shoe merchants who give credit will be gathering in the money that is due them. “While the primary function of the collector is to get money, the ways and means of doing it must be carefully considered. The tree that bears the fruit must not be damaged in gathering the crop.”

A series of collection letters used by this firm bears out his principle. The letters have been exceptionally fruitful. They go to persons in many lines—department stores, druggists, electrical shops, hardware stores, shoe stores, lighting companies, and the like; and include the big establishment and the little shop in the “one train a day” places, says “System.”

Here is letter number one, sent out 10 days after the account is due:

Dear Sir:

Won't you sit down, open your heart, and tell us why you don't pay our invoice?

This letter is not a dun—I hate the word—but you have a REASON for not sending us that check which is due, according to our records.

In our dealings you will find us WHITE.

Please tell us now.

This letter is used as a sort of “feeler”—to get some kind of an expression from the recipient which will at least, afford a point of contact for special correspondence, even though it may not bring in the money. It does bring in the money many times.

Letter number two goes out after another 10 days. It generally does the trick, if the first one fails, and is the most successful of the series. In about 50% of the cases no further letter is required. It reads as follows:

Dear Sir:

No answer to our note.

You're there, we're here;

A long way between.

Yet all distances are the same to this little red stamp.

(A 2-cent stamp is tipped on here)

If you've broken your leg, had a fire, or got married, and can't send us our money, tell us the BIG REASON and you will find us friends.

How about it?

The above letter has three appeals—to a man's sense of fairness, to his sense of humor (which in the American people can often be played upon to advantage), and, lastly, to a man's unconscious dislike of ignoring the little 2-cent stamp enclosed with the letter.

If the recipient doesn't respond, however, to letter number two, he receives letter number three, after a similar period.

Dear Sir:

G. Washington's picture didn't come back with REASON or the CHECK.

So far your friends have given us to understand you would pay, so we don't know whether you have died or joined the Allies.

Honest, that sale wasn't all profit; so help us get what there was before interest eats it up.

In other words,

PLEASE REMIT NOW.

Note that letter number three gets a little stronger, and conveys the impression that the recipient's standing in his community has been investigated. This letter brings in a good percentage of returns.

Stirring Them up a Bit

By this time a large percentage of the delinquents have been heard from, either with a remittance or an explanation. To those who still do not respond, letter number four is sent. It is framed with a view to stirring them up to the realization that the firm means business—but the stirring is still done in a friendly, courteous manner. Here is the letter:

Dear Sir:

If you don't intend to pay us, stall us off, or give us a reason, why not be a frank American and say so?

Be courteous enough to append a few blasphemous remarks about how mean we have treated you and close. We sent you a stamp a long time ago.

Really, I'm tired seeing the old account every morning—it gives me the peewees.

Come on now—be a sportsman.

If the merchant doesn't respond to letter number four, a hundred succeeding letters written in a similar strain probably wouldn't have any more effect upon him, so he is finally sent a good stiff letter—number five, or the last of the series:

Dear Sir:

In four other letters we asked you to please tell us why you would not pay our account. We even sent you a stamp for reply.

On October 5 we shall place this account with A. T. Harvey and Company for collection, and will notify the other mercantile agencies of the delinquency of this account.

We dislike to do this very much, but you leave us no alternative, unless you pay in the meantime. We hope for your sake that this step will not be necessary, as we do not wish to see your credit standing affected in any way.

We urge you to consider the matter with a view to making immediate settlement.

This letter rouses most of the few slow ones that are still left.

Working in Close Harmony

The credit department and the sales department of this manufacturer work in close harmony. Many of the persons who respond to the collection letters just quoted with an excuse or an apology of some sort, are written a warm, personal letter by the sales manager, who assures them of the firm's hearty desire to make their business relationship one of mutual goodwill and profit. Such letters naturally tend to arouse a sense of fair play in even

the slowest party, and the results come back in dollars and cents.

While each salesman representing this concern is given a pretty complete and accurate list of all the well rated merchants in his territory, occasionally an order comes in from the person whose rating and record are too poor to take a chance on without further investigation. In such cases the following letter, signed by the sales manager, is sent to the customer:

Dear Sir:

I knew a credit man once who had the reputation of being so careful that he opened the window before looking out, to keep from wearing out the glass. He doted on agency reports and didn't hesitate a moment to tell a man, "Your credit doesn't justify, etc." But he's a mere clerk now, a has-been who failed to realize that behind busy business are real men who have feeling, sentiment and a sense of pride.

Now the National Service Warming Pad is the best warming pad made. Its durability is more than three times that of any other pad. It has a rugged, strong, and reliable safety device, and you get a regulator that gives not three but any degree of heat. The National is beautiful, too, and is an easy seller.

Your order is appreciated. It adds another friend to our already big list. The National Pad will help add friends to your list, too, and you will order more.

Our credit department tells me that your rating is rather limited. That's your business, of course. And so I am taking this opportunity of coming to you and asking for an introduction—someone who can say, "Sure, he's O.K.—pays his bills promptly and buys Liberty bonds besides!"

Many thanks for the order—it's being filled and will be ready to ship by the time I hear from you.

Nothing to Cause Offense

It is a rule in this concern that all the collection letters—and, in fact, all other letters—that leave this house, must not have anything in them that might offend or antagonize. The collection department, particularly, realizes the importance of retaining the goodwill of its trade, and therefore endeavors to get in the money due us rather by friendly persuasion than by force.

And we get it in, too, about as well as any other collection department, I'm sure. We almost never leave any sting behind to drive the delinquent customer to another firm. And when all's said and done, isn't that exactly the function of a collection department?

THERE ARE FAULTS ON BOTH SIDES

Many a clerk seems dissatisfied with his present position and prospects. Outwardly he may appear calm and self-possessed, but get into a quiet conversation with him and he will tell you how hard he works, how insufficient is his pay, how much better, Smith, or Jones or Brown in the other fellow's establishment is treated, with shorter hours, longer holidays, a better class of customers, etc.

A traveler who has had much to do with the shoe trade for the past sixteen years, writes, "I have always found that there is 'an ideal job' in every town in the estimation of some one engaged in the trade, but that job is generally the one held by the other fellow. On the outside, everything appears bright and pleasant, happy and hopeful, but inside, how different when the other chap's affairs are revealed. Some men have the habit of talking about any little friction that arises in the store; speaking frequently of the short-

comings of the boss and relating any meanness or discourtesy on the part of an employer. Other chaps have the faculty of keeping such matters to themselves, and it is only when they leave an establishment that the real extent of their sufferings, which may be either real or imaginary, is shown, and then, perhaps, the information is imparted only to a few mutual friends. As a widely known publisher once said: 'There are two sides to every story and the truth besides.'

"It is rather amusing to hear certain salesmen narrate what they have to endure, and the conditions with which they have to contend. It is always the boss that is at fault; never has such a clerk any weaknesses or frailties. He is always efficient, competent, willing, energetic and industrious. Now, I want to say, after many years identification with the trade in both the selling and buying line, there are no laurels to be placed either on the brow of the average employer, or the average employee. No one has a monopoly of all the good points. There appears to be as much blame to be attached on the one side as on the other. If I were asked to name the chief shortcomings of clerks, I would say that a large number of them do not perform any more duties than they are requested. They never seek to master all there is to be learned about the shoe business. They do not try to gain pointers from travelers, from the repair department, from the buying end, from the trade journals or the practical works which are constantly appearing on fitting, the ailments and weaknesses of the foot, and the relationship of the various parts thereof.

"On the other hand, some bosses essay to do everything in their power to prevent their help from acquiring too much knowledge and expect too high a standard of service when too small money is paid. They work their men too long hours, keeping them four or five nights a week until ten or eleven o'clock, and then wonder why they do not come around promptly at eight-thirty the next morning bright, active and aggressive. It is an impossibility for a clerk, or his boss either, to labor from twelve to sixteen hours a day, four or five days in the week, and not be fagged out in body and in mind. The tired salesman looks upon his post as a mere job instead of a service that in its ministrations, conceptions and ideals amounts almost to a profession. The ambition of the average clerk should be to get into business, or become the head of a department at as early a period as possible, but he must remember that being one's own boss or holding down a situation as a manager is not all sunshine. He will see things from very different angles when he has to do his own financing and buying, and at the same time try to satisfy the fickle public in the matter of footwear. It is alright for the young man in the trade to change positions a few times, as it gives him pointers and broadens his experience and ideas, but after a fellow has passed twenty-five, the fewer shifts he makes the better for him and his record. It is frequently asked: 'Should a clerk stay with one firm for a number of years or should he go elsewhere for a few extra dollars per week?' This depends largely upon individual circumstances and whether he is assured, if properly qualified, of any promotion in salary or in responsibility in his present relation and also upon where he works, the class of people with whom he has to come in contact, whether he is connected with a growing business or a footwear house that is merely marking time and jogging along at the same pace from year to year. No definite advice can be given and each salesman must answer the question after consulting his own interests, and weighing carefully the matter of his own ability, prospects and efficiency."

DOES IT PAY TO BE FIRM WITH YOUR CUSTOMERS?

—It does, says a shoe merchant who has built up a big trade on the principle of fair dealing and honest values. Look for it in the next issue.

Calfskins for Boots and Shoes

We purpose each month, giving a short article on the various classes of leather and on shoes for the guidance and help of those handling shoes, through the country. For the matter contained in this article we are indebted to Mr. Sydney M. Collis of Aurora.—Editor.

CALF-SKINS are tanned into leather and finished in various ways. Large numbers are made into chrome leather and finished smooth and boarded, black and colored. In addition to the chrome processes, different vegetable processes are used. Gambier and similar soft tannages are frequently used. Leather tanned by any of these methods is finished upon the grain. Wax calf and satin leather are finished upon the flesh or inner side. Skins that are imperfect upon the grain by reason of scratches and breaks are often worked into wax leather. Calf-skins are also made into glove leather, also into leather for lining purposes and into fancy leather. For glove-leather, chrome, oil, napa and other soft tannages are used, while upon skins intended for special and fancy leather, vegetable processes are used. Of all skins, calf-skins are the most difficult to tan. This is because they have not attained maturity and full strength of fibre. They require very careful handling, being very easily injured by carelessness or abuse. Many imperfections met with on finished calf-skins are the direct result of ignorance, carelessness or abuse in some part of the work.

During the processes of preparing the skins for tanning, much of the quality of the finished leather is decided by the methods and materials used in these processes.

In the manufacturing of calf-skins, both for blacks and colors, there is a good deal of difference in the price of such leathers. The latest and best methods are used in general for the different finishes. In the first place, for the high grade shoe, the whole grain becomes absolutely necessary to obtain the desired results, and the best dyes and materials

are used. For the cheaper shoes, the makers buy a snuffed grain, or some call it, for nicer sounding, a corrected grain. These skins are snuffed on the grain to take out scratches or salt rusts, or any other imperfection that comes with cheap calf-skins. They are then doped up with heavy finish, and ironed with very heavy pressure to bring back an imitation grain to resemble the whole grain skins, but these shoes soon wear coarse and rough, and lose the shape of the last, and become ill shaped boots and shoes. The retailers, with the high prices that have prevailed for some time, desire a cheaper shoe, hence this is what they often get.

The best skins in the whole world, as almost everybody knows, are French skins, but very few are to be had now. The people over there know how to raise the calf. They only get milk until they are old enough to chew, and then the farmers give them balls of flour made up with milk. The calf is groomed every day, just as a race horse is brushed

WHAT CONSTITUTES GOOD BUYING IN THE SHOE GAME?—Read what leading manufacturer has to say on this important topic in the following edition of the "The Shoe and Leather Journal." He is competent to speak on the subject from both ends, retailers and manufacturers.

down. Consequently, the skins are well nourished and healthy and of an even grain. Most countries, principally the dairy places, are not very particular in bringing up the young calves, and they soon have to get their own living on the grass. That is why the skins are coarse and lose the calfy feel and appearance.

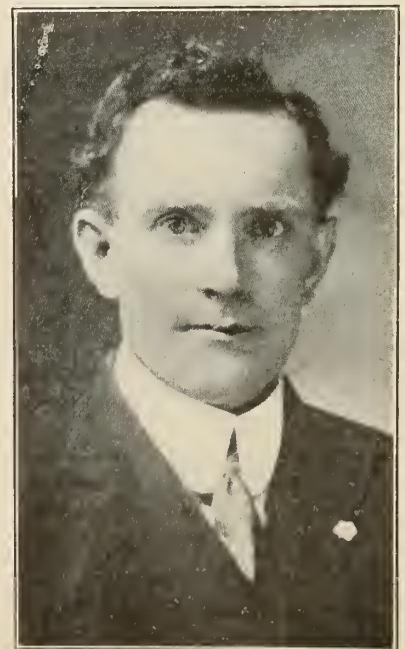
These few remarks will, perhaps, enlighten some people who buy cheap shoes, and wonder why they do not wear well and crack, and will not hold the stitches, and soon become shabby looking. A good calf shoe is worth its price. It has the soft texture, keeps its grain and retains the shape of the last.



J. C. Moreau, of Edmonton, widely known and popular shoe traveler, who has just joined ranks of the Benedicts



Alfred Gorman, who for several years has been with P. Jacobi, Toronto, and is now city traveler for the firm.



Walter Brown, Business Agent of Boot and Shoe Workers, Toronto, who made a good but unsuccessful run for Alderman.

INDIA'S HIDES SHOWN IN CANADA

India is said to be the largest and most important producer of hides within the British Empire, the quantity of raw Indian cowhides (kips) available annually being about 11,000,000, of which about 3,000,000 are tanned in the country. Prior to the war about 5,000,000 hides were annually exported to Germany and Austria. The German market being cut off, the British Government desires to secure a market within the British Empire for these hides, and it is hoped that even after the war is over Germany will no longer have the profit of treating these hides and selling the products to the world at large.

The Department of Trade and Commerce, by arrangements with the Hides and Tanning Materials Committee of the Imperial Institute, has secured a large number of samples of the Indian cowhides for exhibition in different centres where tanners may inspect them. These hides are now on exhibition in Toronto and will remain there until the 25th of January. The tanners of Ontario may inspect them on application to W. Canham, of Wilson & Canham, Limited, 36 Wellington street east, Toronto, who will have charge of them while they remain in Toronto. They will be afterwards exhibited in Quebec city and other centres. It is hoped that all the tanners of Ontario will avail themselves of the opportunity to inspect these hides while they are in Toronto.

NOT THE FEELING IN BOSTON

Editor, "Shoe and Leather Journal,"—

Dear Sir: We very much regret that any Boston concern should criticise the loyal attitude of Canadian shoe manufacturers who feel bound to give their orders as far as possible to manufacturers and distributors in their own country under the present circumstances.

Our representatives have occasionally met this statement, and so far as the writer knows we have in no one case questioned the judgment of such buyers, recognizing their right to such preference. Under the circumstances of the war, it was quite natural that the bulk of their business should be kept in the country.

To the writer's mind Canada has responded wonderfully in this war. We can only hope that United States may emulate her splendid work and make the world safe for democracy.

We are writing this letter representing, we think, the usual attitude of the Boston business man who has Canadian trade.

Yours sincerely,

FARNSWORTH, HOYT CO., CHAS. HOYT, PRES.

NEWSY BRIEFS FROM VANCOUVER

Peace and goodwill reigned in Vancouver during the holiday season. For several days previous to the 25th, the weather was bright and clear with just enough snap of frost to make it seasonable. This had a wonderful effect upon all business done among the shoe men. They report it was the best Christmas for business they have experienced for years. Various reasons are given, among which it is claimed prohibition was a big factor. Another reason given is the increased activity through the shipbuilding industries, on which there are many thousands of men working. "Sales" have been running all through and previous to the holidays.

The Empire Shoe Store, which for several years has been conducting a good, medium class trade on Granville street, closed its doors for good on Christmas Eve. M. J. Rea, of this city, has taken over the stock.

Mr. Donald, late manager of the boot and shoe department of Woodward's Departmental Store, has left the city to join the Imperial Fying Corps in Toronto, and Mr. Mitchell, late of Halifax, has been appointed his successor.

The first call of the Military Service Act has not effected many of the single assistants in the stores around the city.

Like their confreres in the shoe trade, repair men have had a busy time. The few showers since Xmas have been a big factor. It was the reverse to twelve months previously, when Vancouver was visited with a heavy fall of snow. It is a hard problem to please everyone, as repariers have been having more than their share of work which is keeping them laboring early and late. Anything in the shape of help is out of the question, as there is not a spare man to be had at any price in the city.

Our sympathy is extended to Mr. W. Davidson, in his bereavement at the loss of his wife, who passed away after a short illness on December 18th. The funeral took place on December 20th to Mountain View Cemetary.

To help cope with the increasing business, Messrs. Wilson & Co., makers of Loggers' boots, on Water strete, have installed a power finisher.

MAJOR ROY WINS MILITARY CROSS

Major John Roy, a well-known Quebec officer of the famous 22nd French-Canadian Battalion, C.E.F., has been awarded the Military Cross, according to a cablegram received by his mother, Mrs. Geo. Roy, Grand Allee Apartments, Quebec.

He is a brother of Paul Roy, of Montreal, the widely-known leather merchant. Leaving Quebec with the 41st Bn, Major Roy went to England as a lieutenant, where he qualified for a captain. He was in command of the machine gun section of the battalion. When the latter was broken up



Major John Roy, Quebec

into drafts, he went to the front with the English Gun Brigade and fought through every engagement up to Courcellette. He was then transferred to the 22nd Battalion and continued service with this corps, soon gaining the rank of Captain. At Vimy Ridge he was twice wounded and for his brave conduct on that occasion was promoted to Major and recommended for the Military Cross, which he has just received. Major Roy, along with Major Chasse, commanded the attack at the battle of Lens. The former is now back in the trenches where he has already seen seventeen months' service.

The Shoe Repair Man

CALGARY ASSOCIATION ELECTS OFFICERS

The annual meeting of the Shoemakers' Association, of Calgary, was held recently at the office of the Calgary Saddlery Co., E. Vicars, president, in the chair. The attendance was large and augurs well for the interest and activity of the association for the coming year. Much enthusiasm was aroused over the election of the officers.

R. P. Davis was elected president. He is a well-known old-timer in the trade and will make a capable executive head.

The vice-president is George J. Manley, another live wire, and the secretary-treasurer is A. E. Arnold, proprietor of the O. K. Shoe Repair, who is a willing worker and popular with all.

The executive committee is composed of E. Vicars (the retiring president), A. J. Badcock and Fred Kennell.

The association has been successful in making a uniformity in prices in skate sharpening which, in the past year was, fifteen cents a pair, but is now twenty-five cents. All the bicycle shops and hardware stores have complied with the request of the shoemakers and fallen in line.

The policy of the Calgary organization for 1918 is an aggressive one and a new price list on repairs had just gone into effect, owing to the advance in materials. The new price list is as follows:—

Men's half soles and rubber heels, sewn.....	From \$2.00	
Men's half soles and leather heels, sewn.....	" 2.00	
Men's half soles only, sewn.....	" 1.50	
Men's half soles and rubber heels, nailed.....	" 1.75	
Men's half soles and leather heels, nailed.....	" 1.75	
Men's half soles only, nailed.....	" 1.25	
Men's rubber heels.....	" .60	
Men's leather heels.....	" .50	
Men's full soles and heels, sewn.....	" 2.75	
Ladies' half soles and rubber heels, sewn.....	" 1.65	
Ladies' half soles and leather heels, sewn.....	" 1.50	
Ladies' half soles only, sewn.....	" 1.25	
Ladies' half soles and rubber heels, nailed.....	" 1.40	
Ladies' half soles and leather heels, nailed.....	" 1.25	
Ladies' half soles only, nailed.....	" .90	
Ladies' rubber heels.....	" .50	
Ladies' leather heels.....	" .35	
Boys' half soles and leather heels, sewn, 2 to 3.....	" 1.50	
Boys' half soles and leather heels, sewn, 4 to 5.....	" 1.75	
Boys' half soles and leather heels, nailed, 2 to 3.....	" 1.25	
Boys' half soles and leather heels, nailed, 4 to 5.....	" 1.50	
Youths' half soles and leather heels, nailed, 7 to 10.....	From \$0.75 to .85	
Youths' half soles and leather heels, nailed, 11 to 1.....	From \$0.85 to 1.00	
Girls' half soles and leather heels, 7 to 10.....	From .75 to .85	
Girls' half soles and leather heels, 11 to 1.....	From .85 to 1.00	
Patches and rips.....	From .15	
New heels rebuilt.....	" 1.00	
Tan boots dyed black.....	" .50	
Tan low shoes dyed black.....	" .35	
Toe caps, per pair.....	" .50	

WESTERN REPAIRER ADDS SHOE STOCK

W. Chrest is the proprietor of a live shoe repair establishment, at 1035 Rosser avenue, Brandon, Man., his location being opposite the post office. In June last, he opened up

a shoe store in connection with his repair business which he has conducted successfully for several years. He has a well assorted stock of footwear and the accompanying picture shows a portion of the interior of his premises, which he calls the Montreal Boot and Shoe



A front view of the interior of the Montreal Boot and Shoe Store, Brandon, Man.

Store. On all his parcels he attaches a red sticker which is in the shape of the human foot. On the surface of the foot are printed: "Montreal Boot and Shoe Store, the Home of Good Shoes, 1035 Rosser avenue, Brandon, Man."

On the toes are the following: "Our aim is to please," "What isn't right, we make right." "We save you money and appreciate your trade."

MANY ORDERING NEW MACHINES

P. B. Wallace & Son, 186 Adelaide street west, Toronto, report that the following shoe repair men have placed orders for finishing machines made by the Progressive Shoe Machinery Co., of Milwaukee—G. A. Carle, Tillsonburg; M. Veneranda, Peterboro; L. Livingston, Midland; K. Hickey, Peterboro; A. Ander, 67 Barton street east, Hamilton; G. G. Ellis, 123 Herkimer street west, Hamilton; I. Slobodsky, St. Clair avenue, Toronto, and B. Westlake, Cobourg.

Wilman & Tebbs, who operate the East End Shoe Repair, 662 King street east, Hamilton, have installed a No. 12 Landis stitcher; G. A. Carle, Tillsonburg, is installing a No. 8 Landis stitcher; B. Westlake, Cobourg, a No. 8 Landis stitcher. E. Nantais & Son, Walkerville, are also putting in a No. 8 Landis stitcher, and E. O. Benson, of Oshawa, one of the same make.

Wallace & Son have also placed rough rounders with the following shoe repairers:—G. L. Hodgson, Mount Dennis; J. & J. Clarke, Galt, and H. L. Holbrooke, Toronto.

HAVE BOTH SAME TEMPERATURE

Gus V. Wells, of Des Moines, Iowa, says the following is something every one who wears rubber boots should know: When you put on a pair of rubber boots, if the boot is cold and your foot is warm, or vice versa, after wearing them an hour you will find your socks damp—yes, wet. If you are on wet ground or in the water you will say the boots leak.

Not so, it is condensation. Now think a minute. Fill a glass or china pitcher half full of ice, then fill with water, and in a few minutes the pitcher is wet on the outside. You have seen this many times. No, the pitcher does not leak—condensation. I simply tell you this to show you your boots don't leak. When putting on your boots have your feet and boots about the same temperature, and your feet will be dry all day.

TORONTO MEN MAY WEAR SPECIAL BUTTON

The first meeting of the Toronto Shoe Repairers' Association under the regime of the newly elected officers, was held on Jan. 10th, and a lively programme was outlined for the year. H. K. Hayward, the president, presided and the attendance was very gratifying. Arrangements are being made for the holding of the second annual banquet, the details of which has been referred to the Executive Committee. The question of issuing a small button with the emblem of the Association upon it was taken up and prices and designs will be secured. It is proposed that each member should wear the button on the lapel of his coat. The matter of manufacturing a shoe polish under the brand of the Association is also under consideration and will be fully reported upon at an early date. Several new members were received and during the evening songs were sung by F. Smallwood, S. Mason, W. Burnill and others.

Among the matters discussed was the advisability of raising the schedule of prices at an early date owing to the steadily increasing cost of doing business. It is many months since the price list has been revised.

Another topic that was touched upon was the calling for and delivery of work. Nearly all the members report that they have cut this out and people who desire a job sent for and returned are charged 10 cents extra to cover car fare for the messenger. Other repairers report that they have entirely eliminated the practice of sending for or delivering goods, while a few extend this accommodation only for a couple of blocks within their locality. If any phone messages are received from persons living beyond this area, such persons are advised to take their work to a shop nearer by.

Business on the whole is very good with the repair trade and the prospects for the year are exceptionally bright. The help problem is still acute and it is impossible to obtain skilled labor at any cost.

C. J. Wren, an enthusiastic member of the Association, has been ill for several weeks and a resolution of sympathy was sent to him.

One member of the Association reported that he had asked a certain repairer to join. The objection raised by the latter was "Oh, your prices for doing work are too cheap." "Well" responded the member, "you are just the fellow that should be in the Association helping to advance them. We want such men as you to strengthen us in our work of obtaining a fair, living profit on all that we do."

OVERLAPPING IN THE SHOE TRADE

Writing to the SHOE AND LEATHER JOURNAL a valued subscriber in Saskatchewan says: I herewith enclose P.O. order for \$1.50, being subscription to your Journal. I must state that I appreciate your paper very much; it is so bright have troubles much the same as our city friends, and your and helpful, and, although we live in country villages, we articles are, therefore, often of value to us. I would be glad if you or some reader would take up the subject of overlapping in shoe trade, from the manufacturer's and also from the retailers' standpoint. In many of the small prairie towns here are three or four stocks of shoes kept. The population of the towns may be from 200 to 400. This is waste, and

PHILADELPHIA HONORS CANADA

The head of a large Philadelphia concern, sends us the copy of an invitation recently sent by the Manufacturers Club of Philadelphia to its members to an illustrated lecture, "Canada at War." The invitation says:

"Bravery and Canadian are synonymous words among the allied armies on the east and on the west fronts. Every colony of the British Empire has responded nobly to the fight for liberty, but the Canadians are giving their "all," their money, their resources and their men. If we Americans, in proportion to our strength and population, emulate the country that has grown dear to us in this great strife, the war, whether of months or of years, will be won by our allied nations, to whom right is nobler than might."

These generous words from our allies will be appreciated by every true Canadian. Canadians realize perhaps more than any European people the tremendous odds thrown in the scale by the whole-hearted, energetic way, the United States is casting itself into the great conflict.

considering the condition of the leather market it should not be allowed. In my opinion the situation should be con-



Judging by appearances leather is still going up

trolled and I think that consumer, retailer and manufacturer would all be benefited thereby.

THE SMELL OF LEATHER

When you get the smell of leather,
The smell of leather gets you
With a power of attraction
That lasts your whole life through.
Should vagrant travel lead you
Where the Parma vi'let grows.
Where fragrant odors burden
Ev'ry gentle breath that blows,
You'll still hunger for the perfume
That the leather worker knows.

—W. T. B.

Busy Shoe Repair Shops from Coast to Coast



The spacious shoe repair shop of George D. Creese on Victoria Road, Sydney, N.S.



The Imperial Shoe Store, 144 1st Ave. S., Vancouver, and view of repair shop on left.



The live shoe repair shop of J. Morrison, Commercial Drive, Vancouver.



Exterior view of the busy shop of S. Davis, High River, Alta.



Another glimpse of the shop of S. Davis High River, Alta.



Interior view of the well equipped shop of Gus Hallberg, Camrose Alta.

HOW TWO LIVE MEN JOINED FORCES

(See Front Cover)

One of the enterprising shoe firms of Quebec City is that of Lagace & Lepinay. They have been established a little over three years. The members are J. P. Lagace and C. E. Lepinay. For the first few months they occupied two upper storeys of a small brick building. Their output was then about nine hundred pairs a week. On the 1st of May, 1915, increasing business forced them to take the four floors, which doubled their space and at the same time their output was also increased to eighteen hundred pairs per week.

Just two years ago Lagace & Lepinay bought the property and assets of the Louis Gauthier Co., and took possession in April. Their present plant has a total daily output of three thousand pairs and the firm have been going at full capacity since they got into their present commodious quarters.

Mr. Lagace is a native of Quebec City and started to work for the Wm. A. Marsh Co. at the age of twelve years and next joined the John Ritchie Co. as a cutter. His ability and capacity could not keep him more than six years in that position and he was then promoted to the foremanship of the cutting room, in which position he remained eleven years. After seventeen years service with the Ritchie Co., Mr. Lagace joined the staff of the Louis Gauthier Co. He was in charge of the cutting department for two years and foreman of the fitting room for another two years. He is what may be called a born shoemaker, having been identified with the manufacturing of footgear since childhood. In 1900 he married Miss Eva Deslauriers, of Quebec City, and is the father of eleven children, of whom nine are living.

Mr. Lepinay is also a native of the Ancient Capital and was educated at the Commercial Academy. He began his business career in 1910 by entering the service of the Bank of British North America and rose from a junior position to the post of accountant of the Quebec branch, which he resigned in 1914 to enter the shoe manufacturing game. Fond of outdoor sports his name is mentioned with pleasure by old timers who followed both lacrosse and hockey. Mr. Lepinay played lacrosse with the St. Patrick's A. A. for several years and was one of the members of the team which captured three provincial championships. An ardent exponent of hockey, football and other sports, he was one of the proprietors of the Quebec Senior Lacrosse Club in 1914. A musician of no mean ability he is quite an adept with the violin, being a member of the orchestra which, on many occasions, has contributed to charitable enterprises.

GOLD WATCHES PRESENTED TO FOREMEN

The T. Sisman Shoe Co., Limited, Aurora, Ont., have installed electric power in their plant to supersede steam. New Westinghouse motors of different sizes have been put on all the line shafts. The whole plant has been wired, thus bringing it up-to-date, according to the Hydro specifications.

The past year has been a very good one with the company and the results, everything being considered, most satisfactory. The Sisman Co. have a loyal staff of officers and foremen, who share in the good work. As a slight token of appreciation of their efforts, the company presented each of their foremen with a gold watch, suitably engraved, as a Christmas present. This was a pleasant surprise and is highly appreciated by the recipients. The office staff also came in for a share of the Christmas souvenirs.

The company are now making some new lines in box calf and gun metal in women's, misses' and children's as well as boys', youths', and little gents'. These new lines they have christened the "Aurora," so that with their old standby,

the "Best Everyday Shoe," the company have footwear for the whole family, not only for "Everyday" but Sunday as well.

A NOTED H DE MAN DEAD

Mr. Edmund Schmoll, of Schmoll Fils & Co., New York, the well-known hide brokers, passed away last week. Mr. Schmoll, who was born in Basle, Switzerland, fifty-eight years ago, and opened up a branch establishment of this concern in New York, where he has built up a large business. He was a recognized authority in calfskins and was commonly called the "calfskin king." He was a pleasant, affable man, who made thousands of friends throughout the United States and Canada who will deeply regret his untimely decease.

MEASUREMENT OF UPPER LEATHER

A most serious and perplexing problem confronts the shoe manufacturer to-day in his inability to check and accurately prove the measurement of his leather purchases. Many factories have installed devices known as "automatic leather measuring machines" to determine area measurements. Some factories are equipped with the so-called old style machine, while others have installed later models.

Tests have shown that variations ranging from 3 to 6 feet per dozen, or about 3 per cent. are common, dependent on the style or type of machine and the speed at which the machine is operated. In view of the fact that all machines appear to give correct readings according to test sheets of known area, the tanners are discarding their old models and introducing the new types, thereby obtaining apparent increase of area. In cases of dispute between seller and buyer, regarding leather measurements, the settlements made are on account of the diversity of machine and methods used, invariably unsatisfactory to either vendor or purchaser. It would seem the shoe manufacturer has been lax in his efforts to accurately prove the measurement of his purchases. His principal reliance has been rather on the cutting figures obtained. A case in point:—

A leather manufacturer has a machine of the latest and ostensibly of an improved type. Leather measured on this machine is sold to one of the leading shoe manufacturers of the country who has in his factory a measuring machine made by the same manufacturer but of an older type. When leather is re-measured at the shoe factory the area of each skin appears to be from one-quarter to one-half a square foot less than that indicated by the original measurement. Referring the problem to the Massachusetts Department of Weights and Measures an investigation was instituted. An inspector of that department had several skins measured upon the machine at the tannery under his supervision by the regular sworn measurer employed at the factory and visited the factory in question in company with the measurer from the tannery. Although both machines appeared to measure accurately when tested with test sheets of known area, both rectangular and circular in shape, nevertheless, with the leather received in the shoe factory and measured by the same measurer making the original determinations, the measurement indicated an average deficiency of one-quarter to one-half a square foot per skin, as compared with the original measurement.

Investigations were continued on this subject by the Department of Weights and Measures of the Commonwealth of Massachusetts, represented by Mr. Cummings, by a member of the National Association and a representative of the National Boot and Shoe Manufacturers' Association, and in the endeavor to solve this proposition, they requested assistance from the Bureau of Standards of the Department of Commerce of the Federal Government. An expert from that department, F. J. Schlink, was designated to assist in solving the problem.

How does your Stock stand To day?



9118
Glazed Kid Polish; 9-in. Lace
Sizes 2 to 7. Width A, B, C, D
6.25



7041
Velour Calf; 9-in. Lace
Grey Buck Top. Sizes 2 to 7
Width B, C, D
6.50



8202
Scal Brown Calf; Lace - - - 6.15
8194
Pecan Brown Calf; Lace - - - 6.15
Pecan Brown; Fibre Sole, Rubber
Heel - - - - - 6.00
Sizes 2 to 7. Widths B, C, D

Full Assortment Welt and Turn Shoes



8201
Seal Brown Calf; 9-in. Lace
Biscuit Buck Top
Sizes 2 to 7. Widths B, C, D
6.50

*In
Stock*



8200
Seal Brown Calf; 9-in. Lace
Sizes 2 to 7. Widths B, C, D
6.50

Blachford Shoe Manufacturing Co., Limited
92-94 Sherbourne Street Toronto

READY TO SHIP

Just Wright Shoes

The Just Wright
MADE FROM SHOE

In-Stock Styles

The Wright policy, as well as the safest and most convenient under present conditions, is to order your shoes in quantities as needed. Use our stock department as your surplus stock and overcome your buying and selling difficulties.



Stock No. 12
Tallot Last. No. 33
Russia Calf Bal.
Sizes: C, 6 to 10; D,
5 to 10.
6.25



Stock No. 14
Myopia Last. Special
Duchess Custom Bal.
Sizes: C, 6 to 10; D, 5
to 10.
5.75

A Great Saving

Our In-Stock Department will enable you to do business with a **SMALLER INVESTMENT** and a **LARGER PROFIT**.

Send for our illustrated In-Stock List.

E. T. Wright & Co.

(Inc.)

St. Thomas
Ont.

Rockland
Mass.

READY TO SHIP

Just Wright Shoes



Stock No. 50.
Wide Arch - Preserver
Last. Black Kid Blucher.
Sizes: AA, 7 1-2 to 11;
A, 7 to 11; B, 6 to 11;
C, 5 to 11; D, 5 to 11.
7.00

The Arch Preserver Shoe

If you are not already a Just Wright Arch Preserver Dealer, we advise you to get interested **RIGHT NOW.**

An Arch Preserver fit on one of your good customers will be the best bit of advertising you have done for many a day.

Send for a few sizes and Arch Preserver Literature.



Stock No. 10.
Mazda Last. Duchess
Calf Bal. Sizes: A, 7 1-2
to 11; B, 7 to 11; C, 6 to
10 1-2; D, 5 to 10.
6.75

In-Stock Styles

We have other **JUST WRIGHT STYLES** in stock ready for immediate shipment.

Send for our In-Stock Folder.

E. T. Wright & Co.
(Inc.)

St. Thomas
Ont.

Rockland
Mass.



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 of 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.

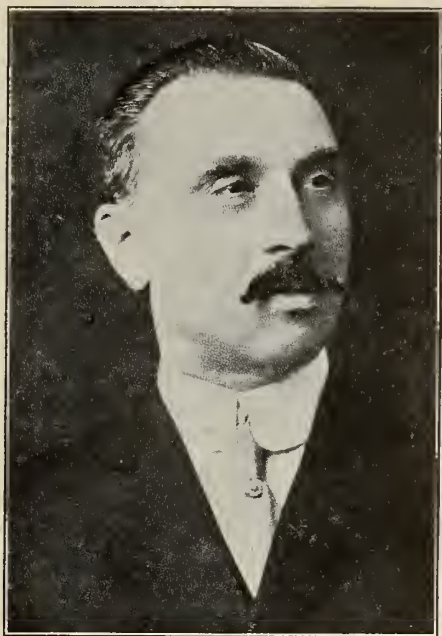
Montreal

Quebec

STAR SHOE STAFF HOLD REUNION

A merry reunion of the staff and employees of the Star Shoe Co., Limited, Montreal, was held at the plant on Thursday, January 3rd, when a delightful time was spent. The gathering was characterized by events of unusual interest and speeches of the highest order.

The proceedings began with the presentation of a valuable gold watch and platinum chain to Peter A. Doig, sales manager of the Star Shoe Co. J. I. Chouinard, president and general manager of the company, ably presided, and under his direction, everything moved along smoothly



J. I. Chouinard, Montreal

and pleasantly. An oyster supper was heartily enjoyed and afterwards there were songs, music and dancing.

Among those who spoke during the evening were Messrs. Chouinard, Doig, A. Gauthier (Director), H. F. Lauzon (Director), John Scott (Western Representative) and others.

Mr. Chouinard's remarks were cordially received, as he addressed the assembly in both English and French. His sentiments were those of goodwill, co-operation and mutual helpfulness, not only between employer and employees, but also in regard to the English and French races in Canada, whom he trusted would unite whole heartedly and harmoniously in the upbuilding of a strong, virile and progressive Dominion. Mr. Chouinard referred to the unlimited resources of Canada, the proud place she had achieved in the affairs of the Empire and the heroic part she had played in the war. Canadians had won undying fame in the cause of the Allies, and their bravery and chivalry had been heralded all over the civilized world. Mr. Chouinard considered that the future of Canada was very bright, and that the Dominion was bound to continue in its march of progress, development and expansion. "Canada is one of the most wealthy possessions of the Mother country," he declared, "a land of which we all should be proud to do our utmost in keeping to the very front rank of advancement and achievement." He said it was most regrettable that the worst enemies of the Dominion were a few, narrow-minded men found in some parts of the country, who seemed to delight in sowing the seeds of discourse in the hope that a harvest of hatred and distrust would be reaped. Mr. Chouinard was vehement in his condemnation of such small-minded individuals whose tactics and aims were only selfish and sordid.

"It should be the endeavor of everyone to take a broad, patriotic Dominion-wide grasp of the questions of the day and not be influenced by sectional feeling or partisan

jealousy. The spirit of toleration and helpfulness is the one which achieves the most. Generosity and large heartedness should mark the attitude which all should display toward those who hold views which may not directly coincide with our own. Everyone probably can not see eye to eye, but in the larger affairs of state and the wider problems of Empire, little differences can be reconciled and obliterated and all join enthusiastically for the welfare of Canada," he asserted.

Mr. Chouinard declared that those who were seeking to stir up strife in Canada were extremists and did not represent the thoughtful, solid element of the community. He deplored the fact that the press was giving so much space to quoting the utterances of these extremists, while the views and expressions of the really big men of the Dominion were given too slight attention. In conclusion, he stated that he would gladly welcome any organization which might be formed between the shoe and leather interests of the other provinces of the Dominion and those of Quebec province having for its object the developing of a stronger spirit of goodwill and harmony between the different races of Canada, and working together for the highest destiny and the greatest good. At the conclusion of his stirring remarks, Mr. Chouinard was warmly applauded.

Peter A. Doig, who followed, paid tribute to the kind nature and warm impulses of French Canadians, whom he had learned to love and appreciate. Speaking as an English Canadian, he stated that he had had a lifelong experience with his French-Canadian fellow citizens, and had nothing but words of commendation for them. They were considerate, courteous and honorable in all their business relations. Mr. Doig added that there were many wrong impressions regarding the character and attitude of the people in the province of Quebec, but he was glad to say that these false conceptions were being corrected by the process of time and the development of events and, as the French and English co-mingled and understood each other better, all doubts and misgivings were clearing away. They could all, as patriotic and loyal subjects of the British Empire, unite for the good of Canada and the advancement of her industrial, commercial and social interests.

John Scott, H. F. Lauzon and A. Gauthier spoke along similar lines and the gathering closed with hearty cheers for the King, the Star Shoe Co., and others.

NEWSY BRIEFS FROM QUEBEC

Louis Beaubien has been confined to his house for some time, owing to illness.

Owing to an increasing volume of business, Omer Bisson, shoe manufacturer, has built a new wing to his premises.

Mr. Wilson, representing the Jas. Muir Co., Montreal, visited here returning from the Maritime Provinces.

J. B. Lamontague, formerly with Eugene Thivierge, has taken the position of accountant for Jos. Tanguay, shoe manufacturer.

Pierre Bertrand of Bertrand & Thibault, manufacturers, is a candidate for alderman of St. Sauveur, seat No. 2.

E. Fournier and Ed. Gaumont of La Cie des Cuirs et Chaussures, Plessisville, report that they are running in full and have another order of 25,000 pairs of ankle boots for the army.

The building of Messrs P. Dugal & Matte, tanners, was slightly damaged on Jan. 1st by a fire which started in the store of E. Gelly & Co. The loss is covered by insurance.

J. E. Leduc, formerly with Jos. Tanguay, has taken charge of the plant of P. Blouin, shoe and leather findings merchant.

J. B. Drolet & Co. Ltd., will remove to the building formerly occupied by E. Thivierge on St. Valier St.

Cotton Threads Ltd., of Montreal, represented in Quebec by Dupere & Garant, have been authorized to raise their capital from \$35,000 to \$200,000.



Acme

Ability, Pliability

Reliability

"Acme" soles have "walked" into favour with the public. The tremendous increase in the demand proves that.

Outside of Dunlop "Traction Tread" Tires, no other product emanating from our factories has quite equalled the furore created by "Acme's" advent into Soledom.

In a field so new and so radical, only one fact could account for such an unusual success in such a short time—Ability, Pliability, Reliability.

Ability of "Acme" Soles to outwear leather.

Pliability of "Acme" Soles in actual use by those who search for boot and shoe comfort.

Reliability of "Acme" Soles when the count is being made of Squeaks, Cracks, Leaks.

Colors: Black, White, Tan. Supplied in sheets 3/16", 1/4" and 5/16" thick for repair purposes.

Specify "Acme" on all your Boot orders.

Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories, TORONTO

Branches: Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, Halifax.

Makers of High-Grade Tires for Automobiles, Motor Trucks, Bicycles, Motorcycles and Carriages; High-Grade Rubber Belting, Packing, Fire Hose and General Hose, Dredge Sleeves, Military Equipment, Mats, Tiling, Heels and Soles, Cements, Horse Shoe Pads, Plumbers' and Railroad Supplies, and General Rubber Specialties.

Rubber Shoe Conditions

What Seems to Be in View for 1918—Will the Shortage of Rubbers Be Made Up?—The Trend of Prices Upward

A FEW years ago those who talked of "taming" the rubber tree were laughed at almost as much as those who ventured to predict the advent of air transportation. Those who have been identified long enough with the trade to look back thirty years or less will remember that rubber plantations were regarded as a common subject for jokes and the serious minded and those who were thought to know something of the subject predicted that rubber growing would never interfere seriously with the wild rubber industry of South America and Africa.

To-day plantation rubber sets the pace and fixes the price for all other classes, and were it not for the foresight, enterprise and perseverance of those who persisted with the plantation idea those of us to-day who could would be wearing five or ten dollar rubbers. The war has created a tremendous demand for rubber products and this with the extraordinary development of motor traffic would have put rubber for footwear largely out of the running. As it is raw rubber has been made so plentiful through cultivation that there seems to be not only enough to go around but some to spare. It is about the only staple product that the war has not seriously affected.

Other Materials High.—But cottons, cloths, fabrics and other materials entering into the manufacture of rubber footwear have not waited for rubber itself to move skyward. They have taken to themselves wings, literally, in some cases and flown away, for it is absolutely impossible to get them. The procuring of these supplies during the past three years, particularly jerseys, cravenettes, cashmerettes and similar fabrics has been a matter of anxiety as well as expense and has made the life of the rubber manufacturer one of considerable anxiety. Lines have had to be cut out altogether in many instances or reduced to an absolute minimum. There does not seem to be any reasonable prospect of relief during the coming season, as cloths promise to be dearer rather than cheaper.

New American List.—The new list of the United States Rubber Company is out and as far as the list itself goes it is practically unchanged as to lines, although the same revision as to the number of cloth lines is in progress there as here. There has been no heavy change except on fine cloth lines, which have been advanced as much as twenty-five per cent. By the changes in discounts, however, there has been an all round advance of about seventeen per cent., which covers, of course, the cloth lines as well as the regular ones. Last year the discount from gross price list was fifteen per cent with five

per cent. extra for early orders; this year the trade discount has been reduced to eight per cent. and no discount extra for early orders.

Will They Follow Suit?—There is naturally some speculation as to the result of this change upon Canadian prices, with the opening of a new rubber season in sight. There is hardly any doubt but that there will be some advance on the selling lists this year, although it is difficult to say just what it will be or whether it will approach in size that made by the American concerns. The companies here all claim that they have done a tremendous business, but with mounting costs on materials, labor, coal and other requirements there can be little doubt but that there will be a substantial increase in the selling list. They have all made arrangements for increasing their capacity during the coming year and the present favorable retail selling season will no doubt give an impetus to ordering for the coming fall and winter.

HOW MUCH TO SPEND ON ADVERTISING

(Continued from page 21)

squabble between the publisher and himself. I have always found that is pay sto keep on good terms with the newspapers, as they very frequently, give one reading notices on special window trims and other evidences of enterprise, that should be appreciated by the recipient.

What kind of advertising do I think the best? I would say, newspaper advertising, of course. To my mind a combination of show window and newspaper space is the best method of attracting the public. Sign-boards and souvenirs never appealed to me for local purposes and leaflets only for special occasions. There are many forms of advertising such as booklets, dodgers, premiums, signs, fall fair announcements, balloons, toys of all kinds, knives, balls, rulers, scribblers, etc. All these come under the head of advertising, except window trims, which I would class as running expenses, since window trims include not only the cost of materials, but goods soiled or damaged with the sun and heat. I, therefore, keep my account for window trimming and fixtures separate from my advertising appropriation. I have never gone in for souvenirs, guessing contests, special rebates, voting competitions, etc. To my mind, they are snares and are more apt to create enemies than to make friends and permanent business. The fair minded patron realizes that he cannot get something for nothing. While these methods may boom business with a rush for a few days, still the after-effect must be disappointing.

The steady, returning, repeat, personal and family trade is the foundation upon which the welfare of the average country shoe merchant rests. Transient trade plays but little part in his expansion or turnover; so that he should make every effort to retain the goodwill and confidence of those to whom it is his pleasure and privilege to minister. He should see that his service is prompt, efficient and reliable, and his goods dependable, well assorted and attractive. I do not for one moment say that I have lived up to all that I have attempted to outline, either in the matter of advertising or general store policy, but it is wise to have ideals.



SOLE LEATHER SPECIFIED

Canada's big army order, 200,000 pairs of army boots, now being placed, specifies **only Leather Soles**.

Uncle Sam's order for twenty-one million pairs also specified all leather.

The endorsement of **Leather Soles** by these two governments, and all the other nations at war, is sufficient reason why you should give your trade the same protection as the governments give their soldiers.

Our tannages of Oak and Hemlock comprise leathers that are full grained, close tanned, flexible, long in fibre, impervious to water, and suited to every sole purpose.

Can you afford to jeopardize your trade by using anything different?

BEARDMORE & CO.

Toronto

Montreal

Quebec, P.Q.

Tanneries at Acton and Bracebridge

Johnston's Leathers

Small Kip Sides
Smooth and Boarded
Popular Shades

These Leathers are close grained
and make up into splendid lines of
Shoes for Men and Women.

H. B. Johnston Co., Limited

137-147 River Street

Toronto : : Ontario



JOBBER'S

Our New Lines for Fall
ARE NOW READY

We cannot emphasize too strongly that you see our New Fall Samples.

They include some of the best selling lasts we have ever turned out, and are priced to bring you much business.

Don't lose a day. Get in touch with us at once.

AIRD & SON (Registered)
MONTREAL

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

AMONG THE SHOE MEN.

A. J. Stewart, of Stewart & Hincks, dealers in shoes, Harriston, Ont., passed away recently.

W. G. Fowler, manager of Gutta Percha & Rubber, Limited, Vancouver, spent a few days in Toronto lately.

The new Cut-Rate American Shoe Store recently opened business on Main street, Winnipeg.

D. B. Detwiler, of the Hydro City Shoe Mfg. Co., has been re-elected Light Commissioner in Kitchener, Ont.

L. J. Breithaupt, of the Breithaupt Leather Co., Kitchener, Ont., spent a few days in Montreal recently on business.

W. E. Woelfle, of the Woelfle Shoe Co., Kitchener, Ont., was in Montreal lately calling upon the trade.

J. Gendron of Gendron Bros., shoe dealers, Weyburn, Sask., spent a few days in Toronto last week on business.

E. R. McBride of Belleville, manager of the Haines' Shoe Houses, recently called upon the trade in Toronto.

John A. Walker of Walker-Parker Co., shoe manufacturers, Toronto, has been visiting New England shoe centres.

M. J. Ramsey, shoe retailer, of Walkerton, Ont., was in Toronto lately calling upon the trade.

S. Gizzi, shoe repairer, of Niagara Falls, Ont., has installed a new finishing outfit supplied by the U. S. M. Co.

A. A. Armbrust, of the Lady Belle Shoe Co., Kitchener, Ont., was among the visitors to Montreal recently.

R. L. Stiles, manager of the John R. Evans Leather Co., Montreal, returned recently after spending the holidays at his old home in Philadelphia.

W. H. Grosch, of the Grosch Felt Shoe Co., Milverton, Ont., has been elected Reeve of that village for the coming year.

Russell Haines, of the Haines Shoe House, Trenton, Ont., has been elected an alderman for that town for the coming year.

W. H. Miner of the Miner Rubber Co., Granby, Que., has been elected a member of the Southern Canada Power Co. Ltd.

The capital stock of Cotton Threads, Limited, Montreal, has been increased from \$35,000 to \$200,000 by issuing 1,650 preferred shares of one hundred dollars each.

J. C. Iredale, President of the Canada Last Company Limited, Toronto, was quietly married to Miss Lily Walsh of Toronto on January 12th. Mr. and Mrs. Iredale have taken up their residence at 462 Delaware avenue.

J. D. Hawthorne, of D. D. Hawthorne & Co., Toronto, has returned from a business trip to Rochester, New York, Montreal and other leading shoe centres.

Fred Perry, who was formerly in the retail shoe business in Toronto, and is now the representative of the soling and heeling department of the Goodyear Tire and Rubber Co. in Winnipeg, spent a few days in Toronto recently calling upon old friends in the trade.

F. H. Meinzer of Montreal, sales manager of the Miner Rubber Co., spent a few days in Toronto last week on business.

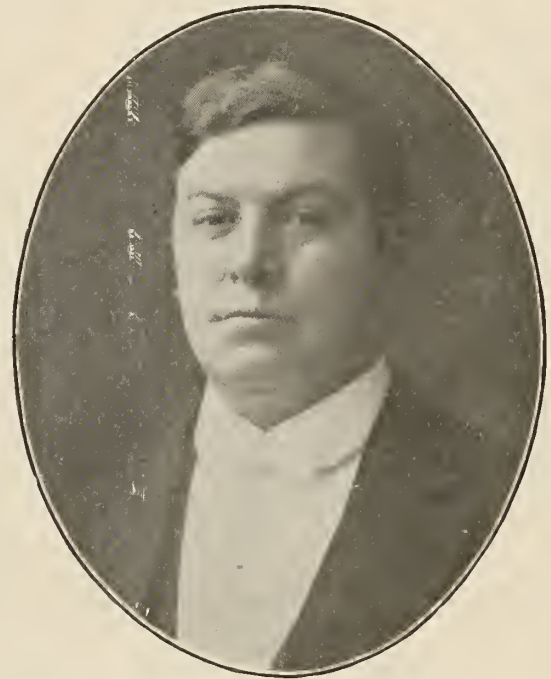
J. B. Kilgour, proprietor of the Regal Shoe Stores in Winnipeg and Toronto, spent a few days this month in Toronto, Rochester and other shoe centres, and reports business in the West as being exceptionally good.

The annual Pocket Directory of Shoe Manufacturers of the United States and Canada, issued by the Shoe and Leather Reporter, Boston, Mass., has made its appearance

for 1918. This volume is well gotten up, carefully compiled and contains valuable information in succinct and handy form. Several maps are furnished, showing the relative location of shoe manufacturing towns. The 1918 edition of the Pocket Directory is more complete than ever.

Shoes are being made abroad from a tough weatherproof grass known as esparto, grown in Portugal and Spain. With ordinary care a pair is said to last twenty-five years. They ought to be particularly adapted for military service when rookies are acquiring the "hayfoot," "strawfoot" step.

An army council order issued in England prohibits the purchase or sale after February 1, of boots for women with uppers exceeding seven inches in height of leather or eight



Reg. W. G. Bloor, shoe retailer of Ingersoll, who has been re-elected an alderman in that town.

inches in height of any other material. With everything else going up the women protest that shoe-tops ought not to be made an exception.

Carefully avoiding taking any goods which could be traced, thieves visited the World Shoe Store, 64 Hastings street west, Vancouver, recently, a broken pane of glass in the door and the removal of \$7 from the cash register being the only signs of the nocturnal visit. This store was burglarized in 1914, when ex-Constable Newington was wounded by the thieves, a shot being fired at the officer, who was later found in an unconscious condition.

Frank Springstead, who for some years has been a member of the sales staff of the Toronto branch of Ames-Holden-McCreedy, Ltd., and is one of the most widely known shoe travelers in the province, has joined the mail-order department of the Robt. Simpson Co. He takes the position of assistant manager and has entered upon his new duties.

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

J. D. Palmer, President of the Hartt Boot and Shoe Co., Fredericton, visited Boston last week to look over the leather and shoe situation.

Clarke & Clarke, leather manufacturers, Toronto, have presented to the trade a handsome leather-bound diary entitled "Lest We Forget." The book is one that is most acceptable and useful.

Herbert Sisman, son of Thos. Sisman, shoe manufacturer of Aurora, Ont., has been elected a member of the Council of that progressive centre for the coming year. He received the second highest vote in the contest and many friends will congratulate him on his success.

The Boston Last Company will remove its Boston sales office on January 15th from 117 Lincoln street to 76 Lincoln street, on the street floor, formerly occupied by Endicott-Johnson & Co. in the centre of the shoe and leather district where they will show their new line of sample lasts for men's, women's and children's shoes, as well as a complete line of Simplex electric heating appliances for shoe factory use.

A maker of boys' shoes recalls that once upon a time he was making and selling boys' shoes at pretty close to \$1 a pair, wholesale. Now he is paying 37 and 38 cents a foot for the upper leather in his boys' shoes, and the total cost of the upper leather is up around \$1 a pair.

Rawn Smith, Western Canada representative of the Regal Shoe Co., Toronto, has returned from an extended and successful business trip throughout the Prairie Provinces. He reports prospects for the coming year as promising.

R. W. G. Bloor, shoe retailer, of Ingersoll, who for several years has been an alderman in that town, has been re-elected a member of the council by acclamation. His many friends in the trade extend congratulations.

A by-law to guarantee \$30,000 bonds of the King Shoe Co., Toronto, was voted upon by the ratepayers of Owen Sound on January 7th and was carried by a majority of 51 over the necessary two-thirds. The King Shoe Co. will soon make arrangements for removing their factory from Toronto to Owen Sound.

At the last regular meeting of the Hamilton Shoe Makers' and Repairers' Association, officers were elected for the ensuing year. The members enjoyed smoking some good cigars, Gutta Percha & Rubber, Limited, having presented them with a box.

The many friends of Uriah Wilson, ex-M.P., the veteran shoe retailer of Napanee, Ont., will sympathize with him in the loss of his wife, who passed away recently after a long illness. She leaves, besides her husband, who is in rather poor health, four sons, two of whom, U. M. Wilson and James Wilson, reside in Napanee.

W. J. Brigden has opened a shoe store and repair shop at 1434 11th street west, Calgary, Alta. Mr. Brigden has put in the latest Progressive shoe machinery and stitcher and, under the capable managership of Mr. Sullivan, who is a first-class shoeman, the business should prove a success.

Edward Medric, 2928 Dundas street, Toronto, attempted to start a fire in the stove in his shoe store by throwing in some gasoline, which exploded. He ran into the street a mass of flames and was badly burnt about the face and body. Fortunately, witnesses came quickly to his rescue and smothered the fire. Medric's store was damaged by the blaze to the tune of \$500, there being considerable delay in quenching the flames owing to a nearby hydrant being frozen solidly.

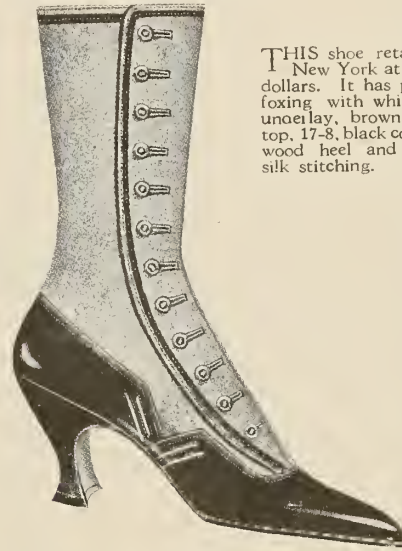
Paul Roy of Montreal, representative of J. Einstein Ltd., is showing a new lace which his firm has put on the market. It is called the "New Idea" and is a tubular ribbon Grosgrain silk lace made in black and white as well as all the fashionable colors and shades.

The death occurred recently of Margaret L. Telford, wife of Wm. Shannon, shoe retailer of Prince Albert, Sask.,

in her 69th year. Mrs. Shannon had been ill for three or four days following a general breakdown in health. She leaves a daughter, Margaret L. Shannon, and a son, Jas. T. Shannon. The deceased was born in Ballymena, Ireland, and coming to Canada with her parents they settled in Toronto. There she married Mr. Shannon on December 21st, 1873, and five years later removed to Winnipeg where they remained until 1884, when they removed to Prince Albert.

A fire recently visited Borbridge Block, Rideau street, Ottawa, and the damage done to the premises of S. & H. Borbridge, Limited, leather merchants, was rather heavy. Percy Borbridge, manager of the Ottawa branch, stated that a large amount of leather articles consigned to the Government for war purposes had been destroyed. This is the second big fire the firm have experienced in the last two years, their premises and store in Winnipeg being destroyed about 15 months ago. The loss on the Ottawa building was about \$40,000 and on stock and machinery \$125,000, there being an insurance of \$80,000 all told.

William P. Windeler, a widely-known resident of Toronto, passed away recently at his home, 440 Shaw street, in his seventy-fourth year. In June last he celebrated his golden wedding. Mr. Windeler, who had lived in Toronto



THIS shoe retails in New York at thirty dollars. It has patent foxing with white kid underlay, brown cloth top, 17-8, black covered wood heel and white silk stitching.

forty-six years, was for a long time in the shoe business on Queen street west, his premises being located in the Beverly block, which he built in 1889. A family of seven daughters and four sons survive.

In a recent interview regarding the condition of the shoe trade Philip Pocock, of the London Shoe Co., London, said: "We certainly have cause for satisfaction. The trade has been good and the prospects are bright. Payments have been very satisfactory and there is a general optimistic feeling throughout business circles. The merchants are quite satisfied with their business for the year. That is the feeling we find not only in London but throughout the whole of the western peninsula. Not only in the larger but also in the smaller towns the merchants are doing much increased business. The fact that the goods sold are more expensive makes the turnovers much greater," Mr. Pocock added. He also stated that better quality of goods are being bought. "High prices always entail better goods, for the public and mean the cutting out of a good deal of the cheaper articles. The farmers of the district have all kinds of money and, as Western Ontario is really an agricultural country, good business is the result. When the farmers are doing well everyone does well. We depend very largely on them. Last year was a good one as far as production is concerned and with the high prices those engaged in farming are very prosperous."



In



Stock

292. Wo's Gun Metal Bal.,
Imit. Wing Tip, 8-in.
Grey Buck Top. Price \$6.50
855. Wo's Burgundy Brown
Calf Bal., Imit. Wing Tip,
8-in. Brown Buck Top
to match. Price - - 6.85
246. Wo's Gun Metal Bal.,
Imit. Wing Tip, 8-in.
Dull Calf Top, Neolin
Sole, Rubber Heel. Price 5.60

TERMS: 5% 30 DAYS

PERTH SHOE CO., LIMITED

Largest Manufacturers of Women's Welts
Exclusively in Canada

PERTH

ONTARIO

C. A. Duclos, of Montreal, spent a few days in Toronto this week calling upon the trade.

Extensive alterations are being made to the shoe store of Owens-Elmes, Limited, Yonge St., Toronto. The second floor is being fitted up for handling popular priced shoes and a stairway of easy ascent is being built near the main entrance.

C. F. Tugman, president of the Royal Shoe Co., Toronto, is now able to resume business after an illness of several weeks duration.

G. G. Hodges, of George A. Slater, Limited, Montreal, was in Toronto last week calling upon the trade.

W. Harold Budreo, Toronto, representing the Regina Shoe Co. Ltd., and Charbonneau & DeGuise, spent a few days in Montreal this week on business.

Natural Tread Shoes Ltd., V. E. Taplin, manager, who have been for some time occupying the stand at 156 Bay St., Toronto, intend removing in the near future to larger and more commodious premises at 310 Yonge St., which are being especially fitted and renovated for the new occupants.

Messrs. R. O. Dunhill, of Toronto, S. E. Wygant, of Montreal and Glass, of Calgary were present at the great gathering of the National Shoe Retailers in Chicago last week. They were the only representatives from Canada and after the convention the annual assembly of the Walk-Over Shoe Dealers took place and was attended by 160 delegates. The sessions were most profitable and instructive.

C. E. Lepine has severed his connection with the Canadian Footwear Co., Montreal. He was for six years superintendent of the Kingsbury Footwear Co., and later with Gagnon, Lachapelle & Hebert. Mr. Lepine is a widely known specialist on ladies fine shoes in welts, McKays and turns.

The annual dinner of the Rubber Association of America held at the Waldorf-Astoria, New York, on January 7th, was a brilliant social event and was attended by several hundred persons, who thoroughly enjoyed the festivities. Among the eloquent speakers were Rev. Dr. Dumoulin, Coadjutor Bishop of Ohio, who is a former Canadian, and Frank A. Vanderlip, president of First National City Bank of New York. 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; R. F. Foote of the Independent Rubber Co., Merritton; J. H. S. Kerr, W. C. Scott and Wm. Seward of Gutta Percha and Rubber, Limited, Toronto, were among the Canadians present at the function.

Messrs Logan & Young, of Beaverton, Ont., who have for some years carried on business in the boot and shoe and staple dry goods line, have sold out to A. C. Taylor, of Port Perry, who will take possession Feb. 1st. Mr. Taylor was in business in Beaverton for a short time some years ago, having bought the stock of the late John Hodgson.

With the benefit of 45 years experience in the shoe business, George Fox, a former resident of Brockville, Ont., has opened at 208 King street west an up-to-date shoe shining and shoe repairing shop equipped with all modern machinery. As a means of making the public familiar with his store and with the business which he purposes to carry on, Mr. Fox arranged that on the opening day free shines were offered for all ladies who apply for same.

It is understood that F. M. Morgan, who has been manager of the Winnipeg branch of Ames-Holden-McCreedy, Limited, and for several years previous was in charge of the Edmonton branch, has resigned, and that E. P. Hall, late manager at Edmonton, has succeeded Mr. Morgan. N. M. Lynn, who for some time has been on the traveling staff of the firm at Winnipeg becomes manager of the Edmonton branch.

At the age of 80 years Mr. Samuel Trees, one of Toronto's oldest and best-known business men, died at the Wellesley Hospital on Jan. 13. He was actively engaged in business up to the last, being at his office on the 31st of December. At the time of the Crimean war he was appointed by the British government as an inspector of saddlery supplies to the army. In 1866 he came to Toronto, arriving a few days before the Fenian Raid, and at once entered into business as an importer of saddlery and trunks. In 1874 he bought and occupied the property at 42 Wellington street east, Toronto. The late Mr. Trees was able during the years he was developing his own business to devote attention to a great many outside interests, financial and philanthropic. He represented St. Thomas ward in the city council for two years.

W. H. Staynes & Smith,

HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES" Leicester.

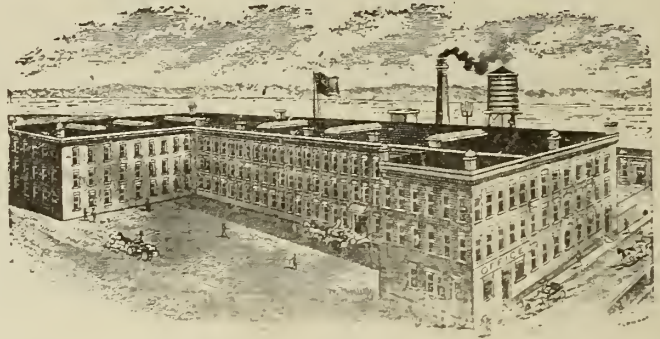
VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS

YAMASKA

for
1918



THE PROFIT POSSIBILITIES

Of this splendid brand should be a big lever in causing you to stock these shoes generously during 1918.

They are a dependable staple, **STYLISH, WELL MADE and WELL FINISHED** line for

MEN, WOMEN, YOUTHS, BOYS, MISSES and CHILDREN

And have over 50 years of shoe-making experience behind them.

Send your orders at once.

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

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



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.**

At a meeting of the Rubber Association of America, representing all the rubber industries of the United States and Canada, held at the Waldorf-Astoria, New York, on the 7th, inst., A. D. Thornton, Director of the Canadian Consolidated Rubber Co. Limited, was elected a member of the Board of Directors for the current year. Mr. Thornton has the distinction of being the first Canadian to receive this honor.

The Executive Staff of the Canadian Rubber Shoe Factory, presented J. H. Chandler, superintendent, with a handsome "Victrola" recently. The presentation was made by S. A. Dube. The lady inspectors of the Shoe department presented Mrs. Chandler and Miss Bourque, the factory nurse, with beautiful bouquets of flowers. J. A. Wade, manager Montreal factories, complimented the shoe factory on the high production of the year and spoke of the need of a larger plant in the near future. Refreshments were served during the evening and dancing brought the entertainment to a close.

The recent severe cold snap caused the water pipes of several shoe factories in Quebec to freeze up, among the sufferers being the Wm. A. Marsh Co. The firm report that the most popular selling shoe at the present time is a woman's mahogany calf, 8-inch bal with Neolin sole and rubber heel on a medium low heel last.

Two interesting events took place in the factory of Chas. A. Ahrens, Limited, Kitchener, Ont., during the recent holidays, when Miss Mary Huebschmann, who is forelady in the fitting department was presented by the staff with an appropriate address and a handsome wrist watch. Wm. Stanley Fox, superintendent of the plant, was also honored and given a smoking set and stand, along with a few good cigars to start off. The gift to Mr. Fox was accompanied by an originally worded address and he made suitable acknowledgment of the kindness of his associates and the pleasant relations that prevailed throughout all departments of the factory.

A. D. Thornton, of the Consolidated Rubber Co., Montreal, gave an interesting and instructive illustrated address in Victoria Hall, Montreal, recently. The entertainment was in aid of the 23rd Battalion Relief Fund. Mr. Thornton explained the elaborate system by which the rubber tree is tapped to obtain the sap and told the manner in which it has been possible to cultivate the rubber tree in British dominions. The lantern slides were largely of scenes along the Amazon River and the speaker said that there was no shortage of crude rubber, which is the basis of all rubber works.

A recent despatch from Washington says: A complete census of the hide and leather stocks in the United States is being made by the Federal Trade Commission, preliminary to beginning its investigation of the hide and leather industry, which will seek to determine the justification for present "exceedingly high" prices of shoes and all other leather

products. Much information regarding hides in storage already has been obtained by the commission's investigators in connection with their work on the packing inquiry.

S. R. Hanna, of 70 Lynwood avenue, Toronto, who for many years was a prominent Yonge street shoe merchant, died on January 15th in the Wellesley hospital after a lengthy illness. He underwent several operations for an internal ailment. The late Mr. Hanna was president of the Irish Protestant Benevolent Society of Toronto and was interested in philanthropic work. For many years he was an active member of the Metropolitan church. His widow, formerly Miss Julia Chapman, and two daughters survive.

NEWSY NOTES FROM WINNIPEG

The shoe repairers are very busy and help is very scarce. When a man is engaged, he only remains a short time, then off he goes to some one else. The Militia Department is turning out shoe repair men, but they do not fill the bill as well as those who have served years at the bench.

There have been several special shoe sales during the past few days and many stores are putting on big reductions. All the retailers enjoyed an excellent Christmas trade.

Wm. Bowen is now sales manager of the Quebec Shoe Store, the proprietors of which are O'Donough & Liss.

J. J. Kilgour, president of Kilgour-Rimer Co., left recently for the East on a business trip. During the holidays he remembered all the members of his staff with substantial bonuses and also tendered them a banquet at his beautiful home.

Mr. O'Dey, manager of Congdon, Marsh, Limited, reports that the firm has had an exceptionally good year; one of the most satisfactory in its history.

Howard French, late of the staff of the Winnipeg Shoe Co. (Pocock's), returned recently to Detroit to report for military service.

Wilfred J. Pocock, of the Winnipeg Shoe Co., was married recently in St. Andrew's R.C. Church, Port Arthur, to Miss Olyve Anne Doyle, daughter of Mr. and Mrs. Patrick Doyle, Port Arthur. Mr. Pocock and bride left on an extended trip to Montreal, New York, Chicago, San Francisco, Seattle and Vancouver. On their return to Winnipeg, about Feb. 1st, they will take up their residence in the Patterson Apartments.

Harold Fitzgerald, late of the Winnipeg Shoe Co., is now a member of the Strathcona Horse. Mr. Fitzgerald was formerly with Geo. W. Cowan, of Chatham, and is well known in Chatham, London, Windsor and Detroit. The Strathcona Horse are located in the Exhibition Grounds.

WANTED—a good practical Tanner to manage Oak Sole Leather Tannery at Acton West. Apply by letter, stating references, to Beardmore & Co., Toronto.

ARMY SHOE
MUNSON LAST

Serviceable Staples

ARMY SHOE
MUNSON LAST

For Men, Youths and Boys

Serviceable Staples also mean profitable goods and that's exactly what the Ackerman line is. There is a touch of slyishness about them which, coupled to their fine finish, make them good sellers.

And the quality of material and workmanship give them the wear service.

B. F. Ackerman, Son & Co.

Limited

Peterborough, Ont.

Western Branch: Regina, Sask.



CHROMOIL



Will Have No Other

Those who have used our "Chromoil" lines will not go back to the old fashioned, unreliable

LARRIGANS AND SHOE PACKS

"Chromoil" gives the wear and stands the wet. You can boil them and they will still come back. They stand fire as well as water.

Do not fail to see our SUMMER FARM SHOE, the neatest, lightest, strongest and easiest farm shoe made.



Palmer - McLellan
Shoepack Co. Limited
Fredericton, N.B.

Browns, Greys and Blacks are the Leaders

The Style Features at the Rochester Demonstration Were Interesting—Lower Heels on Many Models, While Eight and a Half and Nine Inches is Prevailing Height of Tops—Oxfords Promise to Enjoy Very Popular Run—Darker Tones Appear to be Favored—Splendidly Managed Show.



A glimpse of Main Street, Rochester, N. Y., showing Powers Hotel on the left.

THE fourth semi-annual styles show held under the auspices of the Rochester, N. Y., Shoe Manufacturers from Jan. 7th to Jan. 12th was an event of surpassing interest at the Powers Hotel. The attendance was larger and more representative than ever and the exhibits more varied, attractive and artistic. The entire fifth and sixth floors of the spacious house were devoted exclusively to the displays of shoes, lasts, leathers, cloth, findings and everything else entering into the make-up of foot togger. From the standpoint of the presence of buyers as well as from the number of exhibitors present, the event was of exceptional interest and merit.

A great deal of credit is due the Rochester Shoe Travelers' Association for the part they played in the show. They assumed the responsibility of the pageant held in the hotel ball-room on the evenings of Jan. 9th, 10th and 11th, when several of the season's most popular and impressive styles were shown on living models. The models were under the direction of A. J. Peck of the Menihan Co.

On Saturday, the New England Shoe Retailers were the guests of the Rochester Shoe Manufacturers' Styles Show exhibitors at a luncheon given in their honor at the Chamber of Commerce. It was a gala day, and although the closing one of the show was undoubtedly the most interesting

The divers exhibits were admirably arranged and some new effects were shown, particularly in patent brown and patent grey leathers. Just what measure of popularity colored patent will attain remains to be seen. The most impartial observer could not fail to see that the tendency of the manufacturers is already manifest to comply with the proposed legislation relating to colors. It is proposed by the Commercial Economy Board at Washington that women's shoes should be restricted to white, black, two shades of tan and two shades of grey, while in men's shoes, each manufacturer should limit his output to black and two shades of tan.

More browns, black and whites were on view than any other hues and not nearly so many two-toned effects were displayed as six months ago. There is also a noticeable movement in the direction of lower heels 12-8 to 14-8 being the popular height. Cuban pedestals seem to be very much in favor both in high cuts and pumps, although the Louis was well represented. The showing in cloth tops was fairly extensive. The lace boot still holds sway, very few button shoes being observed in the exhibits. Speaking of high outs, one cannot help but observe that 8½ and 9 inches were the prevailing heights. Any creation above 9 inches does not seem to arouse much attention and the demand is exceptionally limited. Another outstanding feature is that the coming season is likely to witness an ur-

gent requisition for Oxfords. All doubt in this respect has been removed and the firms report a decidedly large sale of stylish Oxfords in both black and brown. White will again be a reigning favorite throughout the summer. While there were a number of extreme patterns and show shoes scattered throughout the various exhibits, still dark greys, browns, blacks and whites were the principal shades. There is a decided tendency towards conservatism and economy in accordance with wartime conditions and the prevailing spirit that exists generally in business circles. The showing of patent leather for dress shoes was a representative one and a source of much interest.

The Rochester Styles Show was ably managed and the co-operative spirit displayed is to be commended. This function serves to make the Flower City known more and more extensively as a style centre and a live spot in the production of women's high class footwear.

Some Visitors and the Exhibits

A large number of Canadians visited the Styles Show during the week and among those present were: J. P. Buchanan, Montreal; Chas. A. Blachford, Toronto; E. E. Donovan, St. Thomas; Geo. B. Fry, Toronto; J. W. Hewetson, Brampton; Fred Blachford, Toronto; Geo. E. Chambers, N. E. Woodall, A. Levy, J. L. Tretheway, E. E. McIntyre, E. C. Tripp and F. C. Henry, Toronto; Alexander Inrig, Kitchener; T. B. Conley, Hamilton; W. S. Duffield, Hamilton; Jas. A. Leslie, Hamilton; W. A. Smith, Hamilton; J. H. McLelland, Toronto; W. V. Ecclestone, Toronto; Wm. S. Grainger, Toronto; J. B. Kilgour, Winnipeg; K. N. Saba, Toronto and others.

Among the exhibitors of boots and shoes were:

Blum Shoe Mfg. Co., Bradley-Metcalf Co., W. B. Coon Co., C-Saw Shoe Co., Inc., Dugan & Hudson Co., Dunn & McCarthy, John Ebberts Shoe Co., Flexible Shoe Co., C. P. Ford & Co., Inc., Joy, Clark & Nier, Inc., John Kelly, Inc., Leach Shoe Co., The Menihan Company, P. W. Miner & Son, Moore-Shafer Shoe Mfg. Co., E. P. Reed & Co., Rochester Shoes Mfg. Co., Sherwood Shoe Co., C. S. Sterns Shoe Co., The W. E. Tuttle Co., Utz & Dunn Co., Williams, Hoyt & Co., George J. Wilson, Pehler Shoe Co.

LEATHER.—C. D. Brown & Co., F. Hecht & Co., New Castle Leather Co., Trostel Leather Co.

LASTS.—Dayton Last Co., Empire Last Works, The Stewart & Potter Co., Vulcan Last Works.

CLOTHS.—Henry Gitterman & Co., Seamans & Cobb, Worumbe Co.

MISCELLANEOUS.—Goodyear Tire & Rubber Co. (Neolin Soles), The Shoe Retailer, Shoe and Leather Reporter, Avon Sole Co., (Fibre Soles).

THERE IS NO BETTER

Leather on the Canadian or American market to-day than

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.

Collis Leather Company, Limited
AURORA, ONT.



PACKARD'S

The Shoe Store Supply House
of Canada



**ADVANCE
NOTICE**

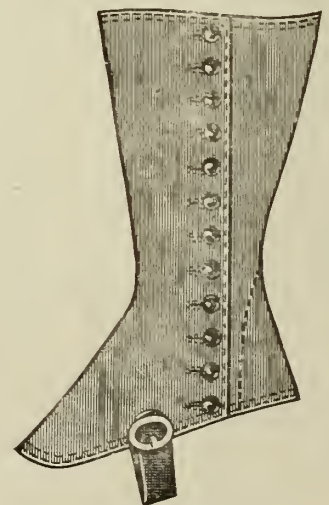


1918

Our travellers are now on the road with samples of Shoe Dressings and Polishes, Boudoir Slippers, Infants' Soft Sole Shoes, Children's, Misses' and Little Gents' Hard Sole Shoes in all the new Lasts, Over-gaiters, Leggings, etc.

It will Pay You to see their Samples.

L. H. Packard & Co.
LIMITED
MONTREAL



As a result of the meeting of the National Retail Shoe Dealers' Association at Chicago last week, and the Annual Meeting of the National Shoe Manufacturers' Association at New York this week, the following suggestions by the National Economy Board will be adopted in the United States.

WOMEN'S SHOES

Cutting out of extravagant styles.

General curtailment of lines to be confined as largely as possible to black, white, two shades of tan and two shades of grey.

The maximum to be 9 inches from the top of heel to top of upper.

MEN'S SHOES

General curtailment of lines to be confined as largely as possible to black and two shades of tan. Wing tips to be cut out.

Patent leather for all dress shoes to be encouraged.

CHILDREN'S SHOES

General curtailment of styles and height limit fixed at 7 inches.

National Shoe Retailers' Convention

Great Conclave of American Shoe Dealers at Chicago Last Week—Adopt Far-reaching Resolutions—Endorse Curtailment of Styles and Conservation of Leather.

WE are indebted to an enterprising Boston contemporary, the "Shoe Retailer," for advance sheets of its report of the greatest convention of retail shoe merchants yet held in the United States. The special issue of the "Retailer" is in keeping with the occasion and a credit to its management. We are only able to give a summary of the proceedings but trust the outline of the papers and addresses presented and the text of the resolutions passed may be an inspiration as well as a help to Canadian dealers.

The convention assembled on January 7th, at the Hotel Sherman, Chicago, and lasted three full days. A banquet was held on the evening of January 8th which was attended by over a thousand guests. Those present represented the best retail brains from coast to coast. Mr. John O'Connor, of Chicago, was elected president, to succeed A. C. McGowin, of Philadelphia, who has held the position for the past seven years. Secretary-treasurer Geuting, of Philadelphia, and Field Secretary A. F. Sloane, of Oxford, O., were continued in office. The first day was devoted to reports, etc.

The retiring president's address and secretary's report outlined the steady growth and success of the Association and referred to some of the matters to come up for consideration. The president said that the outlook for business was good for 1918, notwithstanding some of the untoward appearances and conditions. He claimed the immense sums that would have to be spent on production and transportation would get back to the dealer.

SUMMARIES OF ADDRESSES

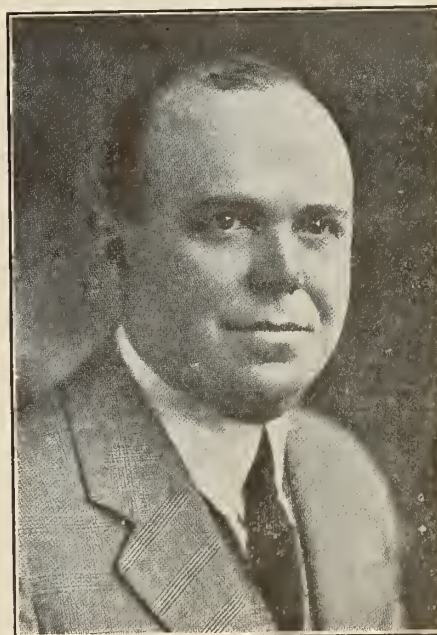
Marshal Field Idea of Service—Mr. Homer J. Buckley, of Chicago, gave an address on "High Personal Quality" as a factor in salesmanship. He referred to the system of Marshall Field & Co. checking up customers who do not come back through follow-up letters. In one case, where dissatisfaction was discovered and remedied, the woman's trade in the fourteen months following was over \$3,800. They advocated satisfying the customers, right or wrong. If allowances are made better do it off the bat. "Tell the truth in

advertising," "Don't make the same mistake twice," "Adopt a high personal quality," were some of the aphorisms used.

Character Plus Training—In a paper on this subject E. D. Gildersleur, of Poughkeepsie, N.Y., said: "The real motive power of any business is generated from the character of the head of it and is transmitted by the development of the true character of each employe so that it rebounds to the permanent establishment of the business itself."

Profit in Service—Another well-known Chicago retailer, Otto H. Hassel, speaking on profit in service said: "'He who serves best profits most.' Service is the real thing. Service rendered for a reward is not the highest form of service. Real service is a spirit, not an act. Some thousands of years ago a great moral and ethical Teacher laid down this great principle in the words, 'Whosoever among you would be greatest of all let him be the servant.'"

Accounting System—J. F. Baley, of Chicago "System": "Retailers are going to the wall every day at the rate of thirty a day, because they are guessing. Knowing costs and having adequate records is as essential to a small as a



JOHN O'CONNOR,
Chicago, Elected President of the National Shoe Retailers' Association

large business. You should know exactly how your stock is selling in order to buy properly. Have a merchandise buying plan that will reveal 'stickers.' If you know your costs and have an accounting system you can boss your business and are able to meet mail order competition. Here are the average costs of doing business in 32 retail stores—Rent,

3.21%; salaries, 10.51%; advertising, 1.65%; heat and light, 1.10%; delivery cost, .46%; supplies, .30%; insurance and taxes, 1.03%; general expense, 4.36%; depreciation and shrinkage, .50%; bad debts, .10%; making a total percentage of expense for sales of 23.22%.

Sacredness of a Contract—The subject of the relations of the retailer with the manufacturer was taken up by E. E. Gore, of Chicago, under this head. In part he said: "The retailer is very likely to think loosely sometimes about his obligations to the jobber or manufacturer, but it is a solemn contract into which he has entered. The manufacturer has planned accordingly and if business conditions turn out poor you should take your medicine and not hand it back to him. Don't take unearned discounts. If your contract says ten days or thirty days, keep your part of it. Sixty days doesn't mean three months. The manufacturer and jobber have obligations. It is up to them to fill orders on time just as it is for the dealer to pay on time. Goods not delivered on time are often valueless for sale. The manufacturer should deliver up to or even better than sample. Patience and indulgence should be shown on both sides but the fixed idea of the contract should be kept in mind.

Keeping Up Profits—Mr. Ben Jacobson, of New York, took up the subject of maintaining profits. Amongst other things he said: "There is no profit in dead stock." He told a story of a town dealer who got swamped with dead stock and opened a February sale of slippers and felts at 45c. He not only cleaned up his dead stock but started a good, profitable business. He advised dealers to go into the big stores and study their methods in order to run their business profitably.

Cancellations and Returns—On this subject Mr. W. W. Wilson, of Boston, spoke: "Under present war conditions it is necessary that orders should be in earlier than in normal times. Manufacturers should realize that the dealer cannot make a profit unless he gets the goods when he needs them.

Cancellation should be eventually understood between buyer and manufacturer. A retailer should be fair to himself, fair to the manufacturer, but fair to his customers. The returning of shoes unnecessarily means an immense loss to the country as well as the shoe trade. Dealers can do much to minimize this.

Rubber Goods.—Mr. D. F. Sullivan, of Fall River, Mass., said: "Practically all the rubber footwear manufactured in this country is made by corporations, and I think it is not revealing any trade secret to state that seventy-five per cent. of all the rubber footwear sold in the retail trade is made by corporations in agreement with each other as to prices, terms, dates of delivery, etc. Notwithstanding extraordinary conditions created by the world war, there is nothing to justify a manufacturer or jobber in cancelling orders taken in good faith, and causing loss and inconvenience to a retailer without giving him reasonable notice of their inability to fill the order. I think that we would not be considered unpatriotic if we insist on the terms of agreements being carried out as they are made.

"Also the practice of the rubber companies insisting on getting the full detailed order in January before you have bought a pair of shoes for fall, over which these rubbers are to be worn, is not right. It isn't good business. You can't tell what to buy, and if you buy wrongly it is up to you, so that at least fifty per cent. of your rubber order ought to be open for detailing until you have bought your fall merchandise over which these rubbers are to be worn.

Co-Operation and Co-Ordination.—Mr. H. B. Scates, of Boston, on this subject, said:

"I advise every shoe man to prepare for the greatest business of his career. Better service, first of all, and in buying or selling as near as possible approaching one hundred per cent. efficiency. Let us use this opportunity to correct old mistakes. First, take advantage of the high

wages paid the workers in industry, and educate our public to buy better shoes, to pay more for the shoes, and in that way get better shoes and better quality. Work twice as hard as you ever worked before to get quality in your shoes. Work twice as hard as you ever worked before to give better service. Cut your styles in two. Have plenty of sizes, thereby helping to secure quality. Make service easy and reduce losses on ends of lines and put that on the profit and loss account."

Will Women Replace Men.—On this question Mr. M. G. Harper, of Philadelphia, advised the trade to employ women more extensively in order to escape drastic government regulations.

"Mr. Vanderlip recently made the statement that we need from one to two million women who have never worked before to go into the industrial field to take the place of men in gainful occupations; not work for nothing, but to be well paid, so that they may lift the burden from some masculine earner, and there is no field of which I know easier for them to get into, in spite of the technical points in the fitting of shoes, than yours. We can train women, and train them in a reasonably short time, to replace men."

"Those two thoughts are little contributions toward helping under the present conditions. More women workers and a little bit less style appeal until we get back to peace on earth again."

Government Regulations.—Mr. A. H. Geuting, of Philadelphia, said that the day of the old fashioned, selfish, non-co-operative retail merchant is past and that the day for collective and co-operative competition is at hand. He blamed the adoption of the "standard" shoe in England to the lack of organization of retailers. He said:

"The instituting of a 'standard' shoe, well made and efficiently produced, but because only the manufacturers conferred with the Government, the retail price was fixed so low that every pair sold meant an actual loss to the dealer, yet the Government requires that every retail shoe store in England shall carry a definite percentage of stock in these 'standard' shoes."

Buy at Home Movement.—This subject received exhaustive treatment by Mr. S. R. Latshaw and will be given further notice in our next issue. In part Mr. Latshaw said: The superiority claimed for the mail order method is largely a myth. The method of distributing goods through retail stores is economically sound. The ordinary appeal for home support is too-much like a passing the tin cup. You must fight the devil with fire. Mail order business is built on misrepresentation largely—his advice was, advertise and then advertise. "Play to the women" is another suggestion.

Small Town Business was dealt with by Hal. Stewart, of Iowa City. "We hear that 90 per cent. of the people think more of merchandise purchased away from home, that the woman in the small town likes to go into the larger town and the woman in the larger town likes to get into the cities and I believe that is overestimated. I believe that the average person will buy at home if everything is anywhere near equal. But that is up to us. We have got to give them service, efficient service."

TRAVELERS WANTED

Competent, aggressive shoe salesmen to make rubber footwear trip in Province of Ontario during placing season; also representative to cover city of Toronto. State full particulars. Box 42, "Shoe and Leather Journal," 1229-31 Queen street west, Toronto.

**Are You Looking
For Popular Priced**

KID

IN BLACK, TAN

BROWN AND

TOBACCO?

If you are, we have something
that will interest you in **PRICE**
as well as **QUALITY**

Write or Wire for Prices and Samples
WE CAN MAKE IMMEDIATE DELIVERY

A new department has been opened
by us in which we specialize in
GLOVE LEATHERS.

Ask us about this.

W. A. LANE & CO.

LEATHER MERCHANTS

218 Notre Dame St. West

MONTREAL



Your Customers Ask for Them

"MOOSE HEAD BRAND" has for over a generation stood for absolute reliability in Oil Tans. It does not pay to take chances with customers on

Larrigans, Shoe Packs, Moccasins and Sporting Boots

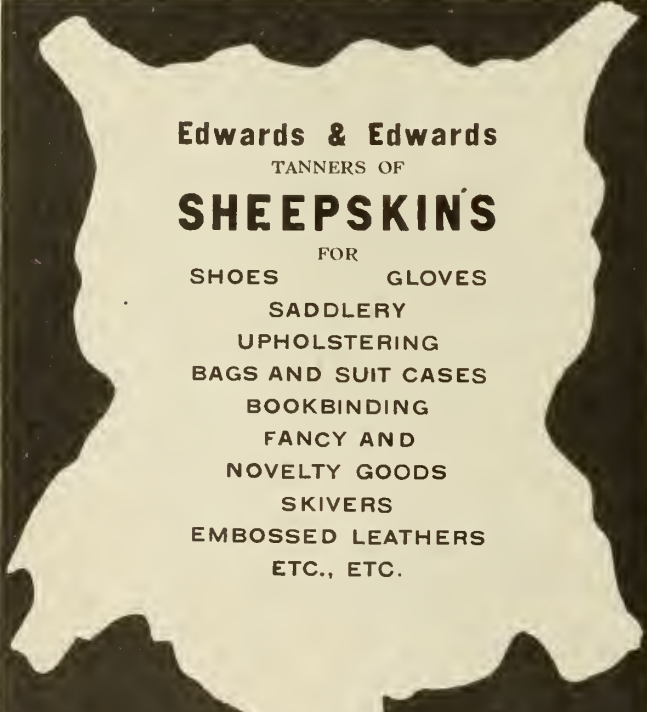
They must be not only reliable as to material but make. MOOSE HEAD BRAND represents the concentrated experience in this line for nearly half a century.

Over Fifty Styles to Select From

Ask to see our Trench Boot

John Palmer Co., Limited

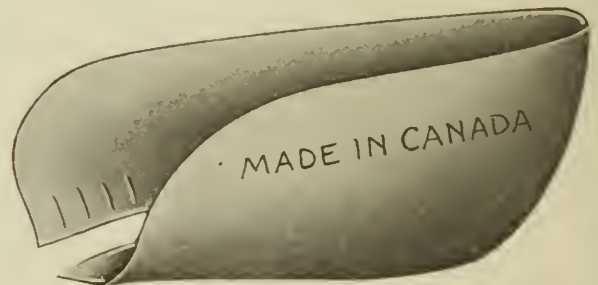
Fredericton, N.B.



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.

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

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

Sandals of Substance

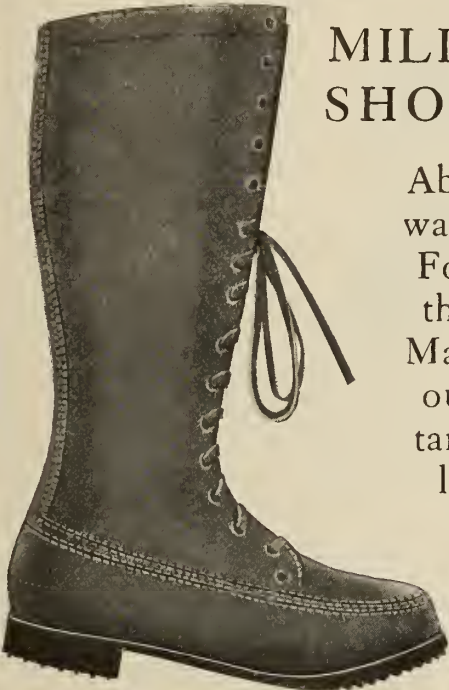


We have the most highly specialized labor and equipment in Canada for the production of the best type of sandal, both in leather and canvas.

When ordering Sandals specify B. F. Brand.

We also make a splendid range of Children's Stitch-down Shoes.

Humberstone Shoe Co.
 Humberstone, Ont.



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

LOGAN'S

"The Leather of Quality"

Lyons Brook, N.S.

For a durable, easy working

SOLE LEATHER

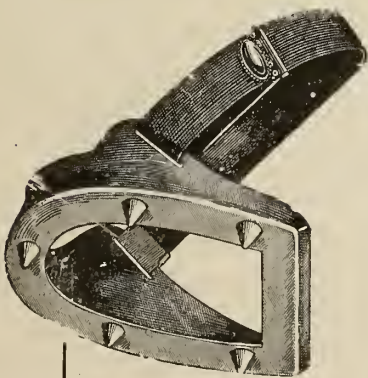
there is nothing to beat

LOGAN'S

It is made from most carefully selected hides by a most thorough, painstaking process.

Office and Tanneries:

LYONS BROOK, N.S.



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

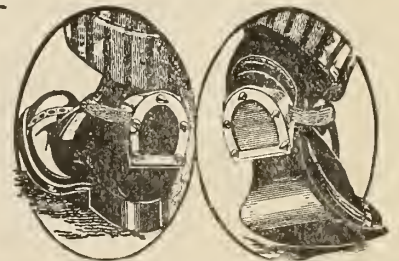


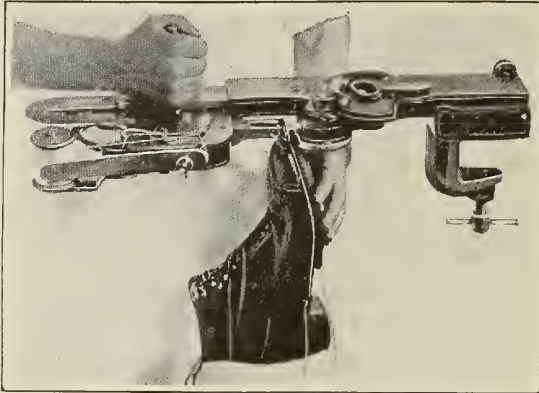
Fig. 1

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.

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 Neo'lin and Fibre Soles
Write To-day.

**C. PARSONS & SON
LIMITED**

Repair and Shoe Store Supplies
79 Front St. E. Toronto, Ont.

"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.

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

JOHN McENTYRE, LIMITED

LEATHER and SHOE GOODS
28 St. Alexander Street
MONTREAL

PLANTS
Rubber Cement Factory
26 Gl dstone Ave.

TANNERY
1704 Iberville St.



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

LATEST JOTTINGS IN THE TRADE

The shoe stock of Joseph Goulmette, Montreal, has been sold.

E. E. Code, manager of the Kaufman Rubber Co's. Ottawa branch, spent a few days in Toronto and Kitchener recently on business.

Geo. E. Boulter, of Toronto, spent the past week in Boston and attended the big Styles Show held under the auspices of the New England Shoe Manufacturers at the Copley Plaza Hotel.

George A. Blachford, of the Blachford Shoe Mfg. Co., Toronto, is on a business trip to Boston, Lynn and other shoe centres of the New England States.

H. S. Bond, of the shoe department of the Robert Simpson Co. Limited, Toronto, was in Boston last week on business.

W. D. Bennett, of the Boston office of "Hide and Leather," was a welcome caller on the trade in Montreal and Toronto a few days ago.

W. A. Lane & Co., leather merchants, of Montreal, have opened a new department in which they are carrying a full stock of leathers suitable for glove manufacturers.

R. J. Orr, of Toronto, who represents the Canadian-Arrowsmith Mfg. Co., Niagara Falls, Ont., is on an extended business trip throughout the Maritime Provinces and is putting on a number of demonstrations of the firm's foot appliances.

E. P. Matt, of Montreal, who speaks both the French and English language fluently and has had nine years experience on the road, has joined the selling staff of the Canadian-Arrowsmith Mfg. Co. Ltd., of Niagara Falls, Ont., and is covering the Province of Quebec in the interests of this firm. He has a good connection with the trade and is meeting with splendid success in his new line.

The Robt. Taylor Co. Ltd., wholesale shoe dealers, Halifax, say that like other business houses and residences in Halifax, they received their full share of the result of the disaster, and trade was interrupted for ten days. However, the firm have been gradually getting matters back into a normal condition and so far as their ability to fill orders is concerned, they are in as good shape to-day as ever. Their warehouse was not materially damaged other than by broken glass and window sashes. The company report that their stock was not sufficiently damaged to affect it, although it did get some water as a consequence of the sprinkler system being started at one of the joints.

The fire which destroyed the Enderton Block on Portage Avenue, Winnipeg, caused a loss of nearly half a million dollars. On No. 2 store of the Rannard Shoe, Ltd., the loss is estimated by the firm at \$100,000. The store, which was on the corner directly opposite Eaton's, was one of the most attractive and inviting in the West and carried a heavy stock of exceptionally high class footwear. It was opened several years ago by the Rannard Shoe, who operate three busy stores in the prairie capital and its destruction by fire is a serious blow, as the insurance only covers a portion of the great damage done.

The formation of a King Street Association resulted from a meeting recently of property owners and business men whose premises are on King street, especially those between Yonge and Simcoe, Toronto. The idea of the Association is to improve the appearance and facilities along the street so as to make it a more attractive business centre. One of the first things the King street men will try to obtain is the establishment of a stopping place for street cars between York and Bay. The store fronts are to be brightened-up and modernized. Committees are being formed on Transportation, Architecture, Kinds of Business and Zoning. The officers elected were: president, Julian Sale, Sr.; vice-

president, C. J. Tidy; secretary, R. T. Stanley; treasurer, J. L. Vokes.

LEATHER IMPORTS INTO UNITED KINGDOM

F. C. T. O'Hara, Deputy Minister of Trade and Commerce, Ottawa, writes the "Shoe and Leather Journal" as follows:

Ottawa, January 3rd, 1918.

I enclose herewith for your information a copy of a communication addressed by the Colonial Office in London to the Canadian High Commissioner with reference to the imports of leather into the United Kingdom.

Yours truly,

F. C. T. O'HARA,
Deputy Minister.

Colonial Office,
Downing Street,
12th December, 1917.

SIR:

In reply to your letter of the 16th of November (T.7-92) relative to the importation of Canadian leather into the United Kingdom, I am directed by Mr. Secretary Long to request you to inform the High Commissioner that it has been decided by the Board of Trade that all concessions given in this connection to the United States shall be applied equally and automatically to Canada and that accordingly all leather ordered from Canada before the 23rd February will be admitted into the United Kingdom, under license.

2. As regards Australian leather, a license was issued for the importation by a certain steamer of leather ordered before the 23rd February and subsequently the Board of Trade decided to allow the importation by the same steamer of an additional quantity, up to a total of 2,000 bales, should sufficient space remain, after the leather admissible under the previous concession had been loaded, subject to the conditions that the 2,000 bales or such less quantity as might be shipped should be consigned for the account of the War Office Leather Committee.

3. I am to add that a further communication will be addressed to you with regard to the purchases of leather which Sir George Foster mentioned as being made in the United States on behalf of the British Government.

I am, Sir,

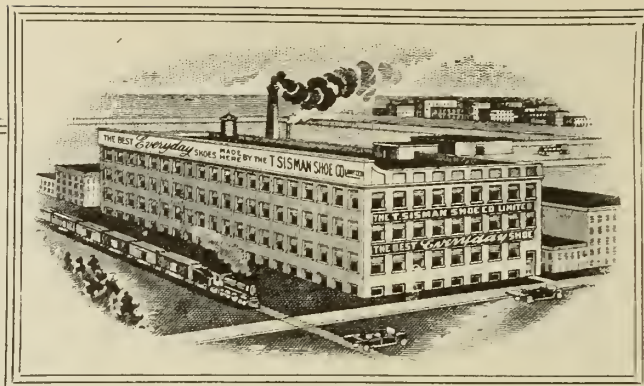
Your most obedient servant,
(SGD.) HENRY LAMBERT.

THE BIG CONVENTION IN TABLOID

At the National Shoe Retailers' Convention held recently in Chicago some interesting expressions and votes were taken at the gatherings. The following votes give an indication of the feeling on the question of colors, height of shoes and other important points. 93 per cent. of those present were in favor of limiting the height of shoes to 9 inches. 91 per cent. expressed themselves in favor of restricting the colors of women's shoes to white and black, two shades of brown and two shades of grey. In regard to the question of natural finish on women's shoes, the decision was unfavorable. Anent the height of children's shoes, it was decided to limit them to 7 inches, the majority in favor being 83 per cent. 89 per cent. of those present were in favor of limiting the colors in men's shoes to black and two shades of brown. The Convention also voiced its decision in favor of eliminating wing tips. Patent leather is still to be used for all dress wear.

1918

Shoes for Every Day of the Year



1918

The great success of our BEST EVERYDAY SHOE as a popular seller for every day wear has led us to put on the market the

“Aurora” made in Box Calf and Gun Metal in Women’s, Misses’ and Children’s, as well as Boys’, Youths’ and Little Gents’.

This line will meet the demand for a shoe with all the honest shoemaking qualities of the BEST EVERYDAY SHOE, with the additional style and finish for SUNDAY WEAR. It completes the circle of the week, as well as the cycle of sales.

Best Everyday Shoes Have been put up another notch this year in style, workmanship and everything that has made them what they are to-day with the people as well as the dealer—the most popular line of their class on the market.

ASK YOUR JOBBER TO SHOW YOU “AURORAS” AS WELL AS “EVERYDAYS”

The T. Sisman Shoe Co., Limited, Aurora, Ont.



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.

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.

Big Increase in Rubber Prices

Advance is on the Average about Twelve Per Cent.—Placing Season Starts on Feb. 25 and Closes on April 13—Largest Jump is on Cloth Goods.

NEW rubber footwear prices have gone into effect and the increase on the average is about 12½ per cent. On fine goods the advance is from 8 to 10 per cent. and on cashmere and Jersey cloth, the jump is from 17 to 20 per cent. The new lists now out show a decided advance all along the line.

Another radical change has also been made by the rubber footwear manufacturing companies in Canada in that the placing order season which has for years started on the first Monday in March, will this year begin on Feb. 25th. The season will also terminate two weeks earlier than usual, the closing date in 1918 being Saturday, April 13th. The final day, heretofore, has been the 30th of April.

The reasons given by the companies for the marked augmentation in prices, are the shortage and high cost of labor, the tremendous jump in the price of coal and freight rates, increased overhead expenses and the scarcity and constant ascension of the figure for all fabrics, particularly where the cloths are made of wool. Quotations on woollen goods has advanced in the case of Jersey cloth 300 per cent. since 1914 and on ordinary cloths, 200 per cent.

The only commodity that remains at all stationary in price is crude rubber. Everything else is soaring with war time conditions.

The prices issued by the United States Rubber Co., whose lists were out at the first of the year when their placing season begins, show an average advance of between 17 and 18 per cent. The jump on Jersey cloth and cashmerette goods in the United States is about 26 per cent. and on other lines about 14 per cent. and the average on a bill of goods ranges from 17 to 18 per cent. In the United States, the discount was formerly 15 and 5 per cent. off list prices for placing, and 15 per cent. for later business. This year the placing discount has been changed to 8 per cent. and what prices will be later on has not been announced. In Canada, rubber goods of late years have been sold on a net basis, with the exception of the usual 2 per cent. discount within ten days dating from the first of the month following the shipment.

It is said that the present quotations which are now in effect will likely continue until the placing season is over, when there may be another revision. The new lists which went into force on Jan. 12th apply to all shipments from that date.

The past few weeks have been very satisfactory with the average shoe retailer in the matter of heavy sales in rubbers. Snow and wet weather set in early and there have

been shortages on some of the finer lines. All the factories are very busy and are doing their best endeavoring to keep up with the demand. It is understood that owing to the higher values, most retailers will at once revise their selling figures on all lines in order to bring them more in accord with the new schedule.

NEW POSITION FOR MR. HUBBELL

Gordon S. Hubbell has joined the selling staff of W. A. Lane & Co., leather merchants, of Montreal. He is a thoroughly experienced salesman and is well known to the trade. Born and educated in Montreal, he was for six years with his father, G. S. Hubbell, in the leather business, handling kid, sheep, patent and other lines. He started out



Gordon S. Hubbell, Montreal

for himself under the name of the Hubbell Bow Co., making bows for low-cut shoes, and also put on the market a bow attaching machine, which sold throughout Canada and the United States. Mr. Hubbell was for four years with A. M. Creighton, shoe manufacturers, of Lynn, Mass., representing them in Canada covering the ground from Winnipeg to Halifax and calling upon the retail trade. For the last two years he was connected with Paul Galibert as salesman, covering Montreal, Quebec and the East. Mr. Hubbell is 28 years of age and some months ago offered for military service in France, but was turned down.

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



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMH USE."**
 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
Adams Shoe Co.....	11	Edwards & Edwards....	56	Perth Shoe Co.....	48
Ames-Holden-McCready, Limited.....	14	E-Z Walk Mfg. Co., Inc.....	60	Palmer-McLellan.....	52
Amherst Boot & Shoe Co.....	46			Packard, L. H., & Co.....	54
Aird & Son.....	46	F		Palmer, John, Co.....	56
Ackerman, B. F., Son & Co.....	52	Foerderer, Robt. H., Inc.....	I. F. C.	Parsons, C., & Son.....	58
		G		R	
B		Gagnon, Lachapelle & Hebert.....	16	Robinson, Jas.....	3
Bell, J. & T., Limited.....	7	Great West Felt Co.....	17	Regal Shoe Co., Limited.....	13
Blachford Shoe Mfg. Co.....	35	H		Robson Leather Co.....	38
Beardmore & Co.....	42	Humberstone Shoe Co.....	57	Root-Heath Co.....	58
Beal, R. M. Leather Co.....	57	I		S	
C		Independent Rubber Co.....	6	Scheuer, Normandin & Co.....	10
Clarke, A. R., Leather Co., Limited.....		J		Staynes, W. H., & Smith.....	49
.....O. B. C.		Johnston, H. B., & Co.....	43	St. Hyacinthe Soft Sole Shoe Co.....	58
Canadian Consolidated Rubber Co., Limited.....	18	L		Sisman, T., Shoe Co.....	60
Cobourg Felt Co.....	49	Lewis, A. C., Leather Co.....	51	Saba, C. N., & Co.....	60
Cote, J. A. & M.....	50	Lane, W. A., & Co.....	55	Schmoll Fils & Co.....	62
Collis Leather Co.....	54	Logan Tanneries.....	57	T	
Churchill, C. W.....	57	Love, E. B., & Son.....	61	Tebbutt Shoe & Leather Co.....	4
Clarke & Clarke.....	58	M		Tetrault Shoe Mfg. Co.....	9
D		McLaren & Dallas.....	8	U	
Davis Leather Co.....	5	Martin Corrugated Paper & Box Co.....	50	United Shoe Machinery Co.....I.B.C.,	12
Dunlop Tire & Rubber Co.....	40	Montreal Box Toe & Heel Co.....	57	W	
Davis, A., & Son.....	46	McEntyre, Jno.....	58	Wright, E. T., & Co.....	36, 37
Duclos & Payan.....	56				
E					
Evans, John R., Leather Co.....	15				



**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

POPULAR



CLARKES

CLARKE'S
PATENT
LEATHER



CLARKE'S
PATENT
LEATHER

Marguerite
Clarke
the popular
Screen Artist
wearing
a pair of
PRETTY
PATENT
PUMPS

Like
CLARKE'S
PATENT
LEATHER
she has earned
her popularity
by
REAL
MERIT

The National Shoe Retailers' Convention which has been sitting in Chicago, in their report to the Government regarding shoe legislation, strongly recommended that Patent Leather be used exclusively for all dress shoes. See the report in this issue.

A. R. Clarke Leather Co. Limited
Toronto Canada

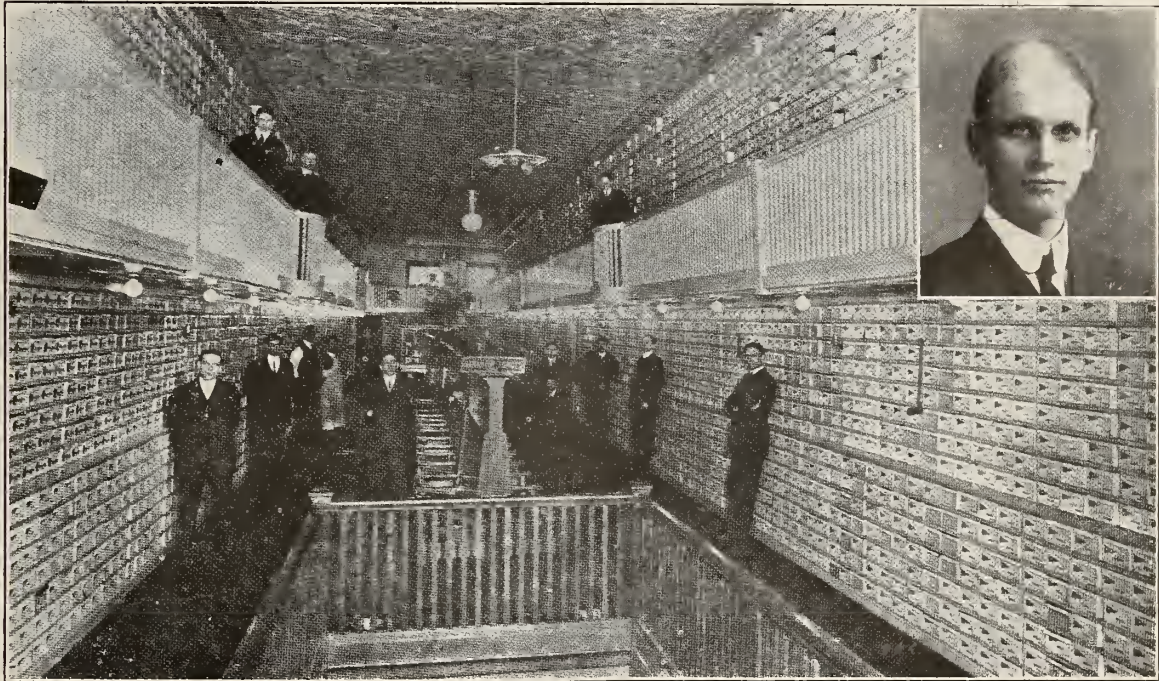
Established

THE

1888

SHOE & LEATHER JOURNAL

CANADIAN SHOE RETAILERS:—John Affleck, Winnipeg



How to Stimulate the Buy-at-Home Movement

By S. R. Latshaw

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



IN-STOCK

The big selling features of Slater Shoes, which include a Style and Wear Value that cannot be equalled in Canada and also the fact that they are the best known of any Canadian made shoes, are alone powerful reasons why you should handle these quick selling profit producers.

But couple to this the fact that you can get these shoes at a moment's notice from our immense IN-STOCK department, thus saving you the expense of stocking heavily, and you have another big business reason why you should handle THE SLATER SHOE.

Send for Our IN-STOCK Catalogue

SLATER SHOE CO., Limited

MONTREAL

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



Having a Brand

Holds a manufacturer to high ideals. He must keep up the reputation of the brand or sales will drop off. Our three specials



Paris

Men's Welts—Women's McKays

Patricia

Women's Welts and Turns

Metropolitan

Women's McKays—Men's Welts

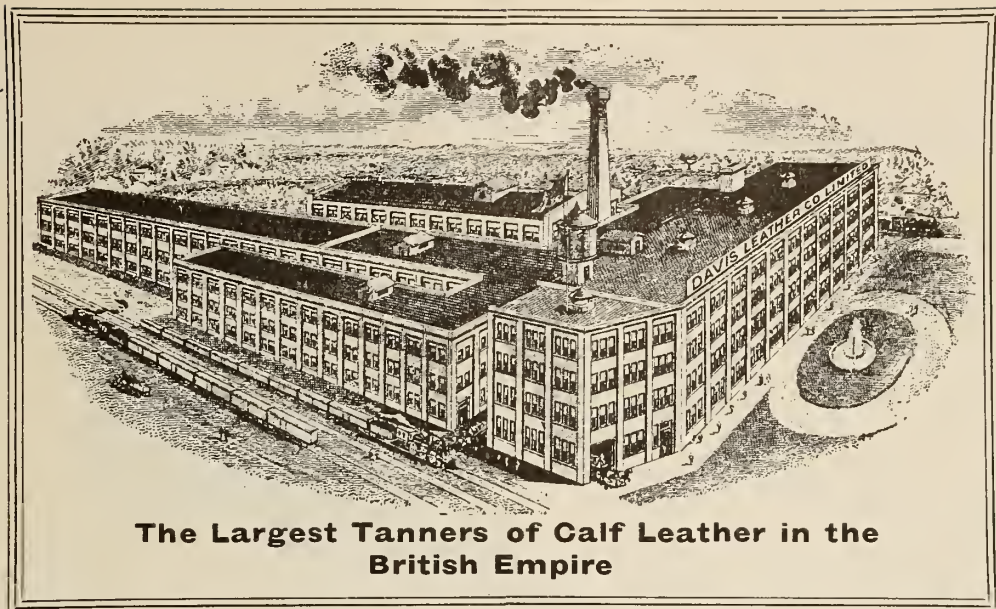


Are living up to their splendid record for **STYLE, COMFORT AND HONEST WEARING QUALITY.**

You can never make a business mistake in stocking these plentifully.

Daoust, Lalonde & Co., Limited
Montreal

Branch: The Metropolitan Shoe Co., 91 St. Paul St., Montreal



The Largest Tanners of Calf Leather in the British Empire

DAVIS LEATHERS

Made from the very
BEST RAW SKINS.

Under DAVIS'
SUPERVISION—
backed by half a
century of experience.

Each skin receives
*special individual
care and treatment.*

Uniform in Tone and
Finish.

Texture, Silky, Even
and Firm.

Cutting Quality and
Economy Unexcelled.

Davis' Calf Keeps
its Shape.

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.





PRESTIGE!

Union Stamp shoes have obtained a prestige in this country which they share with the most famous lines of trade-marked goods.

Just as a wise buyer demands a Victor or a Columbia talking machine, just as the prudent man looks with favor on a Stetson hat or a Stienway piano, just as the thrifty housewife looks for Ivory soap or the Sterling mark on her silver, so does the Union worker of this country search for the Union Stamp on the shoes that he purchases for himself and his family.

Union Stamp shoes cost the retailer no more.

They are made in all grades, at all prices, by the most experienced workers, and are the only shoes acceptable for the Union man and his family.

Why not secure the prestige and added value of the Union Stamp on the shoes which you purchase for the coming season?

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street

Boston, Mass.

JOHN F. TOBIN, General President

CHAS. L. BAINE, General Sec.-Treas.





*Every dollar put into
BELL SHOES is a
dollar well invested.*

In BELL SHOES you will find STYLE, HIGH GRADE MATERIALS and GOOD WORKMANSHIP—qualities that are bound to satisfy customers.

Known in Canada for over a century as the best there is in the shoe-making art.



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

BENNETT
TRADE MARK**BENNETT**
TRADE MARK

The Complete Counter

Guaranteed to outwear the shoe,
with comfort to the wearer.

The counter that gives class to the
shoe, and retains its shape.

*Try Bennett Counters and be
convinced.*

Send for Samples and Prices

BENNETT LIMITED

Makers of Shoe Supplies

Sales Office, 59 St. Henry Street
MONTREAL

CHAMBLY CANTON, QUE.

BENNETT
TRADE MARK**BENNETT**
TRADE MARK



SOLE LEATHER



There is not a Sole Leather need we cannot supply from women's finest turns and flexible welts to the heaviest boots for Lumbermen, Surveyors, Prospectors and the now celebrated Trench Boot.



Long years of experience and the adoption of new methods and systems of tanning that science and practical tests have stamped with approval, have enabled us to reach the splendid efficiency in our productions that has made them **The Standard of Canadian Sole Leathers.**

The Provincial Cut Sole Co., Kitchener, is equipped to look after the requirements of Manufacturers or Repair men who use **Cut Soles or Jumbo Blocks.**

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, ONTARIO
 Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.





Tetrault Welts



THE REASON

When anything unusual occurs there must be a reason for it—straight case of cause and effect. The unusual has happened in the sale of

TETRAULT WELTS

Have you stopped to consider what a tremendous effect upon the Shoe Trade over half a million men in Khaki means, and how it will naturally lessen sales?

Despite this and other detrimental War conditions, TETRAULT'S FACTORY HAS BEEN RUNNING TO FULL CAPACITY DURING THE LAST THREE YEARS.

There must be a reason, and here it is:

Tetrault makes the right kind of Shoes.

Tetrault keeps abreast of the times with Footwear style.

Tetrault renders the proper service to his customers, and

Tetrault gives all this while making a Shoe at a popular price.

That's the Reason

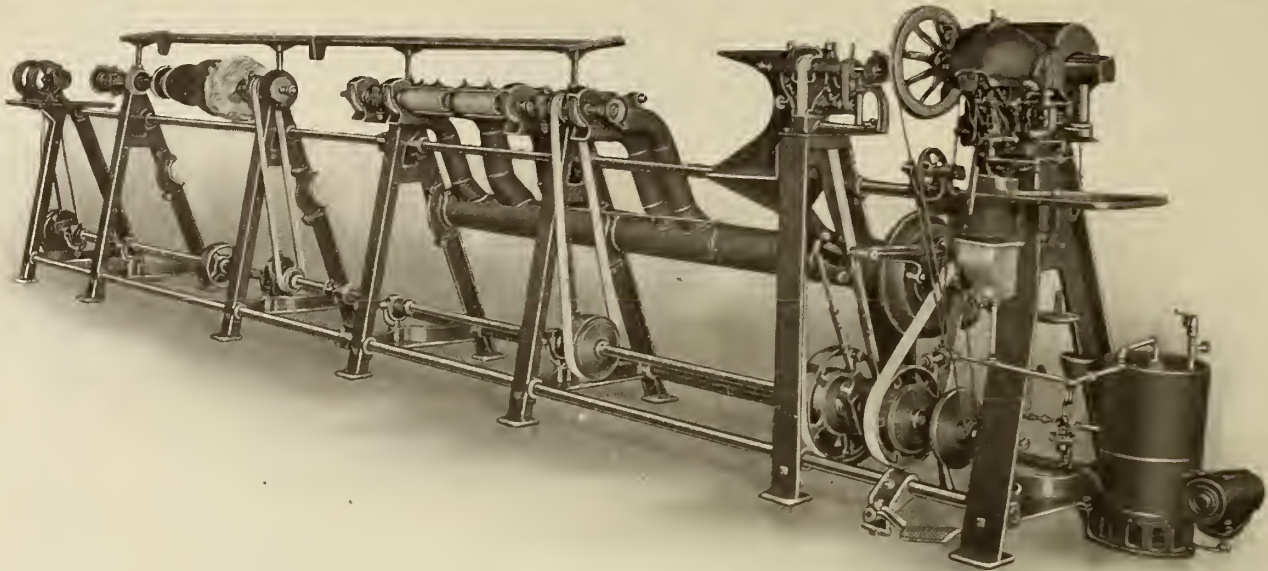
Sold by all first-class jobbers in Canada

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

MONTREAL

Office and Warehouse:
9 RUE DE MARSELLES
PARIS - FRANCE



22-Foot GOODYEAR REPAIRING OUTFIT—Model N



SERVICE MEANS SATISFACTION

Our GOODYEAR STITCHERS of various types have been running continuously for a period of fifteen to twenty years, and are still running satisfactorily.

DO YOU know of any other shoe repairing machine with a record like that? Of course there have been parts renewed, but the cost of the renewal of parts is very small. ALL parts are duplicate and you do not need a machine shop to fit the parts when they arrive. THEY FIT THE MACHINE. It is not necessary to send the machine to the factory for repairs. We send an expert mechanic, who is a shoeman, TO THE MACHINE to do the work in the repairer's shop.

THAT IS GOODYEAR SERVICE

Write us for more particulars of the Outfits that are ALWAYS ON THE JOB.

UNITED SHOE MACHINERY CO. OF CANADA

LIMITED

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

This page is a
STAR SALESMAN

That covers Canada
 twice each month with

**Infants', Children's, Misses'
 and Youths' Shoes**



No. 3920

11-2 Misses' Box Calf Button			
School Shoe	-	-	\$2.80
8-10½ Girls' Box Calf Button			
School Shoe	-	-	2.40
4-7½ Childs' Box Calf Button			
School Shoe	-	-	2.00



It has a record for new accounts, and our Mail Sale Department holds this business and builds upon it by giving the buyer best values and getting them to him with surprising speed.



Send Us a Try-Out Order for
 this Line of Misses' Shoes

THE ADAMS SHOE CO., Limited
 TORONTO



The Moose Head Brand

A guarantee of quality and make that is backed by years of experience. You make no experiment when ordering Moose Head Brand.

Larrigans, Shoe Packs, Moccasins and Sporting Boots

For Men, Women, Boys and Girls. Over Fifty Styles to select from; up-to-date in design and make.

Ask about our Trench Boot.

John Palmer Co., Limited
Fredericton, N.B.

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 & V O G E L
85-87 South St. Boston, Mass.

R

An Average Lifetime



Is represented in the experience that has made ROBINSON SERVICE the factor it is in the Shoe Trade of Canada.

A knowledge of the shoe from last to carton, and from shape to finish, has its foundation in a practical experience of Good Shoemaking.

Thirty years of SHOE BUYING and SHOE SELLING mean a knowledge of SHOE NEEDS as well as Shoe Essentials.

The tremendous development of the Robinson Business is the best evidence of the success of

ROBINSON EXPERIENCE.

James Robinson
Montreal

ESTABLISHED 1874

OUR SALESMEN NOW
OUT, WILL COVER YOUR
TERRITORY REGULARLY

To The Merchants

FOR REAL NIFTY SHOES
YOU MUST COME TO
RYAN'S

Gentlemen: :

We are coming to see you. To talk of Shoes you would naturally think of

RYAN'S

for the simple reason we have the largest and longest experience of any house in the West.

It is one thing to read about Shoes: It is quite another thing to know the mysteries of making them. We are putting all the brains and experience of fifty years into the

RYAN SHOE

in material, style and quality, so that our goods will be second to none.

With your assistance the general public will soon be wearing the

RYAN SHOE



We understand our manufacturers will not find so much difficulty in securing material and labor this year, so that your esteemed orders will be filled in a satisfactory manner. We are showing a splendid range in FELTS.

Women's, Men's, Boys', Girls', Youths' and Children's

MITTS, GLOVES, MOCCASINS, LARRIGANS, WANNIGANS, RUBBERS AND OVERSHOES.

Don't buy until you see our prices. Our travellers will have the pleasure of showing you our range in a few days, and we are confident when you examine our goods and prices you will entrust THOMAS RYAN AND COMPANY with your order this year, which will have our most careful attention; and please be assured of our deepest appreciation of your splendid treatment of us in the past.

Wishing You Good Health and a Prosperous Year

Thomas Ryan & Company Limited
Winnipeg 44-46 Princess St. Manitoba



CHROMOIL

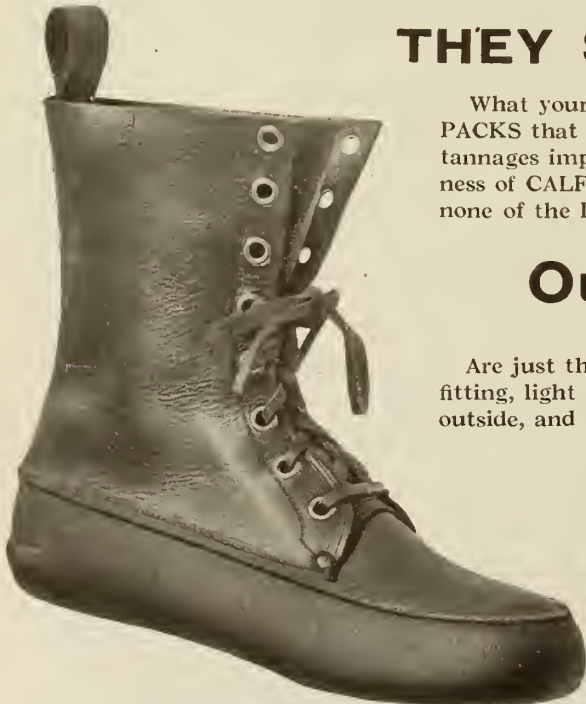


THEY STAND THE TEST

What your customers want are LARRIGANS and SHOEPACKS that will stand the wear and the weather. Our new tannages impart the toughness of rawhide with the suppleness of CALF. All the GOOD qualities of the oil tan with none of the DEFECTS.

Our Farm Shoes

Are just the thing for your summer trade. A neat, glove-fitting, light shoe with the comfort and wear. Seam on the outside, and a splendid fitter.



**Palmer - McLellan
Shoepack Co. Limited
Fredericton, N.B.**

A Wide Range of Samples

Probably never before have we had such a wide range of Fall Samples as we are offering this season. And these include some of the very snappiest things in both material and style in

Footwear for Women and Misses

Included, too, are FLEECE LINED GOODS that, in addition to being warm and comfortable, are NEAT and STYLISHLY ATTRACTIVE.

White Goods

In these popular shoes we have a most desirable range that equal leather lines for style and appearance.

A Surprise in Prices

On all our lines we are prepared to quote such exceptional prices that they will be truly a surprise to you.

Gagnon, Lachapelle & Hebert

Montreal



OUR "SEA" BOOT

Stands the Test of Hard Wear



Hip, Stormking or Short

Our latest production in Men's Pure Gum Boots. Strictly high grade and constructed to give wear where wear is needed most.

The SEA BOOT is making a big "catch" among fishermen. Those who are looking for the very best quality in Rubber Boots find that "SEA" BOOT gives the best satisfaction and service.

Write our nearest branch for further particulars.

Canadian Consolidated Rubber Co., Limited
Head Office, Montreal

Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and 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

OUTLOOK FOR SHOE SELLING

Prospects for Spring and Summer Business—Will Economy Affect the Sale of Footwear?—What Effect will Talk of Governmental Regulation Have on Manufacturing and Retailing

FOR nine months past there has been a slowing down in the shoe industry. This has been the necessary consequence of the over-buying that was done a year ago, when almost every day prices were being advanced. When the peak was reached late last spring dealers became very cautious and bought only sparingly for fall, sorting up carefully as they went along. Business since then has partaken largely of a hand-to-mouth character, everybody expecting a drop back to more normal conditions.

Stocks with retailers are not as large as they seem from the inventories, as the higher costs represent at least a third of the total. This indicates that stocks will be lower when spring business starts in a couple of months. As soon as the demand opens up for Spring footwear dealers will discover that they are far from adequately supplied. Those who realize that they are in this position are already beginning to fill up their shelves.

The result of the agitation for lower tops on women's shoes is sure to bring a big demand for this kind of footwear. There is every evidence that the spending power of the class who favor the "high cut" is unabated, and if they fear supplies are likely to be curtailed they will rush to have their requirements met before the supply runs short.

There will be a big demand this spring and summer for women's high cuts, especially those varying from \$8.00 to \$10.00 in price, and the dealer who can meet it will profit by it. There will also be a much larger call for oxfords than most shoe handlers seem to realize. On the other side of the line the tendency in this direction is unmistakable and many are beginning to re-order. It will be either the high cut or low cut. Women with the short skirts will not look at shoes of a medium height. They make the modern skirt look "frumpy." Those who are sympathetic with "economy" ideals will go to the extreme of the low shoe.

There will be a good demand for footwear of all classes this Spring and Summer and the trouble will begin when dealers realize this and commence to press jobbers and manufacturers for supplies. Fortunately wholesalers are for the most part prepared and in staple lines there will be little difficulty in getting what is needed. But wholesalers and retailers, if they are wise, will resist any temptation to follow the course of last year in bidding prices up until they bid themselves out of the market. The leather market has eased appreciably and there is no reason to expect a recurrence of conditions that made the situation so bullish last year.

The wise course seems to be to keep up the stock at current prices and make preparation for a spring business that will be fully as large as that of 1917, to say the least. At present there seems to be no reason to anticipate any upward tendency in the price of shoes and, in fact, there has been a great revision of samples by most manufacturers with a view to getting to rock bottom. But should the war end or peace be definitely discussed, it is hard to say what turn things will take.

The Best Way to Start Cash System

How Western Ontario Shoeman Made the Change Over—Prepared Patrons for New Order of Things by Giving Special Discount and Pointing Out the Losses Sustained Through Credit

I NAUGURATED the cash system in my shoe store eleven years ago, and I would not revert to the old credit basis on any consideration." declared a Western Ontario shoeman doing business in a live centre of 3600 inhabitants.

"Yes, I used to call my store 'The R—— Shoe Store,' but when I launched my campaign of selling strictly for cash, I thought the name should be changed and so I converted it into 'The R—— Cash Shoe Store.' I did this with the idea of impressing the public that every transaction was to be a cash transaction. I did not have much difficulty in introducing the new system. A few other business men had been educating the public to purchase for cash. This naturally proved of some assistance when I started in 1907 to do business on a new scale. It is true that I lost a few customers at first, but they all returned sooner or later and now requests for credit are as rare as flies in December.

"How did I go about my business on a cash basis? I will tell you. For six months previous to adopting my new policy and impressing the public that cash counted, I gave a special discount of ten per cent. on all cash purchases. Advertising this fact very widely helped to prepare customers for the all cash system when it came into effect. You have asked me if the cash system has proved satisfactory. Well, the first year was the most trying one, but I was well pleased with the results, and since then business has been growing steadily and it has been a pleasure to conduct trade on such a satisfactory basis as cash. Then you have the supreme satisfaction of knowing exactly where you stand each day. No book-keeping, no sending out of accounts, no losses and the other incidental worries that at times used to drive me almost to distraction.

Gave Many Valid Reasons

"When I started the cash business, I sent out a notice to the effect that a change would take place on such and such a day and that my business would be converted from the credit to the cash system. Among the reasons that I furnished were that the new method would enable me to offer shoes to my customers at the lowest possible price consistent with good material and good workmanship. I pointed out that the man running a credit business must fix his prices so as to protect himself

against losses and give him interest on the money tied up in book accounts. I then made an appeal asking if the public desired to pay for any footwear sold to a man on credit, for which he possibly did not pay, or did they like to help pay the interest on book accounts in a credit business? My notice concluded: 'In the cash business, the customer pays only for what he gets and it is the only business where the merchant can quote prices based altogether on the cost of the goods. The cost of the latter depends greatly on the merchant's ability to pay cash for his stock and goods purchased for cash by the business man reduce the price to the retail customer. A cash trade enables a merchant to buy for cash. Consider your best interests and patronize a cash store.' It was not easy to introduce the cash system in a town like this, where credit has prevailed with certain families for years. It is often difficult to upset neighborhood traditions. It had been the habit of not a few customers to run monthly or season accounts, which frequently extended themselves into longer periods and sometimes into accounts which were not settled without a great deal of trouble, delay and annoyance.

Steering Clear of Credit Shoals

"I found that my loss through bad debts during a period of seven years averaged fully one per cent. on credit sales. In order to eliminate this worry, I decided to do a strictly cash business and I am a thoroughly satisfied man to-day. The principal reasons which induced me to change were to cut out all risk through bad book debts, to reduce the capital involved in doing business and to eliminate all chance of loss by neglecting to charge every item. I argued that the economical people were fully aware that there were many reverses sustained through the credit plan and knew that the expenses of book-keeping and collecting must be taken into consideration by the retailer in figuring out his profits.

"I made the fact of a change extensively known, both by newspaper advertising and by leaflets, for weeks before I changed over and while it may not be possible to do a strictly cash trade in every community, I believe that it is a hallucination in fear of losing customers or offending some that keeps numerous merchants from starting out on the pay-as-you-go route. I undertook the radical change with fear and trembling. I imagined many things were going to happen, which did not, and have come to the conclusion that the most of the troubles we look for never materialize. Once it was known that my policy was a hard and fast one with no possible exceptions, the way was easy and I was congratulated on many sides on the progressive step that I had taken.

"It is worry and fear which drive many a business man to distraction—worry over collecting accounts, over bad debts and other matters; fear that if he makes a change, business will suffer and his trade fall off. Eliminate worry and fear—you can do it if you have sufficient will-power; place your business on a cash basis and you will find that a long step has been taken in the direction of contentment and pleasure.

Daily Press and Shoe Prices

SOMEWHAT over a year ago when the leather and shoe situation was bullish in tone sensational articles appeared in daily papers warning people that shoes were soaring skyward, some going as far as to predict prohibitive prices for ordinary footwear. The result was as inevitable as it was serious. People began to buy shoes by the half dozen pairs, with the result that dealers soon became frantic and wholesalers were at their wits' end to supply the demand. Prices about doubled in three months and it was only when everybody stopped to take breath the folly of the situation became apparent. About June when legitimate retail business should have been good it sloughed off. Dealers stopped buying for immediate needs and held back orders for Fall goods indefinitely. As early as January of last year the SHOE AND LEATHER JOURNAL warned the trade against the tendency of the excitement engendered by these sensation mongers and from the beginning insisted that there was plenty of leather and shoes to go around. Following this orgie of prices came a period of six months of stagnation in our shoe factories and semi-stagnation in retail shoe selling, and matters only began to right themselves when Spring trade opened.

Another avalanche was let loose about October 1st, by the Montreal Star, which claimed that the bottom had dropped out of the hide market and that cheap shoes would follow. This happened when travelers were out with Spring samples and many of these had to pack their trunks and go home. They could not get dealers to look at their lines and some manufacturers had actually to guarantee prices to get any orders at all. The hide market meanwhile took a strong turn and the Star had to patch up as well as it could the damage its ill-advised statements had caused to the shoe and leather trades, but for nearly two months its effects had to be met by those trying to sell shoes in Canada. Last week the Toronto Star published an article headed "Hide Prices are on the Decrease," and proceeded to make comparisons of two weeks and two months previous. Although it admitted that leather prices could not be affected for two or three months at least, the general effect of the article was to create an impression that prices of footwear must come down. Like most of the attempts at providing technical information undertaken by the secular press, this effort contained a mass of half digested facts and half baked ideas. Even the hide prices quoted were not verified and the tirade winds up with the following: "The fancy style of ladies' boots will not be manufactured in such large quantities this year; the price of sheepskin will affect the average price of ladies' shoes very little." Our attention was called to the matter by a shoe manufacturer who had a couple of orders

cancelled through the impression created. We have heard from others to the same effect.

One would think that the retail shoe dealers these days would be in sufficient touch with leather conditions to form their own opinions without the assistance of tyro reporters. There has undoubtedly been an easing off in the hide situation and this has been both stated and explained in recent issues of the SHOE AND LEATHER JOURNAL. The heavy kill of light cows a short time ago filled the market with light hides, and this with the undesirable quality of hides at this time of year through the presence of grubs and long hair, has caused a plethora. These hides are worth two or three cents a pound



MEN!

On Saturday, at 9 A.M., we are going to start a shoe sale for **Men Only**; to be continued for one week.

Every shoe that we put on sale is part of a line that has been made specially for this firm.

NO JOB LOTS
See Window

\$5.65

Our only reason is because we have broken sizes, consequently we must clear all these lines at once. Shoes made by such well-known firms as Brandon Shoe Co., Hartt Shoe Co., Minister-Myles Shoe Co., and Church & Co., England, that sell regularly at \$7.50 to \$9.00, are the values we offer you.

Remember—All Our Men's Shoes Are NOT Included.

Code-Carrier LIMITED
206 Sparks Street Near Bank Street

A striking, well displayed and definite advertisement of enterprising shoe firm in Ottawa

less than the take off of two months ago, and as tanners naturally hold back, stocks accumulate and prices sag.

But leather from these hides would not be available for months if they were wet down now. Leather sold to-day has been made from high priced hides, and this will be the case for some time to come. There is enough competition in leather to give every chance for reasonable prices, and as admitted by the Star article, tanners are manifesting no disposition to hold out against the natural law of supply and demand.

Being Firm With Shoe Customers Pays

Montreal Footwear Dealer Tells How He has Built Up Splendid Trade by Furnishing Superior Goods and Unsurpassed Service—Be Decisive.

I HAVE been nine years in the shoe business and in that time have learned a few things. One of them is that it pays to be firm and have a mind of your own. After you have been imposed upon a few times and been victimized by various methods, some new and some old, you begin to have your eyes opened. You grow more discreet and wary and are able to size up most people quickly and accurately. Perhaps it does not pay to argue with customers, but how can one maintain self respect, confidence and dignity if you stand idly by and know that certain parties are, to employ a colloquial expression, "putting it over you."

I endeavor to be frank, candid and open any time and never knowingly misrepresent, conceal or mislead. I believe that in the end it tends to permanent enduring success and that I am farther ahead to-day, financially and otherwise, than if I had been an easy, go-as-you-please merchant with no exalted ideals of honor or standard of service and no higher ambition than to make a little more than a living.

I know that talking pertinently to some customers and telling them such and such a shoe does not fit them; that their feet have certain peculiarities and that a certain style of boot or last is best adapted to their comfort and ease when they have been wearing another kind, is perhaps not popular. To say yea, yea, give assent to every affirmative statement and to float along with the tide is comparatively easy. It takes a little courage and determination to say no and more particularly when by saying it you may lose a customer or give possible offence to an old friend. I am in the shoe business to give service and service means honesty, straightforwardness and full value in all my dealings. I have ever sought to give a dollar's worth for each dollar received, carry reliable stock, and when any shoes that I sell are not up to the mark, if complaint is made, I endeavor to adjust the trouble promptly and satisfactorily. I have also made it a rule, to speak sanely and I hope, politely, on certain matters on which a customer may have been misled. I refuse to sell mothers certain styles of shoes for growing children, because I do not want to see the feet of the little ones cramped and tortured beyond measure. I have told adults and particular members of the female sex that they have been vilely fitted in some other shop when

they have come to me with pedal ailments of one kind and another. I have always endeavored to treat everyone alike, having no favorites and rendering unto each the attention and service that should be the outstanding characteristic of any progressive footwear establishment. I attribute any success that I may have met with in the shoe trade largely to the fact that I have always managed to get the new things early and show them first. I have catered to the better class trade and when anyone desires a certain type of shoe or the latest creation, they come here.

I have always been an advocate of neat window trims, nice store fixtures, floors scrupulously clean and everything about the interior in splendid order. I think being decisive along this line pays. It engenders a favorable impression with the trade and it is not only a pleasure to do business amid inviting and attractive surroundings, but a good impression is formed and all business transactions are conducted on a dignified plan. I do not want your readers to think that in speaking along this line, I attribute to myself superior attributes or special virtues. Any success that I have attained in the trade has been due to hard, earnest, consistent work, adequate service and standing behind the goods that I offer. As a result of this, I have built up a business the proportions of which are large and my turnover is constantly increasing. If a modified amount of prosperity has come to me, it has been through studying styles closely, buying discriminatingly, having the proper thing at the proper time and selling at a fair margin of profit.

Do not be too Faint Hearted.

But there are other things in which it is perhaps necessary to be firm. For instance, when customers deliberately deceive you; when they return goods for exchange after my ten day time limit has expired; when they come back with partly worn footwear and declare they have never had it on their feet and when they seek to have their money returned on some nery, flimsy pretext, admitting that they have no fault to find with the shoes, their fit, their appearance or their value. If one were to gratify all the whims, satisfy all the cravings, pander to all the prejudices and cater to the selfishness of certain people, he would be simply making a door-mat of himself, for there are scores who will walk over you if you allow them once to put one foot upon you. The average shoe merchant has to deal with all classes and conditions of humanity and it is a pleasure to say that ninety per cent. of one's customers are thoughtful and agreeable, kind and friendly. They come in, know what they want, buy it and depart. Of course, some require more attention than others, but, on the whole, taking all the elements of human nature into consideration, there is not much to complain of in the ninety per cent. already referred to. They come back again and again to have their footwear requirements met and find that there is a pleasure and satisfaction in doing business with one establishment year after year. But it is the other ten per cent. to which I specially refer and

(Continued on page 26)

No Delivery Lost Sale of Ten-Dollar Shoes

Leading Merchant was Frank but Firm and Customer Walked Out—How Absence of Proper Delivery Service is Being Overcome—Most Patrons Understand the Situation Created by War Conditions.

“UNLESS you can send those shoes up to-day, I won't take them.”

“Very sorry, sir, but it is impossible to deliver them before Monday.”

“Well, they are no good to me on Monday. I must have them for Sunday.”

“The best way then, is for you to take them with you,” politely suggested the salesman.

“I have no time to bother with them; besides, I am not going home for several hours and I don't want to be burdened with a parcel.”

“Can't you call for them later?” ventured the shoeman.

“No, I won't be around this way. Send them to-day or not at all.”

“I regret very much that I can't do it,” responded the retailer. “You live too great a distance from the store and delivery service is crippled and hampered in every way by reason of the shortage of man-power.”

“Oh, I'm tired of hearing talk like that” rejoined the censorious customer, who was purchasing a pair of \$10.00 African brown calf bals on a straight last. He was pleased with the fit and the courteous attention he had received, but was most insistent that the shoes should go up on Saturday afternoon and it was a terribly busy day. The shoeman informed him that he could let him have the shoes by parcel post, but that he would not receive them until Monday. To make a long story short, the gentleman departed in a rather unpleasant frame of mind and the store lost the sale.

“Why did you not send a clerk up with them, rather than lose the sale of a \$10.00 pair of shoes?” the merchant was asked. “I'll tell you why. While one of my staff would be out delivering the parcel, he would miss the opportunity of selling possibly half a dozen other pairs. Our selling force is rather limited just now and we can't spare anybody even for an hour, particularly on Saturdays.

“Then,” continued the shoeman, “some people would regard such an insistent caller as a future enemy of the store because our service could not meet his own individual desires, but I do not place

any faith in this interpretation of human characteristics.

“I do not think because a footwear establishment cannot meet the express wants of each and every customer at a certain particular time that that person is going to remain away forever and talk against, or denounce the store. I have had fellows leave, with no sale effected, on various pleas, some of which were their fault and some possibly ours, for no shoe shop is perfect in every detail and 100 per cent. efficient in its administration. Fair minded persons, to whom you politely and frankly refuse a request will often return later and they respect your attitude more than if you said yea, yea, to every question or made promises which you know you cannot carry out. Too many merchants make the habit of promising, almost pledging—this, that, and the other thing when they have no intention of keeping their word. I might have told this particular, persistent person that, of course, he could have his shoes by six o'clock, disappointed him and then when he rang up on Monday morning to make a complaint, offered some excuse, plausible or otherwise, adopting the role of injured innocence, but that is not my way.”

Meeting Changes and Merchandising Methods.

I believe in a straightforward, clean-cut course. The crank who will not carry home a pair of shoes that he has bought or cannot wait for them to be delivered by parcel post—well, it is better that he should know exactly where he stands in this matter than for a store to indulge in misrepresentation or deception. I told my friend openly that it was impossible to get boys to do the work; that delivery service was practically demoralized by reason of so many young men being conscripted, that four of my staff had joined the colors since the war began and that the only recourse we had was the use of the parcel post. This is sometimes rather slow as I am told that parcels do not reach their destination in this city or within a twenty mile zone for two or three days. Surely every customer can do his or her bit at the present time. They are not doing much in carrying home a parcel, and my contention is that as the Government has taken away the help formerly engaged in this work, it is up to the Government to provide means for delivery. This is the reason we are using the parcel post so freely. It is the only facility at our disposal.

“We must all put up with inconveniences, delays and privations in war time and the least that the average citizen can do is to take his or her purchase away, particularly when we are up against so many obstacles in the way of delivery. I am not going to give a public rehearsal of our difficulties in this direction and only mention one instance to show how we now and then run across pernickety people, who think that everybody should minister to their personal desires and innate selfishness, war or no war,

“And, by the way,” remarked this Toronto shoe merchant, “it is, indeed, amusing to see how some people convey things. One fellow asked that his parcel be done up as small as possible and then

(Continued on page 24).

The Class of Clerks Who Succeed

How a Young Man Who Lacked Confidence was Encouraged to do His Utmost and Won Out—One Who was Asked to Perform an Extra Duty Flatly Refused and Was Told Some Plain Facts

"I have built up a splendid business and I think that our house stands to-day for reliability, and progress," said a leading Ontario retailer.

"I have endeavored to maintain a high standard of service and satisfaction and to train those under us in the best ideals and fullest conception of duty both to themselves and the public. I will give you an example of what I mean. A young man came to our service a few years ago and he lacked confidence. The fellow had average ability, but had been told by his father that he was no good, that he could not hold a job and would never amount to anything. This, by the way, is very poor advice for any father to give his son. Naturally, not having any self esteem, which in moderate measure is a good asset, and placing too low an estimate upon his ability, the chap made a number of blunders. We tried to cure his faults whenever possible, and one day I was pointing out to him how such and such a thing should be done.

He promptly answered, 'Oh, I see that you want to get rid of me and I might as well quit at once.'

'No,' said I, 'I do not want to get rid of you at all; there's where you are mistaken. I am merely pointing out a better method of doing things, which I know you are capable of carrying out. You have made steady improvement since you have been here along certain lines and I want you to continue. I realize that you have the ability if you will only put it to practical use.'

Did Not Regret His Error.

"Then to show that I had no ill will, but only the welfare of the youth at heart, I told him that starting the first of the next month, his wages would be substantially increased. The young fellow left my office very much surprised and from that day on it was never necessary to tell him twice to do a thing or to carry out an undertaking according to the policy of our store and our idea of service."

The road to success is generally paved by the man himself, in the opinion of this dealer. A sure way for a salesman to block his promotion is not to do a single thing more than is expected of him and to be kicking constantly and trying to dodge duty.

"The clerk who is willing, courteous and obliging is generally one who gets on well in the world. Some years ago a young lad in the service of the

store was asked to carry a parcel a few blocks on his road home. A lady had called just before the closing hour of six o'clock and bought a traveling bag, and it was too late to send it out in the five o'clock delivery. She was leaving by the eight o'clock train that night and desired to have the grip at her home. The youth was asked to carry it up.

"'No, I won't,' he exclaimed, and when spoken to again still declined, saying that it was closing time and he was not going out of his way to oblige any person.

"'Well,' the manager stated, 'you are beginning badly if you ever expect to succeed. I will give you a little while to think it over and perhaps you will change your mind.'

"The youth again refused when requested to make the delivery, stating that he had said he would not and that settled it as far as he was concerned.

Do More Than is Expected.

"'All right,' the manager replied, 'I cannot make you change your mind, but, young man, let me tell you that you are starting rather disastrously if you hope to climb. We all have to do things in this world at times that we do not relish, whether we are employers or employes.' The manager then stated that he himself would take the bag, and was preparing to do so when a newsboy came along and offered to deliver it. I have trained scores of clerks," concluded the speaker, "but I have never known a youth of the disposition and selfwill of that young fellow to score permanent success. This was only an isolated case that might not occur again in years. The fellow that does a little more than he is told, or than is expected of him, is the one who in the end is bound to occupy the highest post and enjoy the largest remuneration."

NO DELIVERY LOST SALE OF TEN DOLLAR SHOES

(Continued from page 23)

went out with his overcoat unbuttoned and the goods tucked away in its folds and held there by a peculiar curve of the arm. He did not want anyone to know that his dignity was being offended or his majestic appearance marred by the appearance of a commodity at all bulky. Other customers, particularly foreigners, are most eager that the shoes should be left in the cartons. If you do not give them the box, they think they are not getting full value for their money; the bigger the parcel, the better it pleases them. The majority of people, however, do not want to cart away shoe boxes. To carry the shoes is enough in their opinion.

"However, I must say that, on the whole, the public has been very kind in co-operating with us and I find upon enquiry many other merchants hold the same view. Customers have been willing to do what they could under the pressing strain of circumstances and realize that the war to-day is upsetting so many avenues of distribution and altering trade customs and ideals in a way never dreamed of."

War Salvage in Shoes and Leather

UNDoubtedly one of the great things that will come out of the war is the saving of waste.

In all other wars the accumulation of wastage in clothing, equipment and all that goes with the army commissariat was gotten rid of by fire or burial. The tremendousness of this conflict has, however, made this question one that has had to be dealt with the same spirit of efficiency as characterizes the in handling of every department of aggressive warfare in these days when armies are counted by the millions instead of thousands.

In an article in the "Saturday Evening Post," dealing exhaustively with the question of salvage methods, the writer, Isaac F. Marcossou, states that the annual saving brought about by the reclamation of clothing, accoutrements, food and other requirements, amounts to over \$300,000,000.

Saving the Soldiers' Footwear

After clothing, the item of personal wear that represents the largest amount of salvage is shoes. The British Government not only makes its shoes—since the outbreak of the war 24,500,000 pairs have been issued—but it has gone into sole saving on a tremendous scale. The shoe salvage, which began very modestly at a northern French port, has grown to such an extent that the original plant now has a huge branch in the East End of London.

Both of these plants have the same system of operation. The French establishment, however, has elements of distinct human interest. It employs more than a thousand French and Belgian girls, who sing as they work despite the ungodly smell that comes from the battered footgear, plastered as it is with the mud of road and trench and sometimes filled with rotten straw or the old socks which the weary marcher has stuffed in to ease his aching feet.

All shoes in the army arrive at the salvage depots in sacks. When you see the contents dumped out you ask: "Is it humanly possible to repair this foul mass of tattered leather?" But it is—and in amazing fashion.

To begin with, the susceptibilities of the average Frenchwoman who works with her hands are not quite so sensitive as yours. She not only sees salvation for a great many of the soiled shoes but a highly satisfactory rate of compensation for herself in the salvaging. These sorters have nimble fingers and keen eyes. In a second they decide what shoes are fit for service again and what ones—usually those with bad uppers—must be discarded. If one shoe of a pair is unfit for further use the other is saved, and since the sizes are standardized, it is

linked up with another good one and the two go on their way of service.

Shoe reclamation, as you may well imagine, is not fragrant. But the Frenchwomen and their sisters in the London factory buck up to the job with great fortitude. It is all part of the day's work.

The Work of the Preparation.

The shoes go through a systematic process of overhauling. One group of women clean the rough mud from the outside, clear out all the foreign matter inside and plunge them into great tanks of hot water mixed with carbolic acid. Following this bath they are scrubbed thoroughly, after which they are dried out on racks and coated with warm castor oil. They then pass to a group of amazons, chosen for their physical strength, who put the boots on iron lasts and tear off the old soles and heels. The shoes are now sorted out into sizes by pairs, enter the domain of another group, who tack on temporarily the correct sized sole before it is permanently nailed on by machine. The heel-tipping, toe-plating and hobnailing—these army shoes must be like iron—are done by hand.

Every shoe salvaged is blocked for several hours so as to guarantee the exact size. After these blocks or lasts are removed the heels are inked, the size is stamped on the sole, the boot is again oiled and goes into the store ready to be requisitioned. Like the leather jerkins salvaged in Paris these repaired shoes are more popular with the soldiers than new ones, for the simple reason that they are broken in for wear and never pinch the feet.

A Shoe Lace Industry.

So much for the uppers that can stand new soles and heels. What becomes of the uppers that are frayed and torn? Once more Scotch thrift has come to the fore and saved the day. When the French shoe-salvage shop was first inaugurated all the damaged uppers were discarded. One day a young Aberdeen sergeant, wounded at Mons and who was still standing by the colors by acting as foreman in the shoe shop, decided that these uppers should be saved. Almost on the spot he invented a machine that converts the unrepairable uppers into shoe strings. It is a circular knife operated at high speed. With great dexterity the French girls hold the upper in front of the knife and pull out the lace by the yard.

All told, more than a million pairs of shoes were salvaged in 1916, and the record for last year was considerably over this number. At the present high prices of leather the saving runs into millions of dollars.

Salvage in Rubber and Leather.

Aside from this huge saving in actual money the reclamation at the Paris Ordnance Depot—before the government established its wool control—had a very decided effect in keeping down the price of wool. If the British Government had been required to go into the open market and buy the millions of woolen garments represented by the number salvaged, there would have been a very appreciable increase in the price of the raw material.

Leather Trade Jottings

Leather Business Quiet but Picking Up—Hide Market Weak and Inactive—Shoe Manufacturers Again Under Way—Business Outlook Improving.

THERE is a little more business doing in leather than last month, but it is nothing to brag of. In spite of the difficulties of transportation and the efforts of American tanners to hold up imports, a fair amount of harness, sole and upper leather is crossing the border. Business at home, while desultory, gives every indication of enlivenment. While prices remain practically unchanged there are reported concessions in large shipments that evidence the fact that stocks are far from bare.

The Dumping Charge.—The claim set forth by American tanners that Canadian tanners were "dumping" in the United States is only an excuse for the attempt to make it difficult for those who are importing Canadian leathers. One tanner writes us:

"The statements made in regard to what Canadian leathers are being sold at are sometimes off the mark. To give you an instance, we sold recently to United States harness manufacturers black harness leather at 72c. per pound for the No. 1 selection. We have not sold any leather in Canada at 72c., nor have we a single order on our books for a Canadian customer at this price. This is only one instance to show you that we are getting as good prices in the United States as we are in Canada, and, furthermore, as high as, if not higher than, American tanners are selling for."

The Charge for Council Supervision.—Concerning the charge of one-quarter of one per cent. on the value of leather invoices for supervision by the Tanners' Council, the same tanner says:—

"We have no objection and we doubt if our customers have, to getting a license from the War Trade Board for the importation of any leather they (our United States customers) may buy from us. We do object, however, and we know our customers will, to the leather being consigned to the Tanners' Council and our customers then having to apply for a permit to get possession. A copy of the invoice is furnished to the Tanners' Council, and we would ask you if it would not be human nature to use this information, so easily secured, to the detriment of the Canadian trade. In addition to getting the permit for possession of the goods—which is additional to the license originally granted to import—the leather dealer must again get permission when he sells the leather, and this is the point we seriously

object to. If, for instance, we sell a man a carload of leather, valued at \$15,000 to \$20,000 and he sells it out in ten parcels, he must make ten separate and distinct licenses to dispose of it. This, we consider, is entirely unnecessary."

Summing Up the Shoe Situation.—In an article on the subject of the general outlook for boots and shoes in 1918, Mr. Almer J. Bliss, of the Regal Shoe Co., says in the "Boot and Shoe Recorder":—

"Manifestly, any forecast of the volume of shoe manufactures for 1918 will be guesswork. The latest available figures, which are for the year 1914, show that the total footwear output of the factories of this nation, exclusive of rubber goods, amounted to 292,666,468 pairs. Deducting slippers, infants' shoes, and export shipments from these figures, as compiled by the Bureau of Census, Department of Commerce, we find that the per capita average of men's shoes in 1914 was 2.9 pair per year, women's shoes 2.6 pair per year, misses', children's, youth's and boys', between the ages of five and fourteen, 3.8 pair per year.

"To sum up the whole situation, it is our belief that the men's consumption will be reduced from 2.9 pairs per year to an average of 2.6, due to the men being taken for our army and navy. The women's consumption per pair will be reduced from the average to some extent, not because of the war, but because of style conditions. The children's consumption will remain practically the same as in the past."

BEING FIRM WITH SHOE CUSTOMERS PAYS

(Continued from page 22)

perhaps may now appreciate the fact that it is not so easy to "put one over" on me.

Another fact is that there are many people of the looking-around type; the kind that shop for the sake of shopping, but never buy; who are always making inquiries for friends or relatives and who, after spending an hour or two in the store and seeing all the lines from dress boots to sandals, calmly arise, sometimes with not even a "thank you," declaring in drawling tones, "I'm not buying to-day" or "I'll be in later." I may say frankly that I do not want this class of customers and they never get a very warm welcome to my store. Every shoe establishment can get plenty of people of the looking-around, searching-for-a-friend, not-buying-to-day, don't-see-anything-that-suits, will-be-in-to-morrow or call-around-later type. If the average dealer had to depend upon a foundation of this flimsy character, his structure would soon topple. All stores have an abundance of this type of femininity and while I do not say anything when they leave, I cannot add that I am particularly pleased with their call. I merely keep silent and do not overflow in an ecstasy of words or the usual stereotype phrases such as, "Glad to have had the privilege of showing you," "No trouble at all, I assure you," "Very pleased to have you call around again," "Don't mention it," "I know I will sell you the next time." Departmental stores may have the disposition and the time to fritter away with this class of humanity, but I have not.

How to Stimulate the Buy-At-Home Movement

Vast Superiority Claimed for the Mail Order Method of Distribution is Largely a Myth—Retailer Renders a Necessary Service—The Answer to this Problem.—By S. R. LATSHAW.

THE problem of the retailer against the mail order house is far from an academic matter, as the vast and growing business of the great mail houses indicates the possibility that it may in the end prove to be predominating. In fact, if this method of distributing can prove itself to be best economically, it cannot be prevented from ultimate triumph eventually, however it may be postponed.

Not a Superior Method

After careful examination of the subject, and a consultation with many impartial students of economics, we are convinced that the vast superiority claimed for the mail order method of distribution is largely a myth. The public is led to suppose that the man doing business via the mails is able to make two blades of grass grow where one grew before with no cost to him. The favorite argument is, eliminate the middle man. The mail order house first directs its attention to the wholesaler and then to the retailer, on the assumption that you, gentlemen, are but a tax on the goods, that the service that you presume you deliver can be dispensed with to advantage, the advantage of the ultimate consumer, and that in place of it we simply have the printed word of a 1,500-page catalogue. As a matter of fact that some 4,000 girls and clerks are employed in one department of one mail order house, simply transcribing orders as they come in, making it possible to divide them into various ramifications of their vast business so that they may be advantageously filled.

If we were to attempt to go into discussion of the economic side of this whole matter it would take hours, but I want to simply say to you that the Butterick Publishing Co., which publishes the "Delineator" the "Designer" and the "Woman's Magazine," three womens' publications with a total circulation of about a million and a half, before eliminating mail order advertising looked into the matter very thoroughly, and we determined to our own satisfaction that the method of distributing goods through retail stores was economically sound, that a genuine service was performed commensurate, as a rule, with the charges made for it and that in our opinion mail order method of distribution is not markedly superior in the matter of costs to that method to which you gentlemen represent. But on the second point I reiterate that if economically their method of distribution is superior to the retail method which you represent they will triumph.

Mail Order Growth and Rural Decline

We, however, believe that this is not a fact. We then proceed to the second point. The mail order houses have grown tremendously and are continuing to grow. Their growth is co-incident with a rather remarkable fact that you will find if you study the census. I won't take the time to go into it completely, but a study of the census will show you that from 1900 to 1910, 769 counties in the United States lost population. I point out to you that during the same period the great growth of the mail order

houses in sales has been in that particular section of our country that has shown losses in population. It may be simply coincidence, but I point it out as an interesting coincidence at any rate and proceed to what I think may be the solution of the problem.

I have looked over the action of various and sundry bodies and individuals and local trade papers and local newspapers to meet the situation, that is the aggression of the mail order houses and the consequent retrogression of the business in the local towns. As near as I can determine it in generalization, the argument is a sort of appeal to all for alms, a passage of the tin cup, a statement to the people that they should patronize the local dealer because he is to pay the taxes, because he supports the churches and because he makes the band concert possible; all of which is true, but when you make that sort of appeal, or permit that sort of an appeal to be made, it is tantamount to an admission you need aid and that you are not standing on your own feet as justified by sound economic conditions.

Heads Up. Fight the Devil With Fire

Alms will not keep the retailer from oblivion. If he must be supported through motives on the part of the consumer that the consumer believes are called upon through good-heartedness, you know he is a neighbor of yours, he is grown up in the same school, he belongs to the same lodge, patronize Henry of John, what will he do without your patronage? That is tantamount, as I say again, to an admission of weakness. And yet we believe that the solution, if a solution can be found for this problem, is to fight fire with fire. The strength of the mail order business is advertising, the presentation of goods in an attractive manner. The fascination of a big catalogue of undoubted bargains coming from a distance with all the surprise element and the curiosity value that attaches to that distance, particularly in the minds of the dear ladies, as against the fact that the average local retailer is inarticulate or nearly inarticulate as to the wear and to the services that he has to dispense. It is a one-sided affair. You remember the old story of the two negroes trying to push their way into a political gathering in Texas and one of them wormed his way partly into the crowded mass around the speaker and finally he got out and his companion said, "What is goin' there, boss?" He said, "I don't know. That fellow certainly does recommend himself powerfully strong."

Advertise and Then Advertise

The mail order house injures so many not because it sets up a competition, nor because the retailer and wholesaler lose a certain amount of trade to the big city, but because much of that loss is based on a misrepresentation, either actual or implied. It starts out with a misrepresentation, implied, in that they sell at wholesale, or rather that you buy at factory rates, and setting up the assumption that when you pay for the wholesaler and the retailer's profit that you are paying just exactly that much of a tax on the goods; and the consumer, unreasoning, accepts it. The matter of freights, expressage, delays, mail, all that sort of thing does not fall like manna from heaven. It must be paid for form the mail order house and ultimately by the consumer, but that matter is all eluded. It is presumed that they have some costless method of doing business. Their costs, as a matter of fact, according to proof, are not very much lower but practically the same as the present retail method of doing business, and without rendering any personal service.

Now, there is a way to change that. You cannot put out 1,500-page catalogues to compete, but you can advertise your line, you can advertise yourself, you can do and have your local communities do something to break down that wall of isolation. You can go out to the farm and get acquainted and you can get the farmer to come into town. You can make it easy for him to shop, you can

(Continued on page 34)

HOW MR. AFFLECK GOT "OVER THE TOP"

(See Front Cover)

AN outstanding figure among the successful shoe retailers of Canada is John Affleck, proprietor of the Yale, Allan, Jenkins and Harvard shoe stores in Winnipeg. His career reads more like a romance than that of an actual achievement. Always a lover of the soil, he could earn a generous livelihood as a farmer and stock breeder. The first job that he took after going West was pitching hay and stooking grain on a farm at Portage Plains. He also did his share of the ploughing and harrowing, and coming to town in the winter got employment in Brown's departmental store, Portage La Prairie, as a kind of general, handy, all-round lad. He was not afraid to tackle any post and did whatever was assigned to him without murmur or complaint. The boss's eye was resting upon him from the start and he saw that young Affleck was not only willing, but quick and obliging. Knowing that the youth possessed ambition and energy, he gave him a position in the shoe department and therein was where Mr. Affleck found the door of opportunity, for he liked the smell of leather. Desiring to broaden his knowledge, he went farther west after two or three years, and for some time was on the staff of James Rae, shoe merchant, of Vancouver. While there, he joined the ranks of the benedicts and after a while came back to Winnipeg, taking a position on the road for Ames-Holden-McCreedy Limited. Being shrewd and wideawake in all his dealings, he cleaned up a nice little pile in real estate transactions and was on the lookout for a business opening. He formed a partnership with Geo. Nickle ten years ago, the establishment being known as the Yale Shoe Store. The second year the premises were enlarged and the basement occupied for reserve stock. Each year witnessed a gratifying gain in the business and in 1914, extensive alterations were made. The interior of the premises was thoroughly remodeled and 1,000 square feet of additional shelving erected. The seating arrangement was changed and new fixtures installed throughout, making the Yale shoe store, one of the most attractive and splendidly fitted up enterprises in the West. A mezzanine floor was erected around the entire interior. The store is 19 feet wide by 136 feet deep and the single carton system of shelving prevails throughout. The reserve stock is kept above the mezzanine floor and a leading feature is the children's department, which is in the basement. Mr. Affleck has one of the largest shoe establishments in Canada and the turnover in the children's department in itself makes a very tidy sum. The partnership between Geo. Nickle and John Affleck continued until, 1912 when the subject of this reference took over the interest of Mr. Nickle. He has surrounded himself with a capable and conscientious staff.

The signal success of John Affleck is due to a combination of circumstances rather than to any one particular endowment. In some respects he is a composite being, as he is fond of sports, chicken raising, horticulture, farming, hoeing potatoes, shoe buying, automobiling, travel and sightseeing. When he launched into the shoe game for himself, he recalls with interest the well-meant advice tendered him by scores of friends. One would inform him that such was the proper course to pursue, while another would counsel that a totally different method should be adopted. Mr. Affleck listened politely and patiently to all the would-be practical suggestions and arrived at the conclusion, after conning them over, that he was very much in the position of the fellow in the old song who remarked: "I don't know where I'm going, but I guess I'm on the way." He knew he was in the shoe arena but with the plethora of counsel, did not exactly realize where he was at, so he determined to use his own judgment and if he made mistakes, as he naturally did—he would profit by them and not commit the same error twice. Mr. Affleck is not only

a good shoeman, but an alert and far seeing buyer. He knows styles and in the language of the turf, generally "picks a winner." He possesses executive ability and knows his own mind. He is genial and approachable, but beneath an affable disposition are decisiveness, determination and concentration. Success has not turned his head and he has always been willing to learn. Twice a year he visits the leading shoe centres of Canada and the United States and the manufacturers are always glad to see him come for he is a liberal buyer and generally knows what he wants. Ten years ago the stock carried in the Yale shoe store was less than \$3,000 and to-day the amount is well over the six figure mark. During the last couple of years, he has added a string of stores to the Yale establishment and all are doing a good business, being excellent revenue producers. Mr. Affleck's father still lives at Harrow, South Essex, to which point he frequently pays a visit. Mr. Affleck has always believed in keeping himself and his goods on the move. He has the confidence and co-operation of his staff and is a worker from the word "go." His success in the shoe game has not come by luck, but is the result of close study, industry, observation and executive talent.

SHORTER HOURS AND DAYLIGHT SAVING

"Yes," said a leading Western Ontario shoeman to the SHOE AND LEATHER JOURNAL recently, "I think it is time that all businesses in our towns and cities are run in a proper way. The average Canadian shoe merchant enjoys life outside of business. He likes a holiday and wants to see trade confined to reasonable hours. There are other nationalities, however, strong on shoes and clothing and their one object in life, apparently, is in their store activity. Twenty-four hours a day for seven days a week is not too long for some of them.

"Now I think it is high time that the Government should take a hand in this matter and see that all stores are closed not later than six thirty p.m., excepting Saturday nights, or nights before holidays, and then the closing time should be fixed at ten o'clock. The six o'clock closing is in vogue in many places where Canadians are doing business and there should be some measure enacted to cause the others to fall into line. In many cases, those of us who wish to close at decent hours are compelled to keep open to meet the strong competition of the kind that I have referred to. Now, should we have to stand for this? No doubt, as an act of conservation, the Government will this year adopt the daylight-saving bill, and while we are making our gardens or otherwise benefiting ourselves by closing an hour earlier, the other fellows, who live exclusively in their shops, will be putting forth an exceptionally strong bid for the after-hours trade. They may view any move as an interference with their liberty, but unless they can see their way to a larger liberty, they will never make worth-while citizens. Liberty detached from intelligence is a poor privilege.

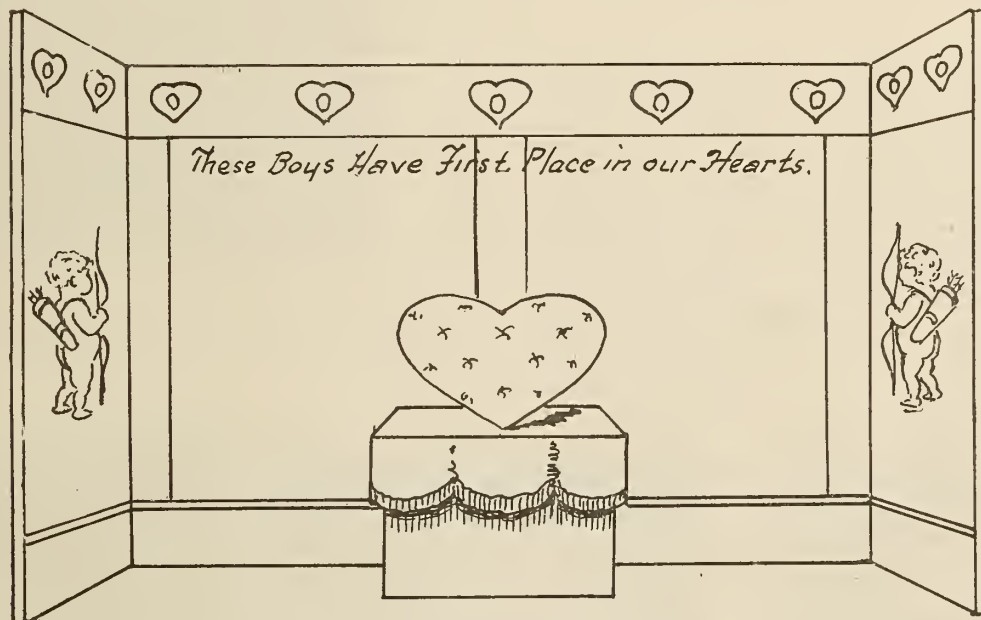
"If shoemen in every constituency would make it a point to get in touch with their local member of parliament, either personally or by petition, and present both the early closing and the daylight saving propositions to him, much could be accomplished. These movements should go together. They would cut down the waste of light and fuel, increased by the unwilling labor forced by competition on those who would be glad to follow the early closing regulations. Come, now, Mr. Merchant, don't read this and let it drop. Don't leave it to the other fellow; get busy and do something. Now is the time to act and if once a forward step is taken, it will be a fixture forever, the same as the liquor evil is going to be "Never again." We have in our own city, some Canadians who are opening every night to try and capture the wandering dollar. I certainly would regret the day when we would have to resort to the old country store idea to hold our trade."

Suggestions for a Valentine Window Background

Usually there is some special day in each month that can be featured for advertising purposes. In February it is St. Valentine Day, and despite the fact that it is not a public holiday, it can be utilized to good advantage in store and window decorations as well as show cards.

It is very difficult to outline a window background that will be suitable for all windows, so that any suggestions we may offer will be those from which you may be able to adapt something to fit your own particular needs. The background shown herewith is one that can be used in large windows, but should your window not be very high, you may use a similarly constructed ground to meet the requirements of your case. Frames may be made out of two inch by seven-eighth inch stuff, half checked and nailed together at the corners. Onto these frames may be nailed any kind

size you desire and can be laid in a tilting position on the centre piece. There are various ways that this heart may be treated. If you desire to put shoes on it, it can be covered with pink plush, velvet, or even cheese cloth gathered in various places, as shown in the design, will make a very attractive decoration. It should be padded underneath with upholsterers' moss. Of course if you choose it can be covered with something red, which possibly will be better than pink. You may also put on the centre of the large heart some suggestion about Canada. This may be in letters such as "Canada Has The Largest Place In Our Heart," "Canada Is Written On Our Heart." Or if you have a picture of Miss Canada that can be pasted on, or have someone paint it on the heart, you will find it quite effective.



Simple Arrangement for Window Background

of wall board, such as Beaver Board, and this may be painted the desired colors or papered with appropriate wall paper. Two colors that will harmonize very nicely for this window are pink and green. You may kalsomine the panels in pink and the upright pieces, base, and border at the top in green. The suggestion for this border should be quite popular in your town. It is to place red hearts all along the border at the top, and if you have a sufficient number these may be run down the upright pieces. These hearts may be made of red cardboard and ovals cut in the centre and photographs of your local boys who have enlisted shown in these. Words "These boys have first place in our hearts" may be lettered along underneath the border. You will find that this will attract much attention.

The various emblems used at Valentine Day can be used in your decorations. These include hearts, bows, arrows, cupids etc. You will notice for the center piece we have suggested a large heart. This may be almost any

A green cover should be used on the centre pieces and on this you may display shoes. The little cupids shown on the background may be painted or cut from some magazine and pasted on. Put a bottom in the window of pink material and on this place your display fixtures.

We are very emphatic in having all goods in the window priced, and little red hearts will make very attractive price tickets if lettered in white.

It may be possible to obtain wallpaper with Valentine designs. This should not be heavy but should be light and delicate. However, should this paper not be obtainable you can always fall back on kalsomine or maybe plain paper.

We think with these suggestions and your own ingenuity you will be able to fix up a window that will be really worth while, for the colors that we have suggested are rich and attractive and your shoes would show off well against them.

FLIGHT-LIEUT. COWAN IS PRISONER

After a month's worry and anxiety over his son, Flight-Lieut. Robert Cowan, who was reported missing from December 18th, ex-Mayor George W. Cowan, shoe retailer, received the news that his son was alive and well and a prisoner of war in Karlsruhe, says a recent despatch from Chatham, Ont.

The cable which was despatched from Geneva, Switzerland, by the Red Cross Society, briefly stated, "Lieut. Cowan, prisoner Karlsruhe, well."

Corroboration of this welcome news was received from a friend of the family in London, England, who has always taken an interest in the Chatham officer. The cable states: "Bob alive. Details next mail."

That everything possible will be done for Lieut. Cowan is the belief of his father. Letters have been received from the friend in London stating that arrangements had been made for supplies and food and comforts to be sent him through Switzerland, as soon as it was learned where he was located.

According to a letter received by Mr. Cowan from Major Cunningham, commander of the flying squadron to which the Chatham officer was attached, Lieut. Cowan was one of the members of a squadron which took part in an offensive patrol and encountered a squadron of German scouts. Following the fight, Lieut. Cowan was missing, and Major Cunningham surmises that the gasoline tank of his machine was shot and that he was forced to descend in enemy territory.

SMART SHOWING IN WOMEN'S OVERGAITERS

Robt. D. Ayling, who has sample rooms in the Canadian Building, Victoria street, Toronto, and represents Church & Co., of Northampton, Eng., has received some very attractive new samples in women's gaiters and men's spats. The gaiters shown for the coming season are from six to twelve inches high, the favorite height being eight to ten inches. They come in light fawn, light gray, dark gray, brown, white, dark green and black in Devon and Melton cloth. In men's spats, the leading shades are gray and fawn, and the same materials are used as in women's lines. The demand for overgaiters is growing rapidly and owing

to the shortage of cloth it has been necessary to limit orders on certain lines.

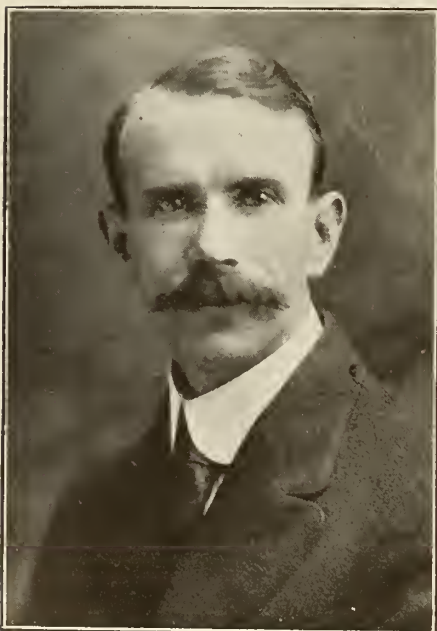
Mr. Ayling is also showing leather spiral puttees, which are shaped like cloth puttees and put on from the knee down, being fastened at the bottom with a strap and buckle. The leather puttees are neater, smarter and more durable than cloth, and are worn by certain officers, who do not use leather leggings.

BOSTON SHOE STYLE REVIEW

The first Boston Shoe Style Review was held at the Copley Square Hotel on Jan. 14th to 16th, under the management of R. J. Walsh. It was well attended and a large representation of New England made shoes was in evidence.

A feature of the show was the opening address by H. B. Scates, of Wm Filene, Sons Co., in which among other things he offered the following thoughts on Authentic Styles for Spring.

What are the authentic styles for spring? My answer to that is to first make two broad divisions. 1. Medium low heel welts. 2. Louis heel turns. Boots, up to Easter, in grays, field mouse, patent vamps with high tops, in the high heels, turns and welts. And tan in the medium heel welts, and some white boots all through the season. In low shoes, oxfords will sell far more freely than ever before. But do not fail to analyze the question. All women will not wear low heels or welts or oxfords. As a matter of fact, the turn oxford will draw from the turn pumps of other seasons, but the low heel welt oxford will practically all be drawn from the so-called sport oxford of other seasons. So, then, we may look to see Louis heel turn oxfords sell in order of pairs sold, in patent, tan calf white followed by a few scattering colored kids. Then the tan pumps and oxfords in welts, with medium and low heels, will develop a large business. And probably, at the start of the season the single biggest seller will be patent pumps. Gun metal will show a marked decrease from former seasons. And finally, there is every economic reason and a good style reason to look for the biggest white season ever. And I predict a big season on better grades of canvas at even \$5 a pair.



James Harley, manager of Cordova street store of Woods Limited, Vancouver.



William Wood, veteran shoe man and head of firm of Woods Limited, Vancouver.



A. J. Barter, manager of Hastings street store of Woods Limited, Vancouver.

The Shoe Repair Man

HAMILTON ASSOCIATION ELECT NEW OFFICERS

The annual meeting of the Hamilton Shoemakers' and Repairers' Association was held on Jan. 14th, at which



A. R. Wilton, New Secretary-Treasurer of Hamilton Association.

there was a large attendance. Jno. A. Ross was elected president, L. Plumb, vice-president and Arthur R. Wilton,



F. C. Tebbs, Retiring Secretary-Treasurer of Hamilton Association

secretary-treasurer. The members elected on the executive were: F. H. Revell, F. Clark, Thornton, Henderson

and Charlesworth. Messrs. Revell and Tebbs (the retiring secretary) were elected auditors. The price list for work remains the same as last year, for the present at any rate.

A proposition was made by the Goodyear Tire & Rubber Co. in regard to Neolin soles and Wingfoot heels. A discussion took place as to the advisability of accepting this and it was decided not to take the matter up at present, as most of the members are well stocked in these lines.

It was also decided to write the Toronto Association regarding a federation or union of all Ontario Shoe Repairers' Associations.

Mr. Tebbs, the retiring secretary, was awarded an honorarium in appreciation of his faithful and energetic services rendered during the past year.

With the fees for the Association, \$2.00 per year, there was a fair balance left in the treasury, and it has been agreed that the membership for the coming year be \$3.00. The prospects for 1918 are regarded as exceptionally bright.

BOOTS! BOOTS! BOOTS!

Kipling's poem of Boots! Boots! Boots! finds the happier expression in the new shoe making shop with Shoemaker Sergt. W. J. Rice, of the 201st and 248th Battalions, Toronto, as the instructor cobbler. A hundred pairs of army boots have been issued for repair practice, and these are stacked four abreast by the walls. When they are re-soled and heeled the Ordinance Department will issue them again.

TORONTO REPAIRERS WILL HOLD BANQUET

Wednesday, March 6th, is the date set for the second annual banquet of the Toronto Shoe Repairers' Association. Arrangements have been completed by the executive committee and at the last regular meeting of the Association, the details were fully reported. The banquet will be held at Young's restaurant, corner of Yonge and Queen streets, and the tickets are \$2.00 each. An interesting programme has been prepared and there will be several entertaining features. The best talent has been engaged and it is likely that members of sister associations will be invited.

The early closing movement came up for discussion, as there has been an agitation on foot to shut nearly all the shops in the city early in the evening in order to conserve fuel and light. The majority of the shoe repair shops in Toronto close at eight o'clock, which is some hours earlier than the shoe and other stores. It was decided to take no definite action until a later date.

H. E. Carley, 1067 Gerrard street east, who is an enthusiastic member of the Association, brought in four new members. He devotes his Wednesday half-holidays and several evenings in furthering the interests of the organization. He was accorded a hearty vote of thanks.

The matter of vocational training of soldiers in the shoe-making line was introduced and discussed. The Association has been asked to co-operate with the military authorities in teaching shoemaking to returned soldiers. It has been suggested to the Association that returned soldiers should

serve a year in the shops and that the master repairers teach them the trade, while the Government will pay the men their regular allowance. The opinion was generally expressed by the members of the Association that they would be only too willing to co-operate in the matter of vocational training in the shoemaking line for "the boys" who are back from the front. A committee was appointed to secure further information regarding the length of time which each soldier was to serve in the shop, the conditions under which he should remain, the full length of his term of tuition, and other details.

There was a large attendance at the meeting and the prospects for an active season are exceptionally bright.

A TAG THAT SAYS SOMETHING

J. W. Hendry, who conducts the Granite City Shoe Repairing Works, 2191 Queen street east, Toronto, and is vice-president of the Toronto Shoe Repairers' Association, being one of its most energetic workers, uses a compact instructive tag, which he attaches to all work that comes into his shop. The tags are numbered consecutively and the upper portion bears the date, name, address, and blanks for the class of work required to be done, whether whole sole, half sole, heels, sole pieces, toes, patches, rips, etc., together with a space for remarks, the date promised, the number of pairs and the price charged. On the stub or check is the name of the shop, together with the corresponding number to the portion of the tag which is attached to the shoe. The stub also has spaces for the date promised, the price, the number of pairs and the initials of the man who took in the work. Mr. Hendry makes known the fact on the check, which is kept by the customer, that he is a member of the Toronto Shoe Repairers' Association, that he keeps the latest in polishes and laces and that his store has a reputation for artistic shoe repairing and prompt service; that Association prices are charged and the terms are cash. The reverse side of the stub reads: "Our Specialties—Shoes rebuilt with Neolin, Tenax, or leather, and whole heels, \$2.50; whole rubber heels, black, tan and white. Not responsible for goods left over thirty days. Skates ground and concaved. Our repair work is no better than the best, but still is better than the rest. It is well to remember that a stitch in time saves nine. You might go farther but you can't do better."

HE BREAKS INTO POETRY

What a go-a-head lot of fellows, the present day shoe repairs are. Here we are in only the first month of the year, and we have already got a good big crop of spring poets and poems, in the repair section of the last issue of the "Journal."

And now sir, I have got the fever; it started when I read the "Journal" and then this evening, my wife brought it up to boiling point, by supplying a bunch of small spring onions for my supper. Here is the result. It is a paraphrase on Longfellow's "Village Blacksmith," and is called the "City Shoe Smith."

I remain yours truly,

JOHN HENLEY,

Shoe Repairer, Foot Bridge Gangway,
Belleville, Ont.

THE CITY SHOE SMITH

Under the sign of "While you wait"
Is a city cobbler's stand.
The cobbler, a well known man is he,
He works to "beat the band."
And the beauty of his cobbling work
Is known throughout the land.

Week in, week out, from eight till six
You can hear his hammer beat,
You can see him cut his leather out
And trim his work up neat;
He surely makes it look like new,
And it feels good on the feet.

Toiling, rejoicing, sorrowing,
Onward through life he goes;
And on a Goodyear welted Shoe
An oak tanned sole he sews,
By some shoes sewn and some shoes nailed
His craftsmanship he shows.

Thanks, thanks, to thee my worthy friend
For the lesson thou hast taught
Were we as patriotic as we ought
We would keep this in our thought—
"A stitch in time, costs but a dime,
And, It's never too late to mend."

By JOHN HENLEY,

Shoe Repairer, Belleville.

Wth apologies to Longfellow.

TAKE CARE OF YOUR SHOES

A shoe store which recognizes among other things the value of good advertising, has this to say in one of their ads regarding the care of shoes: "Many men fail to realize the importance of taking good care of their shoes. When you finish shaving, do you carelessly sling your razor under the bed. No! Well a shoe is just as 'human' as a razor. It needs a little attention and a little nursing after being tramped on all day. Put trees in your shoes at night and you'll find they will retain their shape much longer. And a good polish acts as a food for the leather, keeping it alive, soft, pliable and less apt to break.

TWENTY-ONE MILLION ARMY SHOES

New England, the centre of the American shoe industry is leading now in the tremendous task of putting the army and navy "on their feet"—making shoes for the fighting men.

Government contracts for 21,000,000 pairs of army and navy shoes have been awarded in New England alone, and the greater part of these orders are held by Massachusetts firms.

If the shoes under contract were laid end to end they would reach from San Francisco to Australia, a distance of 6,500 miles.

The price Uncle Sam will pay for the shoes is between \$4.6 and \$4.90 a pair.

Big plants have added to their equipment, and practically all are working twenty-four hours a day, the shifts being broken up into eight-hour periods. Close to 20,000 are engaged in the Brockton district alone.

Although thousands of pairs of shoes are leaving the factories daily, the output will reach an unprecedented height in the early months of this year, when many of the contracts call for delivery.

The leather upon which the comfort and, to a great extent, the efficiency of nation's fighting men depends, is of a high grade, and the work of making the shoes is carried out under strict supervision.

Military men agree that, next to guns and food, well-made and comfortable shoes are of the greatest importance in the army. The Churchill and Alden Company, of Brockton, have contracts for 178,000 pairs of marching shoes, while other firms have proportionately large orders. The M. A. Packard Co. have orders for 100,000 pairs.

Three firms in the Brockton district have contracts to supply a total of 150,000 pairs of navy shoes.

Service and Masters

"No Man can serve two masters, for either he will hate the one and despise the other or else he will hold to the one and despise the other. Ye cannot serve God and Mammon." Matt. vi: 24.

NO man need apologize these days for taking a scripture text to enforce an ethical or business truth. In a prominent national magazine there appeared recently, an article entitled the "Best Business Book," written by one of the most highly paid writers on this continent, in which he sought to prove that the Bible is the best work extant on business practice as well as morals. An address given by a prominent Hebrew business man in Chicago, delivered last week to a large convention of retail merchants on "Profit in Service," began with that quotation of Jesus: "He that would be great among you let him be servant of all."

"Service" has won a new place for itself in these latter days of business, religion and national enterprise. The watchword of the nations and the cry of the individual is that used on the crest of England's Prince of Wales, "Ich Dien"—I Serve. Word came the other day from our army at the front that a Canadian regiment had been served its Christmas dinner by its officers, who literally adopted the example of Christ who said, "I am amongst you as he that serveth."

The cry has been set up in connection with this awful war amongst so-called Christian nations that Christianity is a failure. It is asked, is this cataclysm the answer to the nineteen centuries of teaching of the Nazarene? Alas! it is the result of the failure of the church, not of Christ—of dogma, not of spirit—of ritual, not of service. The central purpose of His coming was to teach the importance and beauty of service and to do this He became "obedient" even unto death. His whole life was an exposition of the statement He made at the beginning: "The Son of Man came not to be ministered to but to minister," and the Cross was the final proof that even death could not thwart His indomitable determination to "do the will of Him that sent Him."

In the incident of the woman at the well at the beginning of His ministry, He tells this world weary woman of a service, joyful and free, that would be as a bubbling well within her and she hastens away, forgetting her pitcher and her errand to the well, and cries to those in the city, "Come and see." He stops the mouth of the quibbling lawyer who cynically asks, "Who is my neighbor" by the story of the good Samaritan—the man who left his business, cared for a wounded man who would have spat in his face had he been conscious of the nationality of his helper, took him to an inn, paid for his keep and left money for his care. He tells the rich young man who had kept the ceremonial law to sell all he had, give to the poor and take up a life of service.

The last solemn act of the great Teacher was intended to impress upon His followers forever, the thought that service is earth's as well as heaven's highest ideal. On the night before His crucifixion He threw aside his outer garments, girded Himself with a towel, took a basin of water and performed the duty of the ordinary slave in an Eastern household. He said to his disciples: "I have given you an example, that ye should do as I have done unto you."

The Church, the State, the individual Christian for the most part have in the centuries traveled far from this lofty ideal. The present war is the war of Anti-Christ. It

is the doctrine of the "shining sword," against humble service; hate against love. It looks as though the world had to be rent asunder by an earthquake or revolution, and swept by the fires of destruction to prepare the way for the new heaven and new earth wherein will be reincarnated the spirit of peace on earth and goodwill amongst men.

"Service" in business and especially with regard to salesmanship, is the very foundation of all success. Without that foundation the superstructure of store, management, goods, advertising and all else associated with modern business efficiency fall to the ground. It is the keynote to selling achievement. It is, moreover, the secret of contentment and happiness, for no act that is not an act of service will bring permanent helpfulness and blessing. A prominent business man who went into the production game last summer says he got more genuine pleasure and satisfaction out of raising an acre of potatoes than anything he had ever done. He learned in the arduous work of cultivating, spraying, and digging, the lesson that in serving is the only true happiness.

"SERVICE" has seven essential qualifications, of which it is only necessary to speak very briefly, and in order to impress upon the memory the letters in the word may be taken to indicate them. It should be "SINCERE"—without alloy, "not eye servants nor men pleasers;" EARNEST, faithful, painstaking; REGULAR—not intermittent, steady; VOLUNTARY, willing, whole hearted; INTELLIGENT, thoughtful, sane; CHEERFUL, courteous, smiling ENTHUSIASTIC, have punch, energy. Take the thirteenth of first Corinthians and put love or service instead of charity. "And the greatest of these is SERVICE."

MASTERS that would turn us from this goal of whole souled, effective service are represented in the warning of the text. The first Mammon which in our day means MONEY—greed, gain. No true service is given for gain; AMUSEMENT, pleasure, excitement; STOMACH, appetite, habit; TONGUE, anger, knocking; EASE, laziness, indifference; RELIGION, fads, doctrines, forms; SIN—the little thing that begins with a little crookedness, ends nowhere and its centre is the selfish I.

Service is the spirit rather than body and without this it is "sounding brass and tinkling cymbals." It must be backed by the love that "never faileth," the living water that bubbles up into everlasting life. It suggests the old Eastern legend of Abou Ben Adhem, by Leigh Hunt.

"Abou Ben Adhem—may his tribe increase!—
Awoke one night from a deep dream of peace,
And saw, within the moonlight in his room,
Making it rich, and like a lily in bloom,
An angel writing in a book of gold.
Exceeding peace had made Ben Adhem bold,
And to the presence in the room he said:
'What writest thou?' The vision raised its head,
And with a look made of all sweet accord,
Answered: 'The names of those that love the Lord.'
'And is mine one?' said Abou. 'Nay, not so,'
Replied the Angel. Abou spake more low,
But cheerily still; and said: 'I pray thee then
Write me as one that loves his fellow-men.'
The angel wrote and vanished. The next night
It came again with great awakening light,
And showed the names whom love of God had blest,
And lo! Ben Adhem's name led all the rest."

"Remember, no big firm would become big if the man at the head had tried to do it all himself."—Read what a leading shoeman says on this important and vital point in the next issue of "The Shoe and Leather Journal."

HOW BIG FIRE IN WINNIPEG WAS FOUGHT

The Enderton building, Winnipeg, was burned on January 11th, 1917. The Rannard Shoe, Limited, well-known to all large manufacturers in Canada and the United States occupied the corner store (No. 2), the entrance being beneath the two ladders, one of which is the very high one.



The Rannard Shoe Store Fire, Winnipeg.

The two windows in front are visible, and also the 38-foot side window. This firm carried a stock of approximately \$100,000, of which 75 per cent. is covered by insurance. The owners of the building have signified their intention to rebuild at once and the same will be fireproof. In the meantime the Rannard Shoe, Limited, have taken another store not very far away.

ANNUAL DINNER TO RYAN CO. STAFF

The Thomas Ryan Co., wholesale boot and shoe merchants, of Winnipeg, tendered their travelers and staff a dinner in the oak room at the Fort Garry Hotel, on Friday evening, January 11th.

The staff was well represented, turning out to do justice to the well thought out menu that the Ryan Co. had provided for them. Several outside guests were included,



Thomas Ryan, Winnipeg.

among them being Rev. Dr. Slater, Robt. Shaw, Chas. Holden, Western sales manager, and Geo. Barrett, of the Canadian Consolidated Rubber Co., Limited.

After justice had been done to the menu, the president, Thomas Ryan, took charge of the toast list and called on Dr. Salter to respond to the toast to "the King," which was

ably done, and appreciated very much by all present. The next speaker was Mr. McGee, secretary-treasurer of the firm. Mr. McGee's address on "Credits" was well thought out, and judging from the applause he received at the finish, was very much appreciated. R. H. Fisher also spoke on "Collections."

The toast to "Our Travelers" brought forth as well as some very good points, some amusing anecdotes, and all expressed their confidence in having a successful year.

Geo. Ryan was called upon to reply to the toast to "The Ladies," and as it is well known that Mr. Ryan has always been a ladies' man, the effort to reply to this toast was as nothing to this gentleman.

"Our Factory Connections" and "Better Business" were replied to by Mr. Holden and Mr. Barrett, of the Canadian Consolidated Rubber Co., Limited. Mr. Holden spoke in a very able and energetic manner, telling of what was being done by the factories to increase sales this year and assuring the salesmen of an excellent service.

During the evening Mr. Shaw favored the gathering with several recitations from Dr. Drummond's "Habitant," which were much appreciated.

Mr. Holden then proposed a toast to the Company, coupling the name of the president, Thomas Ryan. Mr. Ryan replied in his usual forceful manner.

The gathering broke up by singing "Auld Lang Syne" and "God Save the King."

NEW ARMY SHOE CONTRACTS LET

The Department of Militia and Defence recently awarded contracts for 20,000 pairs of Canadian army shoes and 100,000 pairs of ankle boots for field service, made according to British patterns and specifications. The latter is generally known as the trench boot. It is understood that of the Canadian army shoe, the Regal Shoe Co., Toronto, was awarded 10,000 pairs, and the Brandon Shoe Co., Brantford, 10,000 pairs. Of the trench boot, it is reported that Ames-Holden-McCreedy, Limited, Montreal, received a contract for 20,000 pairs; J. A. & M. Cote, of St. Hyacinthe, 20,000 pairs; Lagace & Lepinay, Quebec, 20,000 pairs, and the J. Leckie Co., 20,000. The price for the trench boot varies from \$5.40 to \$5.55 and for the Canadian army shoe \$4.85 to \$5.00.

STIMULATING THE BUY-AT-HOME MOVEMENT

(Continued from page 27)

make it pleasant for him to shop, you can give corn carnivals and all the rest of the things that some of the progressive communities are now doing.

Now, what can be done by retailers that is more certain to insure the permanence of their business than the improvement of the community life, and where can that improvement best be made? I submit to you, through the boss, and who is the boss in every home? It is through the woman. We are going to go to the woman of this country because the women regulate its social life. It is the women that make the old man dress up on Sunday. It is the woman that makes Johnny take off his cap and wipe his shoes when he comes into the house. The women wear long skirts when it is the style and wear short skirts when it is the style, and style will do more to control the women of this country than any other factor that we have got. It is greater than law. The average woman would transgress a small law of the man-made statutes quicker than she would the smallest law of the woman-made style.

(Read before the National Shoe Dealers' Association, Chicago, January 8th, 1918).

B

Your Inevitable Choice



9118



8196

*In
Stock*



8200

BLACHFORD SHOE MFG. CO. LIMITED, TORONTO

Blachford



8195

In Stock



4003—Turn



8092

*For
Immediate Shipment*



7039



8202

*For
Description and Prices
See Page 38*



4005—Turn

*Blachford Shoe Manufacturing Co. Limited
92-9 1/2 Sherbourne Street Toronto*

In Stock



8201



9115

*For
Immediate Shipment*



8154



9119

*For
Description and Prices
See Page 38*



7041



7040

*Blachford Shoe Manufacturing Co. Limited
92-94 Sherbourne Street Toronto*

Descriptions and Prices

4003—Turn All Kid Lace, 8-inch Last 22 Sizes, 2 to 7 Widths—B, C, D \$5.70	4006—Turn All Kid Lace, 8½-inch Last 25 Sizes, 2 to 7 Widths—B, C, D. \$5.85	7039 All Velour Lace, 8-inch Last 28 Sizes, 2 to 7 Widths—B, C, D. \$5.75	
7040 Velour Calf Lace, Mat Top, 9-inch Last 25 Sizes, 2 to 7 Widths—B, C, D \$5.85	7041 Velour Calf Lace, Gray Buck Top, 9-inch Last 28 Sizes, 2 to 7 Widths—B, C, D \$6.50	8154 Cherry Calf Lace, 8-inch Taupe Buck Top Last 28 Sizes, 2 to 7 Widths—B, C, D \$5.90	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	8200 Seal Brown Calf Lace 9-inch Last 28 Sizes 2 to 7 Widths—B, C, D \$6.50	8201 Seal Brown Lace Biscuit Buck Top 9-inch Last 28 Sizes 2 to 7 Widths—B, C, D \$6.50	8202 Seal Brown Calf Lace, 8-inch Last 26 Sizes, 2 to 7 Widths—B, C, D \$6.15
9092 Kid Lace, Mat Top 8-inch Last 23 Sizes, 2 to 7 Widths—B, C, D \$5.60	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
<p><i>All Prices Subject to Change Without Notice</i></p> <p><i>Terms—Net 30 Days</i></p>			

Blachford Shoe Manufacturing Co., Limited
92-94 Sherbourne Street Toronto

The Shorter Hour Movement Makes for Efficiency

Sir H. W. Trickett, Limited, the First to Introduce the System in the Old Country—Benefit to Both Workers and Company—Coming Changes in the Directorate—Mr. Eatough in Able Speech Reviews Conditions of Past Year—New Agreement With the Company

The fourth annual meeting of the ordinary shareholders of Sir H. W. Trickett, Ltd., slipper manufacturers, Waterfoot, was held in the Bethel Lecture Hall, Waterfoot, Eng., says the Rossendale "Free Press."

Mr. Oliver Eatough, chairman and managing director of the company, presided. There were also present on the platform Mr. S. O. Ashworth, and Mr. J. T. Lord, directors; Mr. Stephen West, secretary, and Coun. J. H. Lord, J. P., auditor.

Mr Eatough in the course of his address to the Shareholders said:

This is the fourth meeting of Shareholders I have had the privilege of addressing since the outbreak of war, and on each previous occasion I expressed the hope that before another year's results fell to be made known, the war would have been settled. I feel sure, however, that I shall be voicing your opinion if I sincerely express again to-day the hope that the settlement may be speedy, and on such a satisfactory basis to all concerned that it may be lasting.

Before moving that the balance sheet be adopted, with your permission I would like to make a few remarks in general.

The number of men who have left the factory to join His Majesty's Forces since war broke out totals up to 370. Of this number, you will be sorry to hear that 26 of these brave lads have made the supreme sacrifice by giving of their life's blood for King and Country. To the families connected with those who have thus fallen, the Directors and Shareholders would offer their heartfelt sympathy. Three of our boys are also prisoners of war, and about 35 are engaged on work of National Importance. I cannot give the exact number of our employees who, at this moment, are suffering in hospital. Still, I am sure that I gauge your feelings when I express the hope that the suffering ones who are now in hospital may have a speedy and satisfactory recovery.

We are delighted to be able to report that from the boys who have left the factory, two of their number have been singled out for honors, and have been presented with the Distinguished Conduct Medal for brave deeds done on the battlefield. I refer to Sergeant Ernest Isherwood and Private A. Titmas.

It is also very gratifying to know that the lads who have gone from us are not forgotten by their workmates still left behind, for, as a proof of this, they have just sent out Christmas gifts to the value of £120.

Before leaving this subject, you will be pleased to know that about £30 weekly is still paid by the firm to the dependents of those men who enlisted prior to the Derby Scheme, and the total amount we have paid since the war broke out, to the wives and mothers of these voluntary soldiers, is close on £5,000. Your directors have also felt it to be their duty to subscribe, in the Company's name, to the various local charities and hospitals, amounting, in all, to almost £400, which includes fifty guineas sent to the Lord Mayor of Manchester's Fund for the suffering and destitute survivors of the recent Canadian explosion.

The Welfare Department

In my last year's report, I mentioned that an innovation had been made in the factory by the introduction of a "Welfare Department" under the charge of a Lady Superintendent, whose duties were then enumerated. You will be glad to know that this bit of the human side of industry has justified its existence, and we would recommend very strongly the introduction of a similar department in all factories throughout the valley, and more so where female labor is largely employed. The "Rest Room" is equipped to meet all likely needs, having a well stocked medicine cupboard, as well as being nicely furnished, including bed and couch for reclining upon in case of need. The Lady Superintendent is proficient in First Aid as well as in Home Nursing. A proof that this Welfare Department has rendered good service to many of our employees during the past twelve months is shown by the following particulars:—

450 have passed through the Rest Room, for some slight illness,



Oliver Eatough, Waterfoot, Eng.

and 373 who have happened with some minor accident, making a total for the year of 823. All these were able to resume their work after having been attended to, with the exception of 33 rather more serious cases, which necessitated their going home for the day, and, in some instances, longer. It is also the duty of the Welfare Superintendent to visit the homes of any of our employees who, for any length of time, are sick, and, where necessary, some practical help is given. In all, 124 visits of this kind have been made on behalf of the Directors. This part of the work is very much appreciated and helpful.

The 48 Hour Scheme

Still another innovation, which will have far-reaching influence, is the introduction of the 48-hour movement. Even though great opposition to the scheme has risen amongst certain manufacturers in the district, let me say here that this innovation, like the Welfare Department, has also justified its existence, and Sir H. W. Trickett, Ltd., will never again return to the old 56-hour week. The directors feel certain that the Shareholders, will feel proud to be connected with a Company who study their workers, and are in the unique position of being the first and only one throughout the trade to yet adopt the 48-hour scheme. During the four months' working, we can state, in a word, that the production of the factory, and the wages paid, have not been any less for the 48-hour week than they were previously. So the gain has a double significance, being both a help to employers and employees alike. Then a very important point is that the 48-hour movement makes for efficiency. As a proof of this, during the time which the scheme has been in operation the slight cases of sickness amongst the females have considerably decreased—practically one-half. It is more than likely that this can be accounted for by the fact that morning and afternoon a cup of tea is given to each of our employees. This, again, is another justification of the principle that you can never put into operation anything that is for the good of others without, in some measure, benefiting yourself. This is an ideal which, if practiced, will work well in business as well as in private affairs.

War Bonuses

Another matter I would like to refer to, which affects both Shareholders and workpeople alike, namely, the high cost of living. Since last we met, the Company have made two advances on the War Bonuses, which, to-day, amounts to 8s. per week for all females 18 and over, and 14s. per week for all males 21 and over. As Directors, we have no objection to the giving of this bonus, only to say it is a pity that the Government did not, at the outbreak of war, adopt means whereby the people's food might have been saved, in some measure, from the excessive advances which we are faced with to-day. It may interest the Shareholders to know that, including the last increase, we shall be paying weekly, for bonus only, about £325, making a total, for the year of £16,250. This means that the goods we manufacture must bear most, if not all, of this burden.

At this juncture one is tempted to say a word respecting the future. Last year I told you that I was not a pessimist—far from it—but a person who allows his optimism to blind his eyes against facts, is, to say the least, foolish. Now, to my mind, the future success of the Company depends largely on our ability to obtain

Men's Boys' and Youths' STAPLES

There is great satisfaction in selling dependable staples like the "Peterboro Shoe". They sell readily because of their splendid finished appearance.

Then there is the satisfaction your customers derive from their wearing 'quality' due to the fact that we know how to make real substantial footwear, and don't do any "skimp" work.

Next is the satisfaction of profits, for our prices are such that you can beat the other fellow and still have a good margin.

B. F. Ackerman, Son & Co., Limited
Peterboro, Ont. Western Branch, Regina, Sask.

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



Acme

Ability, Pliability

Reliability

"Acme" soles have "walked" into favour with the public. The tremendous increase in the demand proves that.

Outside of Dunlop "Traction Tread" Tires, no other product emanating from our factories has quite equalled the furore created by "Acme's" advent into Soledom.

In a field so new and so radical, only one fact could account for such an unusual success in such a short time—Ability, Pliability, Reliability.

Ability of "Acme" Soles to outwear leather.

Pliability of "Acme" Soles in actual use by those who search for boot and shoe comfort.

Reliability of "Acme" Soles when the count is being made of Squeaks, Cracks, Leaks.

Colors: Black, White, Tan. Supplied in sheets 3/16", 1/4" and 5/16" thick for repair purposes.

Specify "Acme" on all your Boot orders.

Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories, TORONTO

Branches: Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, Halifax.

Makers of High-Grade Tires for Automobiles, Motor Trucks, Bicycles, Motorcycles and Carriages; High-Grade Rubber Belting, Packing, Fire Hose and General Hose, Dredge Sleeves, Military Equipment, Mats, Tiling, Heels and Soles, Cements, Horse Shoe Pads, Plumbers' and Railroad Supplies, and General Rubber Specialties.

the necessary supplies of what, to us, is raw material, and also to maintain and secure labor. Speaking of labor, I am inclined to the opinion that a great deal of the unrest which at present exists throughout the country will diminish, if both employers and Trade Unions will study and put into practice the spirit of the Whitley report recently issued, which seeks to bring about a better understanding of each other's point of view, by setting up Committees of employers and employed in the various trades. Personally I feel sure, if our own trade would adopt the Whitley report as a basis of future working together, it would go a long way towards overcoming a considerable amount of the present difficulties and misunderstandings. I may emphasize here that any influence I may have personally in the trade of this valley will be given towards creating amongst employers and employees a better feeling than at presents exists. We want to do away with the suspicion that prevails between capital and labor, and come to a more sensible and businesslike way of dealing with matters, and not for the manufacturer to plan and scheme as to how little he can offer for labor, and the workers to be striving in the opposite direction, as to how much they can get for doing as little as possible. The future commercial prosperity of England will not be built up on those lines. No! We must

Pay Good Day's Wage

if we are to expect a good day's work, and another important matter to help to secure a good day's work is for the employer to make the surroundings and conditions under which the laborer works, as healthy and cheerful as ever possible. Can one expect employees to be enthusiastic for their employers, unless the employers themselves show that they have some interest in the welfare of those whom they find employment for? Hence, I say that the better conditions the employer makes for the employees, both the better wages he earns, and the more satisfied he is, with the result that invariably the worker will give more loyally his best service. You will pardon me for touching on these various subjects. I have done so, for I believe the fulfilment of them all will have an important bearing on the future success of the Company.

The Finances

Now a word respecting the Balance Sheet, which shows a disposable profit on the year's working of £22,759 15s. 6d. And this, after having made allowance for the payment of excess profits.

Another pleasing feature is the fact that we finish the year with a cash balance and bills in hand amounting to £13,449 13s. 7d.

We are also steadily building up a reserve fund, and I would just like to repeat what I said last year, namely, that the Preference Shareholders need have no misgivings about the failure of their dividend, and specially so when one considers that the ordinary shareholders cannot participate in one penny of dividend until they have laid aside, annually, the sum of £2,000. The foremen, and general staff, participate in the profits to the sum of £1,581 5s., and again we would repeat that your directors feel that the giving of these bonuses is beneficial to the success of the business.

I would further like to add that the goodwill and harmony existing between the directors, foremen and general staff, as well as all our employees, is very marked. The past year has been trying one for all persons holding responsible positions, and on your behalf I would like to put on record our appreciation of untiring service rendered during these difficult times.

Coming Changes

In conclusion, I would like to mention a matter that concerns my colleagues, Messrs. S. O. Ashworth and J. T. Lord, as well as myself. The present company, as you know, is now four years old. My two colleagues and I entered into an agreement with the company for five years. As there will only be another annual meeting prior to the fulfilment of that agreement, it has been thought wise to mention here to-night that the three of us had intended retiring from active management of the business. But, by mutual agreement, the present directors have come to the following arrangement:

Messrs. Ashworth and Lord will automatically cease to be active directors when the date of their agreement expires, which has still 16 months to run. After this, they will continue to have a seat on the Board, but to take no active part in the management of the factory. In order to maintain the shareholders' confidence, the present Chairman and Managing Director has agreed to give his services for another five years, dating from January 1st, 1918, on certain conditions which are agreeable to the present board of directors, one of the conditions being that during the interim of Messrs. Ashworth and Lord's unexpired time, the Managing Director has the right to reorganize any department as he may think will be in the future interests of the business, and, in order to make the necessary changes (as the retirement of Messrs. Ashworth and Lord will naturally cause) as easy as possible, they will, in a few months, begin to ease off, so that the break will not be so sudden.

Now a word as to myself. The fact that it is my intention, next spring, to settle down at the seaside, I have made a condition of signing a further agreement (for five years) that I have liberty granted as regards the time to be spent at Gaghills. I might say that I intend to be at the works about three days a week. Still,

should circumstances require my attendance even more than the time mentioned, you can rely on my being there. I simply ask for your confidence, and I can promise you that the same will not be abused or misplaced. I now beg to move:

"That the Directors' Report, Balance Sheet and Statement of Accounts for the year ending November 30th, 1917, be received and adopted."

Happy Recollections of Work

Mr. S. O. Ashworth seconded, and Mr. J. T. Lord supported the motion. In their capacity as directors they particularly mentioned that they hoped that the future prosperity of Sir H. W. Trickett, Ltd., would be even greater in the future than in the past, and though they were about to sever their active connection with the business, they would always have happy recollections and a deep interest in the welfare of the firm; and, as Mr. Eatough mentioned in his speech, they still hoped to retain a seat on the board.

Several other ordinary shareholders spoke as to the good feeling which had existed between directors and staff of the firm, and also referred to the fact that they felt sure that all the shareholders had perfect confidence in the ability of Mr. Eatough to guide the affairs of the company to even further success in the coming years. It was mentioned that as Mr. Eatough will have round him a loyal staff, there seemed no reason why this should not be accomplished.

The motion was put, and carried unanimously.

On the motion of Mr. Eatough, seconded by one of the shareholders, Mr. S. O. Ashworth was re-elected a director of the company, and Mr. J. H. Lord was re-elected auditor, for another year.

Before the close of the meeting, Mr. Samuel Pilling, of Helmsore, moved a resolution of thanks to the managing director for presiding so ably over the meeting. This was seconded by another shareholder. Mr. Eatough, thanking the meeting for their confidence, tersely replied:—"Sir H. W. Trickett, Ltd., is not yet at its highest."

SHOEMAN WHO HAS PUBLIC SPIRIT

Russell L. Haines, proprietor of the Haines Shoe House, Trenton, Ont., and son of J. J. Haines, the veteran shoe merchant of Belleville, has again been elected a member of the town council of Trenton. Mr. Haines has been connected with the Trenton business for the last thirteen years. He



Russel L. Haines, Trenton, Ont.

served two terms as a member of the school board, and is now entering upon his third year as a councillor, being chairman of the fire, market and police committee. Mr. Haines has always been interested in sports and taken a prominent part in hockey and lacrosse, acting on the management committees for several seasons. A progressive citizen, he is enthusiastic over the splendid industrial progress that Trenton is making.

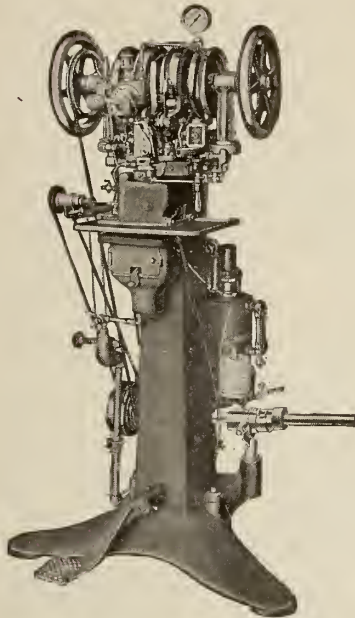
Landis Outfits are Money Makers

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

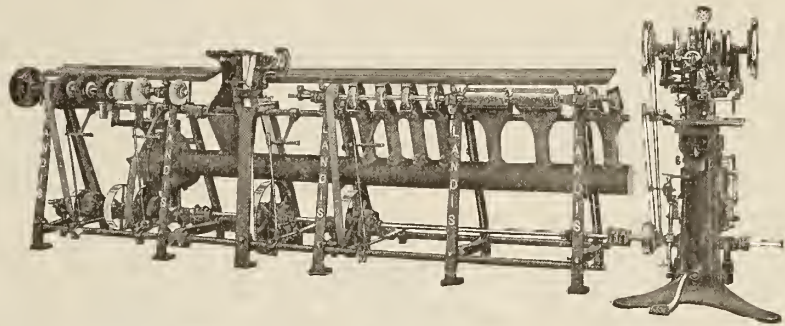
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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

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

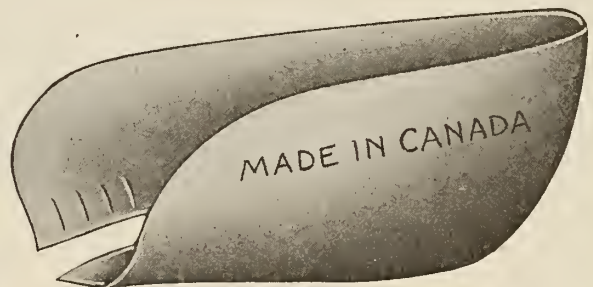
Clarke & Clarke, Limited

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

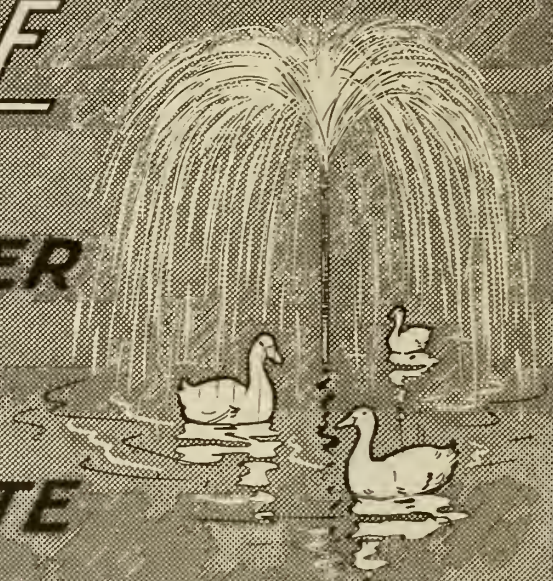
ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

WATERPROOF

NEITHER WATER
NOR DAMP
CAN PENETRATE



TENAX SOLES

That is only one thing out of many that are making these Tenax Soles so popular. There are several very good reasons why they are taking the place of leather, both in the making of shoes and the repairing of them. They cost less and wear better--outlasting leather, and wearing evenly and smoothly. They are noiseless and never squeak, prevent slipping and are unusually comfortable for the feet.

Tenax Soles will wear to the end without cracking or breaking, and the quality is the same all through. Send for sample. Made in Black, Tan and White.

GUTTA PERCHA & RUBBER, LIMITED, TORONTO.

BRANCHES AT

HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA,
SASKATOON, LETHBRIDGE, CALGARY, EDMONTON & VANCOUVER.

THE NEW PRICES ON RUBBER SHOES

The new rubber footwear price lists have been issued and the increase on the average is about twelve and a half per cent. The placing order season begins on Monday, February 25th, and closes on Saturday, April 13th.

The following are the old and new prices on several leading lines:—

	Old Price	New Price
Men's plain over, self acting.....	\$0.98	\$1.08
Men's plain over, soft back.....	.90	1.00
Boys' plain over.....	.72	.82
Youths' plain over.....	.61	.70
Women's light carton croquets.....	.68	.75
Misses' croquets.....	.57	.60
Children's croquets.....	.47	.51
Men's knee boots, red sole.....	3.60	4.00
Men's two-buckle duck lumbermen's.....	2.35	2.60
Men's two-buckle cashmerette overshoe.....	2.35	2.75
Men's one-buckle cashmerette overshoe.....	1.70	2.00
Men's two-buckle gum lumbermen's.....	2.15	2.35
Boys' two-buckle gum lumbermen's.....	1.65	1.90
Youths' two-buckle gum lumbermen's.....	1.30	1.60
Men's one-buckle gum lumbermen's.....	1.95	2.10
Boys' one-buckle gum lumbermen's.....	1.50	1.70
Youths' one-buckle gum lumbermen's.....	1.20	1.45
Men's jersey one-buckle Arctics.....	1.85	2.20
Women's six-button Jersey Arctics.....	2.20	2.65
Women's two-buckle cashmerette excluders.....	1.75	2.15
Misses' two-buckle cashmerette excluders.....	1.55	1.90
Children's two-buckle cashmerette excluders.....	1.35	1.60
Men's Jersey storm Alaskas.....	1.30	1.60
Women's Jersey storm Alaskas.....	1.05	1.30
Men's storm rubbers.....	.98	1.08
Boys' storm rubbers.....	.79	.88
Women's storm rubbers.....	.74	.81
Misses' storm rubbers.....	.63	.67
Children's storm rubbers.....	.53	.57
Women's footholds.....	.57	.63
Men's grip soles.....	.98	1.08
Men's 7-inch tan leather top, red sole.....	3.15	3.40
Men's 9-inch tan leather top, red sole.....	3.90	4.25
Men's 12-inch tan leather top, red sole.....	4.65	5.15
Men's 15-inch tan leather top, red sole.....	5.90	6.65
Men's 7-inch black top, roll edge, red sole.....	3.15	3.40
Men's 9-inch black top, roll edge, red sole.....	3.90	4.25
Men's 12-inch black top, roll edge, red sole.....	4.65	5.15
Men's 15-inch black top, roll edge, red sole.....	5.90	6.65

AS OTHERS SEE US

In an interview with Mr. Julius Rosenwald, of the firm of Sears Roebuck & Co., one of the largest mail order houses of the United States, published in "Printers Ink," this gentleman said with regard to the baneful effect of concerns like his upon the regular dealer:

"There are more prosperous and capable country merchants in the United States than ever before. When a man fails he will shift the blame from himself to someone else. He will not admit that he is incompetent. Egotism stops him from doing so. He finds an excuse somewhere for his own shortcomings and convinces himself, if he fails to convince those who know him.

"By his methods, Mr. Sears caused other merchants to find ways by which they could meet his competition. The whole retail world was speeded up and grew more efficient. Good merchants became better, and bad merchants went out of business.

"Billions of dollars are yearly spent in this country by consumers. Our sales for 1917 will amount to \$170,000,000, which is only a small drop in a big bucket. Take shoes, for example. I suppose the American people buy a thousand

million dollars' worth of shoes annually. Our sales of shoes will not exceed, say, \$18,000,000. Mail order houses cannot monopolize the retail trade, but they can, in a measure, regulate it as to prices and improve it as to service.

"There is room for all, and all, I hope, will prosper, provided under the laws of good business, they ought to prosper."

GIVE THEM THE FACTS

Reports in the daily press that shoes are to be cheaper will undoubtedly have the tendency to cause people to hesitate, and create a further falling away of trade. In order to obviate this and to kill the idea that the retailer is profiting from the high prices of footwear, the facts should be placed before the public. The local paper ought to help.

A prominent shoe manufacturing concern on the other side with a national sale for its footwear recently sent out the following announcement:

A survey of the shoe industry ought to lead people to see clearly, that the shoe retailer is not responsible for the great increase in prices. It demonstrates quite as clearly that the shoe manufacturer is not a robber, shark or pirate.

It was in 1915 that the prices of shoes began to soar. Look at the following table and ponder. It gives the costs to shoe manufacturers in cents per foot of upper leather:

	P. C. of		
	1915	Now	Inc.
Black calfskin.....	.30	.60	100
Black side leather.....	.27	.43	59.3
Black vici.....	.24	.55	129
Colored kid.....	.33	.70	112
Russia calfskin.....	.32	.65	103
Russia side leather.....	.29	.52	79.6
Patent.....	.30	.60	100
Total.....	2.05	4.05	97.6

This means that the average cost of upper leather, a very important factor in shoe production, has increased 97.6 per cent. Sole leather has risen from 42 cents per pound in 1915 to the cost, at this writing, of 85 cents per pound, an increase of 102 per cent.

In 1915 the findings bought by one of the country's biggest shoe manufacturers cost 18½ cents for the average pair of shoes. The identical findings to-day cost 23½ cents, an increase of 27 per cent.

Bottom stock is 35 per cent. higher, labor 20 per cent. up, overhead 36.7 per cent. more. Summarized, the cost of production in the average pair of shoes has increased 58.7 per cent. The retail price is only 31 per cent. higher.

In other words, the shoe manufacturer has taken a shorter profit than he enjoyed before manufacturers' costs began to soar, and retail prices have not increased to correspond with these higher manufacturing costs.

IT IS WORTH THE MONEY

Enclosed find \$1.50 for "Shoe Leather Journal." Pardon delay in remitting. Considering value received your advanced rates on your valuable Journal are insignificant. Wishing you a Prosperous 1918.

I remain, yours truly,

GEO. A. MELONEY,

North Sydney, N. S.

Independent
Dependable
Rubbers

1918-19

*OUR FIVE CELEBRATED
 RUBBER BRANDS*

“Kant Krack,” “Dainty Mode”
 “Royal,” “Dreadnaught”
 “Veribest”

Will be of the same high standard of quality as heretofore, and despite the present difficulties to which manufacturers are subjected, we have been able to produce many new and suitable styles. With our large distributing organization we hope to be able to give you even better service than ever before.

Rubbers will not be cheaper. Don't wait. It is the early order that catches and gets the first attention.

OUR DISTRIBUTING AGENCIES

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.		
A. W. Ault & Co., Limited	- - - -	Ottawa, Ont.		
White Shoe Co.	- - - -	Toronto, Ont.		
McLaren & Dallas	- - - -	Toronto, Ont.		
The London Shoe Co., Limited	-	London, Ont.		
		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, Ontario



*Your One
Best Valentine*



For Your Gentlemen Customers

Will be a careful selection of
HARTT FOOTWEAR.

The 1918 models have been
prepared with that patient
care as to style, fit and expert
shoemaking that have made

HARTT SHOES FAMOUS
FROM COAST TO COAST

They are different, and that's
the whole story from SHAPE
to PRICE.



"HARTT'S LEAD"

Hartt Boot & Shoe Co., Limited
Canada's Best Shoemakers
Fredericton N.B.

*“Classic”
Welts
for Wintry
Weather*

Constructed to withstand the ravages and severity of a real Canadian winter, yet embodying that style and refinement so essential to satisfying the desires of fastidious woman.



*“Classic” Oxfords
for Spring
and Summer*

Here is illustrated one of our “Big Hits” for Spring. Indications point to an exceptionally heavy season in Oxfords, and we cannot emphasize too strongly the advisability of making ample provision to meet the call.

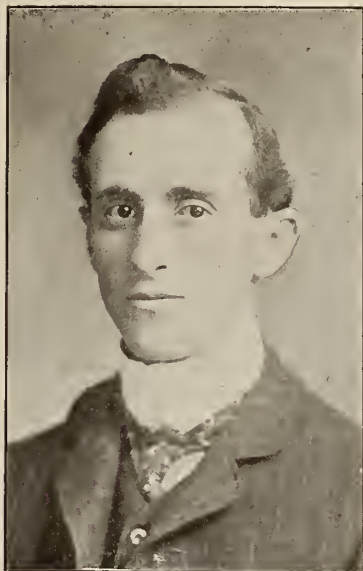
*Getty & Scott, Limited
Golt, Canada.*

*Makers
of
“Classic”
Shoes*



MR. GROSCH WAS ELECTED REEVE

W. H. Grosch, of the Grosch Felt Shoe Co., Milverton, Ont., is deeply interested in the manufacture of felt footwear, municipal administration and horse racing. Recently he was elected Reeve of Milverton by a majority about equal to the total votes that his opponent received. A member of the town council for four years, he has rendered faithful and efficient service in the interest of the rate-payers. The town is progressing and in good financial standing. Mr. Grosch has been connected with the Grosch



W. H. Grosch, Milverton Ont.

Felt Shoe Co., for a long period and his firm has enjoyed a good patronage from the wholesale trade during the past twelve years.

Mr. Grosch also conducts a racing stable and has campaigned such winners as: Gilbert Patch, 2.06 $\frac{3}{4}$; Widower Peter, 2.14 $\frac{3}{4}$; Trampquick, 2.07 $\frac{3}{4}$; Miss Peter Gilbert, 2.13 $\frac{1}{4}$; Baroness Parmelia, 2.11 $\frac{1}{4}$; Ethel McKee, 2.17 $\frac{1}{4}$; Jubilee Boy, and others.

LIMIT WOMEN'S SHOES TO 8 $\frac{1}{2}$ INCHES

Editor, SHOE AND LEATHER JOURNAL,

Sir: We take pleasure in sending you herewith a copy of our recommendations to shoe manufacturers for the fall season of 1918. While the recommendations were being mailed a communication was received from representative shoe manufacturers, wholesalers, and retailers requesting the Board to recommend further restrictions on the height of women's shoes. Accordingly, the Board is reconsidering this point in its program and unless there is substantial objection, it will issue a supplementary recommendation that no women's shoes should exceed 8 $\frac{1}{2}$ inches in height.

The Board reached its conclusions in the first instance on the basis of information furnished by shoe manufacturers, wholesalers and retailers in response to an inquiry sent out last month. Since the trade replied to that inquiry, the need for economy has become more thoroughly recognized so that now they desire to make even greater savings than they were in favor of a month ago. This spirit of co-operation is heartily appreciated by the Board. It is one of the instances of the readiness with which business men are co-operating with the government to conserve our national resources for carrying on the war. This further reduction will undoubtedly make it possible for the manufacturers to

turn out their shoes somewhat more cheaply and help to bring down the price of shoes to consumers.

Yours very truly,

ALFRED PITTMAN

* * *

Washington,
January 19th, 1918.

Assistant to the Chairman,
Commercial Economy Board

To the Shoe Manufacturers of the United States:

As a result of the information that shoe manufacturers, wholesalers, and retailers have furnished in response to our letter of December 21, 1917, the following recommendations on specific points for the fall season of 1918 are made:

- (1) That no women's shoes should exceed nine inches in height. (Measured from breast of heel at side to centre of top at side).
- (2) That no children's and misses' shoes should exceed seven inches in height. (Measured as above).
- (3) That each manufacturer should restrict his output of men's shoes (except canvas) to the following colors: Black and two shades of tan and two shades of gray.
- (4) That each manufacturer of women's shoes should restrict his output to the following colors: White, black, two shades of tan and two shades of gray.

The Board expects, of course, that you will not only observe these specific requests but that you will reduce the number of styles, and in every practical way carry out the spirit of the general recommendations, as stated in the letter of December 21st, 1917. In this connection it is to be remembered that large quantities of hides, skins and other raw materials used in the manufacture of leather and shoes are imported. Since shipping is the factor which is so vitally important to our success in carrying on the war, it is clearly the duty of every business man to help to conserve our resources and build up the country's reserve stocks even in those cases where the supplies in the country may be sufficient for immediate needs.

The shoe wholesalers and retailers will be notified of these recommendations and asked to co-operate with you in securing these economies. It is believed that in this way through the retailers, the public can be sufficiently informed of the changes recommended, and the reasons for them, without having to make any general public appeal.

May we have the assurance of your co-operation in this matter?

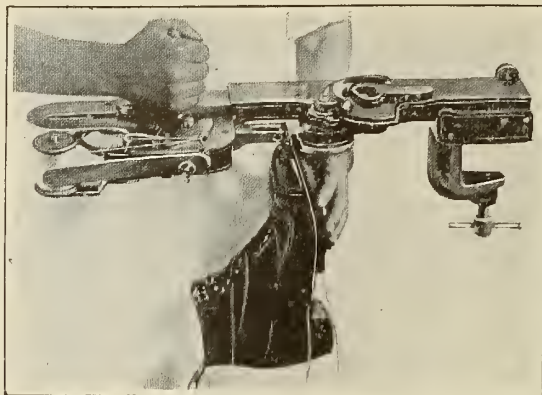
Commercial Economy Board,
Council of National Defence.

MORE FIRMS ADD NEW EQUIPMENT

P. B. Wallace & Son, 186 Adelaide St. West, Toronto, report that the following have installed Progressive finishing machines—S. G. Vance, Tillsonburg; Abernethy Shoe Co., Kingston; J. Wilkin, Colborne; T. Senisi, Niagara Falls; Jno. Mastroianni, Welland; G. A. Black, 16 Queen St. E., Toronto.

The Military Hospitals Commission have also purchased for the Brant House at Burlington, the following machines made by the Progressive Shoe Machinery Company—Heeling jack, skiving machine, jack with 34 lasts, rough rounder, tap sole moulder and a quantity of lasts and small parts used in making cripples' boots.

J. Wilkin, of Colborne, has purchased a No. 8 Landis stitcher, supplied by P. B. Wallace & Son.

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.



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 Seen THE AIRD LINE?

Our samples this season make us tremendously enthusiastic for they really excel in style and finish anything we have turned out before, and they have that good reliable AIRD QUALITY of material and shoemaking that has made the AIRD LINE so popular.

*That's why we are so anxious
you should see the samples.*

AIRD & SON (Registered)

MONTREAL

AMERICAN SHOE MEN GET TOGETHER

At a joint meeting held at the Hotel Astor, New York, representing the National Boot and Shoe Manufacturers' Association, National Shoe Wholesaler's Association and the National Shoe Retailers' Association on Jan. 14th last, the following recommendations were agreed upon:

Wasteful Business Practices

That we reaffirm our condemnation of wasteful merchandising that necessitates cancellation of orders after the goods are in process, and the return of merchandise, bringing burdensome losses to the manufacturer upon the re-sale of such merchandise, and to the retailer by the unfair competition it fosters.

Fulfillment of Contracts

An order placed for the manufacture of merchandise should represent careful selections made in good faith by the retailer and after acceptance by the manufacturer have the force of contract equally binding upon both parties—for delivery by the manufacturer and acceptance by the retailer.

Returned Shoes

That except for faulty construction or evident defects in material, no credit be given for worn shoes by the retailer, or returned for credit to the manufacturer, it being expressly borne in mind that no allowances be made in regard to shoes made of patent or enamel leathers.

Standard Cartons and Shipping Cases

We strongly recommend the use of standard cartons of staple colors, the economies in the adoption of which would be reflected in the cost of the shoes and emphasized in standardized shipping cases.

Economies in Manufacture

We strongly recommend in the manufacture of shoes, the elimination of all matters extraneous to the shoe that do not contribute to the wear or quality, and which constitute unfair and unjust additions to the overhead cost of shoes: namely, woven advertising labels and top bands, and that the name of the retailer and one size code, "Plain American," be stamped or embossed in one place only, on sole, shank or inside the top of the shoe.

Use of Black Patent

That we are in accord with the resolutions adopted by the National Shoe Retailers' Association at its convention held at the city of Chicago, January 7th, 8th and 9th, except Section 6 of the resolution on "Conservation of Raw Materials" relating to patent leathers, only black shall be used, and we approve its general use whenever required.

Trade Acceptance

We recommend the encouragement of the general use of acceptances and that a satisfactory form be adopted for the protection of the cash discount system.

Women's Shoes 8½ Inches High

As evidence of our accord with the recommendations of the Commercial Economy Board, and our desire to cooperate for further economies, we urge that the height of women's shoes be limited to 8½ inches, to be measured from the breast of the heel at the side to the centre of the top at the side.

Standard Leather Colors

Desiring to comply with the recommendations of the Commercial Economy Board regarding colors, and in order to make clear to manufacturers, wholesalers and retailers the colors to be used in shoes, the Conference Committee of the shoe industry, representing retailers, manufacturers and wholesalers of shoes request the Commercial Economy Board to place its seal of approval upon the particular colors that each tanner may produce, our idea being to have the Board select from each tanners' colors those that

come nearest the standard colors selected by the Board in its efforts to simplify and economize in the use of leathers.

EARLY CLOSING FOR HAMILTON SHOEMEN

All up-town stores in Hamilton with the exception of one line of business now close at 6.30 o'clock every night and on Saturdays at eleven o'clock. Included in this number are all shoe establishments some of which for the first time in their career are not open at night. True, there has been some falling off in business owing to the sudden change, as there always is for a while, but matters are already adjusting themselves and before many more days have passed it is believed that the total of each day's receipts will exceed those of the former period when the stores were kept open late in the evenings and clerks and proprietors put in from twelve to fifteen hours a day. It has been the experience of every progressive city that early closing does not mean loss of trade.

In Winnipeg, Ottawa and other centres, shoe stores close early, and during the past year the merchants in this line in these places have done more business than in some similar sized cities where establishments are open from 8 o'clock in the morning until 10 at night.

The Hamilton shoemen welcome with much enthusiasm the new state of affairs and are now convinced that long hours do not mean bigger trade but that short hours result in fully as large a business being done.

Then, too, the call for conservation of fuel and light has resulted in early closing, an objective which the shoe men themselves have failed to attain although it has been agitated for years. Co-operation and unity of interest will accomplish much. An evidence of this is in the fact that a uniform price and consequently better profits were arranged on rubbers at a meeting of the trade early in the season.

PRESENTATION OF PLATES TO CHURCH

On January 5th, at the conclusion of the evening service, the venerable archdeacon of New Westminster formally dedicated a set of offertory plates, which had been presented to St. Saviour's church by George Langdon, in memory of his wife, recently deceased, a much beloved member of the church. The plates were very handsome and of massive construction, being perfectly plain, but for an inscription, neatly engraved, with the name of the deceased lady and the cross of the Woman's Auxiliary, of which organization she had been a valued member. Mr. Langdon is well-known in Vancouver as the city traveler for Storey & Campbell, findings and leather merchants.

LARGER QUARTERS FOR LIVE FIRM

Maybe's, Limited, of Moose Jaw, Sask., who since May, 1916 have been doing business at 25 High St. West. Moose Jaw, have outgrown their quarters, owing to the rapid development of their trade, and have moved into the Allan-Cumming Block, which is one of the most commodious and modern structures in Moose Jaw. There are thirty-three thousand square feet of floor space spread over the five storeys. This wholesale house handles a very extensive range of goods, including shoes of all kinds, rubbers, sweaters, hosiery, underwear, socks, shirts, moccasins, mitts, gloves, suspenders, etc. The officers of the company are: G. A. Maybee, president; M. S. Maybee, vice-president; W. B. Riley, secretary-treasurer. Mr. Maybee, the head of the firm, was born in Woodville, Ont., and previous to going west gained his experience in the clothing and shoe business in St. Catharines and Brandon. For two years he was president of the Saskatchewan Retail Merchants' Association of Saskatoon and a member of the Dominion Board of the R.M.A.



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

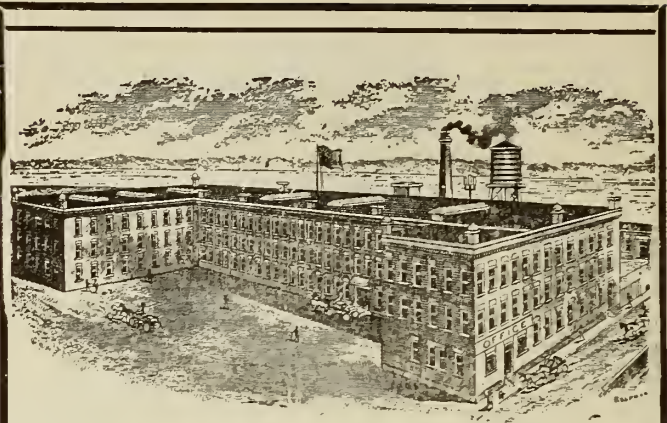
The Louis G. Freeman Co.
Cincinnati, Ohio, U.S.A.

Canadian Representatives:

INTERNATIONAL SUPPLY COMPANY

Kitchener, Ont.

Montreal, Que.



The Factory THAT STANDS At the Top.

In the production of staples that will sell every day to every member of the family is the one that produces the

YAMASKA BRAND

For over half a century Canadian men, women and children have been wearing these shoes and getting good, honest value out of them.


If you do not handle them, both you and your customers are the losers.

La Compagnie


J. A. & M. Cote

ST. HYACINTHE

QUE.



AMONG THE SHOE MEN.



J. L. McPherson, of Hamilton, and wife are spending the winter months in Southern California.

J. H. Moore, of Toronto, western Ontario representative of the Perth Shoe Co., spent a few days in Perth recently.

Fred B. Hull, and Thos. Kelley, of Powell-Kelley Limited, Toronto, spent a few days in Montreal and Quebec on business recently.

Reg. Sharman, of the Sharman Shoe Store, Goderich, was in Toronto last week calling upon the trade.

G. C. Wilson, of Montreal, representing the Jas. Muir Co., Limited, was in Toronto recently calling upon the trade.

N. J. Collins, footwear buyer for Christie, Grant, Limited, Winnipeg, was in Toronto, Montreal and Quebec last week on business.

A fire recently broke out in the home and shop of Thos. Hobbin, shoemaker, 183 Mt. Pleasant road, Toronto. The damage done to the building and contents was about \$1,500.

A very handsome Christmas window was installed in the store of J. T. Heath, shoe dealer, Orillia, Ont. The ceiling, background and trim was by M. Standbrook, who is exceptionally clever in this work.

J. W. Hewetson, of the J. W. Hewetson Co., Brampton, is spending the winter months in Southern California.

W. L. Wallace, of Toronto, representing the Hamburg Felt Co., of New Hamburg, is on an extended business trip throughout the north.

Harry Cohen, shoe retailer, of Winnipeg, was in Toronto last week calling upon the trade.

T. N. Campbell, secretary-treasurer of the Amherst Boot and Shoe Co., Amherst, N.S., has returned from a trip to the western branch of the company in Regina.

Fire did considerable damage recently to the Novelty Boot Shop, 673 St. Catherine street east, Montreal. The loss is covered by insurance.

H. S. Campbell, shoe repairer, of Fredericton, N.B., spent a few days recently in Montreal, New York and Boston on business.

The shoe repair shop of Chas. Myra, Cogswell street, Halifax, was gutted by fire recently.

Frank P. Slater, of the Eureka Shoe Co., Three Rivers, Que., was in Toronto lately calling upon the trade.

The store fixtures and shoe stock of Napoleon Beriault, 2599 Notre Dame street, Montreal, were sold by auction recently.

E. E. Donovan, of E. T. Wright & Co., and A. E. Medcalf, of the Nursery Shoe Co., St. Thomas, attended the recent Style Show in Rochester, N.Y.

Percy J. Milburn, Montreal, has sold his interests in the Lillian Shoe Co., Limited, Maisonneuve.

H. E. Wettlaufer, of Chas. A. Ahrens Ltd., Kitchener, recently took part in a curling trip to London, St. Thomas, Windsor and Detroit.

The Rannard Shoe Co., who suffered a severe loss in the complete destruction of their No. 2 store in Winnipeg, through the burning of the Enderton Block, have leased a big store on Main street, where they are conducting a fire sale. The firm have also taken the Strain stand at 313 Portage avenue, for a fine up-to-date footwear establishment. They expect to be open by February 15th.

O. H. Vogt, manager of the Great West Felt Co., Elmira, Ont., has received a letter of warm appreciation of the substantial gift his company made to the sufferers of Halifax.

The gift consisted of 8 cases of shoes (360 pairs), certainly a very appropriate donation for the cold suffering population of the unfortunate city.

George E. Boulter, of Toronto, spent the past week in Montreal and Quebec on business.

M. A. Desmond, Canadian manager of the Newcastle Leather Co., Montreal, is on a business trip to the principal cities of the United States.

F. H. Meinzer, sales manager of the Miner Rubber Co., Montreal, is on an extended business trip throughout the western provinces.

Geo. Blake, shoe retailer, 630 Queen street west, who underwent an operation recently at Toronto General Hospital, is making fair progress toward recovery.

The Toronto Slipper Mfg. Co., Millstone lane, Toronto, have recently added several new machines and materially increased their output.

Leonard Hindman, who is on the staff of Gendron & Fitzpatrick, Midland, Ont., was in Toronto, last week and called upon a large number of friends in the shoe trade.

The intense cold which prevailed in Quebec recently caused a number of serious mishaps. The main hot-water pipe broke on one of the upper floors of the Quincy Shoe Store, Regd., St. Rochs, and before the flow of water could be stopped, hundreds of pairs of shoes were damaged.

Harold W. Rising, secretary-treasurer of the firm of Waterbury & Rising, Limited, wholesale and retail dealers in shoes, St. John, N. B., returned home recently from Boston, where he was visiting large manufacturers and placing orders.

W. H. Miner, of the Miner Rubber Co., Granby, Que., has been paying a visit to the western branches of the firm.

Mayor R. T. Hayes, of St. John, N. B., on behalf of the Canadian Imperial League, made the secretary, F. E. Flewelling, the recipient of a handsome silver service in appreciation of valuable services rendered.

All Brockville merchants entered upon an agreement recently closing their places of business at 5 o'clock every afternoon except Saturdays, when the closing will be at o'clock. The opening hour in mornings is fixed at 9 o'clock. The agreement is for ten weeks, in order to assist the Light and Power Department to save fuel.

A. E. Medcalf, manager of the Nursery Shoe Co., St. Thomas, received word recently that his nephew, Flight-Lieut. A. E. Clark, of Toronto, who went overseas as a private in the 91st ranks, later joining the Royal Flying Corps, has been reported missing.

Percy J. Steel, a well-known retailer shoe dealer St. John, N.B., is now in France with a Canadian unit. He recently sent a letter to Frank Merrill, who is managing his store during his absence, and told him about his first engagement against the enemy.

The many friends of James. Heffering, of Toronto, Ontario representative of the Tetrault Shoe Mfg. Co., Montreal, will sympathize with him in the loss of his son, Harold Heffering, who died on January 17th at the age of 10. He was a bright, energetic boy, who had been confined to bed for many months through leakage of the heart. All that medical aid and skill could do proved unavailing, and the end came after a long period of suffering, which was born patiently. Mr. and Mrs. Heffering have two girls and one boy left.

**THE BEST TAP SOLES BEAR
THIS BRAND**



IF YOU HAVE THE BUSINESS
THEN YOU HAVEN'T THE
TIME to waste in the delusive hope
of getting prize-package cutting out
of indifferently graded sole leather.

The ready-to-hand Tap Sole is an
integral part of the speed system that
distinguishes modern repair methods
from old-time cobbling.

Star Brand Tap Soles are from
prime portions of selected range steer
hides, tanned by our special vat-
tanned, time-tried process. They are
carefully sorted to give you uniform
high quality.

Be sure to specify "Star Brand" for
your next order.

BEARDMORE & CO.

TANNERS AND SOLE CUTTERS

Toronto

Montreal
CANADA

Quebec, P.Q.

The Great West Felt Co., of Elmira, Ont., last spring announced their intention of giving a bonus of 10 per cent. to all their employees who would hold their positions to the end of 1917. How satisfactorily this plan worked out is shown by the fact that the bonus for nine months ending January 1st, amounted to within a few dollars of \$5,000. While the employees were awaiting this compliment they were earning usual wages. The additional pay was simply a recognition of their faithfulness in standing by the firm.

Representing the Footwear Reform League, V. E. Taplin, manager of the Natural Tread Shoes, Toronto, spoke to over two hundred members of the Teachers' Association recently, his subject being the condition of children's feet and the necessity for medical inspection of the feet being on the curriculum. He also emphasized the necessity of bringing children up with different conception of what is beautiful in the way of footwear. After the lecture there was an informal talk, and it was decided to arrange for various meetings in connection with the Teachers' Association and schools.

The new plant of J. F. Clark, Limited, which is located at 51 Dube street, Montreal east, will be in operation about the middle of February, and the capacity will be 1,500 pairs per day of all kinds of men's, women's and children's white shoes. It is probable that the initial output of this season will be about 800 pairs a day. James F. Clark will make a trip to the Western Provinces this spring with fall samples, and it is possible that he may continue to handle that territory for some time.

O. M. Hartt died recently in Fort Wayne, Ind. For many years he was identified with the business life of Frederickton, N. B., and it was through his activities that the Hartt boot and shoe factory was established. The company was organized in 1899, and named after Mr. Hartt. In 1905 Mr. Hartt disposed of his holdings and moved to Fort Wayne, where he became connected with one of the big shoe manufacturing concerns in Indiana. He was sixty-seven years of age and is survived by three sons and three daughters.

John C. Breithaupt, secretary-treasurer of the Breithaupt Leather Co., Kitchener, has been appointed, for the twentieth time, chairman of the Water Commission of Kitchener, Ont. In accepting the honor conferred upon him, Mr. Breithaupt expressed his thanks for the continued confidence placed in him and stated that he had always enjoyed doing the work of the Board. The aim of the Commission in the past was to give the citizens the best quality of water at the lowest possible rate.

In a serious fire which visited Listowel, Ont., recently and did damage to the extent of \$200,000 to the business section of the town, among the places completely wiped out were the shoe store of Koch & Spence, and the large stock of boots, shoes and groceries of J. M. Schinbein & Son, who owned the three storey block that was destroyed.

The majority of the shoe retailers in Toronto who do business off Yonge street are opposed to the proposed six o'clock closing movement of which so much has been heard of late. A large number are willing and ready to close at eight o'clock, but contend that any earlier hour would result in the loss of a large volume of business, as the great bulk of the trade in the residential districts is done after six o'clock in the evening. Eight o'clock seems to be the most acceptable hour to all.

A federal charter has been granted to the Thornton Rubber Co., Limited, with a capital stock of \$50,000 and headquarters in Oshawa. The company is empowered to manufacture and deal in rubber, rubber products and rubber goods, and to conduct the business of coating, rubberizing, backing and otherwise treating or finishing textile or other fabrics.

B. F. Ackerman, Son & Co., Peterborough, are busy at the present working on spring orders. Everything in

connection with their new plant is going nicely and their output is daily increasing. The firm report that prospects for a big business in their lines look exceptionally bright. Their range of men's, boy's youths' and little gents' Standard screw shoes has taken well with the trade and the company have been obliged to turn down some large spring orders.

Bennett Limited, of Chambly, have secured the services of Professor O. F. Bryant, who will take charge of an experimental plant which they are installing to experiment on raw materials which go into the making of fibre board. Professor Bryant has had long experience in work of similar nature, being an authority on pulp and paper. He was for considerable time connected with some of the leading companies in the United States, as chemical engineer. He was lately connected with the Forest Product Laboratory of Montreal.

The ninth annual ball of the Benefit Society of Getty & Scott, Limited, of Galt, Ont., will be held on Friday, February 8th, in the city hall. The officers of the Benefit Society, which is a well managed and flourishing organization are: Hon. presidents, F. S. Scott, M. P., Wm. Chamberlain; president, E. J. Beckford; vice-president, J. Palmer; secretary, W. Cudney; treasurer, Wm. Booty; executive, C. Wilson, J. Percival, J. Murray, H. Kelford, W. Stevens, F. Wickens, J. McCash.

Edgar A. Shee, the well-known leather man of Quebec City has issued a beautiful calendar which depicts a picture of a nurse, and is appropriately entitled "Blessed are the merciful." This is a reproduction in full color of the original painting by Gabriel Nicolet, the famous French artist.

The headquarters store of Robt. Neill, Peterborough, was destroyed on January 26. The cause is supposed to have been the explosion of the heating apparatus and the flames spread rapidly. The whole Neill building with its large stock of footwear was completely wiped out, and the flames spread northward and southward, doing damage to stores at both sides. Mr. Neill was the owner of the building and his store was one of the largest in Central Ontario, being used as a distributing centre for a chain of half a dozen others in various parts of Ontario. The loss on the building and stock is estimated at \$200,000 which was partially covered by insurance. The many friends of Mr. Neill will sympathize with him in the misfortune which has visited him.

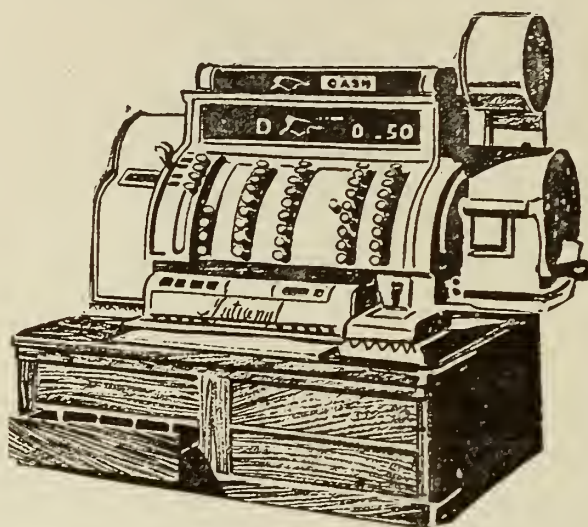
Pte. Jas. McGill, a former Arnprior boy, has returned from the front where he took part in the battles of St. Julien and Ypres. He was employed for a number of years in Farmers' Shoe Store, Arnprior, and enlisted in August, 1914. Pte. McGill has been sent to Kingston, where he will receive special medical treatment.

The Edmonton branch of the Miner Rubber Co., which was opened some time ago is in charge of Ancus W. Douglas. While the goods are sold by Congdon, Marsh Ltd., travelers, the rubber accounts tributary to Edmonton belong to the Miner Rubber Co., and collections are made from there. The opening of the Edmonton branch has proved very satisfactory to the Miner Rubber Co., and has encouraged them in adopting a progressive policy throughout the West.

Among those who attended the recent shoe style show at the Copley Plaza Hotel, in Boston, were W. F. Martin, Montreal; A. Levy and George E. Boulter, Toronto.

A company has been formed to be known as Edgar Clement Ltd., Quebec City, with a capital of \$200,000. They are to carry on business as tanners and manufacturers of all kinds of side leather, gun metal, velour and colored leathers as well as chrome sole leather, embossed splits, etc. Edgar Clement and E. L. Cantin are the principals.

FOR SALE—Hartford Hand Sole Rounder, first-class condition. F. J. Barry, 797 Gerrard St. E., Toronto.



Your Clerks

Mr. Merchant:

To secure the whole-hearted co-operation of your clerks is of the utmost importance in conducting your business.

If they can be induced to give the maximum of productive effort, they will be a valuable asset to your business. To secure this result, encouragement and the proper inducement must be given.

It should be your aim to get your clerks to view the business from your point of view; to place before them any or all of the information at your command, which, if given to them, will net returns.

A careful investigation reveals the fact that National Cash Registers are a big factor in determining who are the best clerks. They are endorsed by thousands of clerks and merchants in all parts of the world.

Tear off the coupon and mail it to us, we will send you valuable literature on store systems, free. Talk with our representative, because he can be of assistance to you and is trained in store efficiency.

**The National Cash Register
Co., of Canada, Limited**

Toronto

Please send me information about your system as applied to my store.

Name

Address

Business

The shoe store of John R. Buchanan, St. Stephen, N.B. was somewhat damaged by fire recently and his stock of shoes suffered to the extent of several hundred dollars.

E. Frechette & Co., dealers in shoes and men's furnishings, Montreal, recently assigned.

The assets of A. Saucier, of Montreal, manufacturer of children's shoes, are advertised to be sold on February 5th.

Odilion Gagnon, jobber of shoes, Montreal, recently assigned.

R. L. Stiles, of Montreal, manager of the John R. Evans Leather Co., spent a few days in Toronto, Kitchener and other points last week on business.

Among the recent callers on the trade in Montreal were Messrs. Chas. Newton, of Robinson & Co., Winnipeg; Buckler, of Buckler & Son, Winnipeg, and Pocock, of the Winnipeg Shoe Co., Winnipeg.

R. J. Kidd, general manager for Robt. Neill, shoe retailer, Peterborough, Ont., was in Montreal lately on business.

R. Coles, of H. J. Daly & Co., who bought out the A. E. Rea departmental store in Ottawa, was in Montreal lately on his way to Boston on business.

Geo. E. Chambers, who for seven years past has been the energetic manager of the Regal Shoe Store, Toronto, was recently given a substantial interest in the establishment by J. B. Kilgour, proprietor of the Regal Shoe Stores in Winnipeg and Toronto. This recognition of Mr. Chambers' executive ability is pleasing news to his many friends.

Capt. Howard C. Blachford, of Toronto, former president of the Toronto Shoe Retailers' Association, who for some months has been with the equipment department of the Royal Flying Corps, is now in England.

W. T. Fegan, proprietor of the "Big 8s," Queen street west, Toronto, and wife have gone to Atlantic City, where they will spend a few weeks.

W. P. Hodges, sales manager of Geo. A. Slater, Limited, was in Toronto last week on business.

The many friends of Jas. P. Buchanan, Ontario representative of the Smardon Shoe Co., Montreal, will regret to learn of the death of his wife, who passed away on January

22nd, at her late residence, 4725 Western avenue, Westmount, Que. The deceased, whose maiden name was Belle Rough, had been ailing for some time and was well known and highly respected.

Alfred Winn, of Toronto, who for some years has represented E. T. Wright & Co., of St. Thomas, in Quebec and the Maritime Provinces, is now with Palm-Olive Soap, having his headquarters in Calgary.

BREEZY PARAGRAPHS FROM VANCOUVER

There has been very little excitement in the retail trade in Vancouver during the last two weeks. The usual January sales are in full swing, and several that began before Christmas are still running. The volume of business is reported about normal. The few inches of snow did not stay long enough to make any great rush upon the rubber stocks, and unless some hard weather arrives shortly there may be heavy stocks carried over until next winter. However, the shoemen are in fine spirits and anticipating a good business during the coming season.

"Conservation" is the word that is coming before everyone everywhere. Everybody is asked to save here and save there, but one can look around and see any amount of unnecessary waste. The much-despised old shoes to-day have far more value in them than may be imagined. The old uppers, that are more often put in the furnace, would supply a repairer with patching material. A shoe repairer reports having been in the workshop of one of the shoe stores and noticing a pair of ladies' high Champagne kid balm amongst the rubbish waiting to be taken away, he called the attention of the foreman to them. The foreman agreed that at any time he might be stuck for a piece of patching of that particular shade and put them on one side. A few weeks later he was glad to utilize them in the repairing of another pair of the same shade.

A feeling of good fellowship has been shown by the Kitsilano repairers in getting together and agreeing to raise their prices in accordance with the lists issued by the Repairers' Association on January 1st. Space was taken

(Continued on page 59)



A clever, seasonable and effective window setting recently installed in J. T. Heath's shoe establishment, Orillia, Ont., by M. Standbrook, window trimmer for the store.

The Just Wright
TRADE MARK SHOE



Stock No. 15
Myopia Last
Gun Metal Calf
Custom Bal.
Neolin Sole, Rub. Heel.
Sizes: C, 6 to 10; D, 5 to 10.

This shoe and a number of others equally as handsome, saleable and serviceable are illustrated in a new **IN-STOCK CATALOGUE** just off the press, which should be on your desk.

It gives description and prices, and is a big factor in the Wright Way to do a big business with **WRIGHT SHOES**. Send for it.

E. T. Wright & Co.
(Inc.)

St. Thomas,
Ont.

Rockland,
Mass.

The Just Wright
TRADE MARK SHOE

Hamilton Shoe Retailers Get Busy

Enjoyable and Enthusiastic Banquet Marks the Event—Co-operation and Harmony Now Prevail in the Ranks—A Forward Movement for the Welfare and Advancement of the Trade

BING! Bang! Boom! and the Hamilton Retail Shoe Merchants' Association came into public and official notice at their splendid banquet, Wednesday evening, January 30th, in the Connaught Hotel, Hamilton.

The organization of this enthusiastic association is a fitting example of what a little desire, determination, effort and co-operation will do in forming an organization that will be greatly beneficial to the shoemen of any community. It is no secret, nor do we offer any apology when saying, that for years a spirit of indifference existed among the shoe retailers of Hamilton that could not help but prove detrimental. Human nature awakens slowly, but eventually a few of the wiser, more cautious and far-seeing dealers realized that a get-together movement would result in nothing but a general improvement and betterment of trade conditions, of which all would reap the benefit.

About three months ago initial action was taken by two or three of the progressive ones who called on others and found a surprising response in favor of the movement. Efforts were extended, culminating about two or three weeks ago in the formation of an Association with practically all the shoe dealers in the city enrolled. The two or three exceptions will probably fall in line when they realize the tremendous benefits an organization of this kind can be to the trade in Hamilton.

The officers of the new Association are—S. Spence, president; W. A. Smith, vice-president; M. Kickley, sec.-treasurer; Executive Committee—Thos. Ross, C. D. Jones, A. Rickerds, J. McPhail, A. Wilson.

The banquet Wednesday night marked the rising of the sun of co-operation on a new day for the shoemen of Hamilton. To say that it was a huge success is putting it mildly and everyone present was willing to concede that it was more than a success. When Hamilton starts out to do something it generally does it and the shoemen of Hamilton certainly did it at this social function.

What impressed one most was the enthusiasm and splendid spirit shown by the fifty members and friends present.

John Lennox, Hamilton's big jobber, ably held down the chair and began with the unique idea of asking each person to rise and state who he was, how he came to be there, and what he was there for. This drew some humorous explanations, among them being: "I came for a good square meal," "I came because I was asked," "I'm here because I am here." But all were a unit in declaring their willingness to help the organization and to help do anything to better the shoe trade in the city of Hamilton.

Among those present indirectly connected with the shoe trade industry were Russell Kelly and R. L. Smith, representing the Board of Trade; H. H. Frances, local manager of the Consolidated Rubber Co.; W. S. Duffield and Walter Duffield, of the John McPherson Co., Hamilton; R. B. Griffith and J. S. Townsend, jobbers, Hamilton; K. C. Savage, of Clark Bros., St. Stephen, N.B.; Ken Murray, of the Murray Shoe Co., London, and an Ottawa firm was also represented; Mayor Booker, of Hamilton; J. C. Acton and F. B. Utley, of the SHOE AND LEATHER JOURNAL, Toronto.

Every one of the gentlemen spoke emphatically of their approval of the Association and expressed their willingness

to co-operate. Mayor Booker, who came late, received a welcome worthy of his popularity. He spoke of present conditions and alluded to the present dark cloud resting on the world, then gave an optimistic view by turning the silver lining out, showing that the ultimate triumph of the allied powers will be sure to bring new and better conditions under reconstruction.

Some of the things for immediate consideration of the Association are early closing, rendering assistance to the Fuel and Light Controller, the elimination of discounts, etc.

The musical programme was well looked after by Booster Billy Smith. Ken Murray took the house off its feet with his singing and playing. Ken can do an impromptu stunt with an artistic finish.

Mr. Utley, of the SHOE AND LEATHER JOURNAL, Toronto, entertained the company with a few rapidly drawn cartoons, one of the Kaiser being of particular interest.

The officers and executive were highly gratified at the results of the banquet and consider it a potential factor in the launching of the new Association.

Notes on the Side

"Billy" Smith, chairman of the Booster Committee, was always on the job.

Secretary Kickley is no kicker, he's a booster.

That "after meeting" brought out accounts of experiences that could not happen any place but in Hamilton.

If a man buys a pair of shoes, gives them to his fiancée, afterwards jilts her, she sues for breach of promise, he gets the shoes, brings them back, asks for refund—what would you do? Who owns the shoes? Ask J. W. Leslie's shoeman.

If a woman returns a pair of worn spats and gets another pair, then returns them, and so on for three or four pairs, how will you dispose of the returned goods? Ask Arthur Wilson.

CHANGE IN EDITORIAL STAFF

Mr. G. B. Van Blaricom, who for the past seven years has edited the SHOE AND LEATHER JOURNAL, has severed his connection with the Acton Publishing Co. to take editorial charge of the "Canada Lumberman." "Van" has made a host of friends in the shoe and leather trades through his genial personality and genuine interest, and nowhere has he been more appreciated than by those who have been associated with him on the staff and in connection with the company. He leaves with the utmost good wishes of the management and staff, and all join in the hope that his talents may find in his new sphere of usefulness the success he deserves.

His work will be taken up by Mr. F. B. Utley, who for a considerable time past, in addition to having charge of the art department of the Acton publications, has been a staff writer in special business subjects in the SHOE AND LEATHER JOURNAL. Mr. Utley is already personally known to many of the trade and will need no introduction to our readers.

BREEZY PARAGRAPHS FROM VANCOUVER

(Continued from page 57)

in the Kitsilano press to acquaint the residents of the raise, due to the continued advance in the price of materials. These men are to be congratulated upon the diplomatic manner in which they have dealt with a delicate problem and their methods are commended to other districts.

The makers of loggers' boots are all working at full pressure, the logging camps being able to continue their work, as little or no snow has fallen this year.

The repairers all over the city and suburbs are kept busy, many having to keep working early and late. Messrs. D. Taylor and A. H. Stebbings have each installed new power finishers.

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.

Sole Leather Softener

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

If you are having trouble with your leather, being hard and breaking — write for sample gallon of our sole softener, which will soften any kind of stock without injury.

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

NEW APPOINTMENTS AS WESTERN MANAGERS

As announced in the last issue of the SHOE AND LEATHER JOURNAL, F. M. Morgan recently resigned his position as manager of the Winnipeg branch of Ames-Holden-McCready Limited, and has been succeeded by E. P. Hall, formerly manager of the Edmonton branch, and for many years



E. P. Hall, Winnipeg

connected with the Winnipeg warehouse. Mr. Morgan is one of the oldest employees of Ames-Holden-McCready Limited, having been identified with the organization for thirty-two years. He was formerly a traveler and later was made manager of the Edmonton branch, about three years ago being promoted to the managership of the Winnipeg



F. M. Morgan, Winnipeg

branch. Although he has been attending to his duties regularly, he has not been in good health for some time, and it is understood that he has decided to take a much needed rest before making any plans for the future.

Mr. Hall, the new manager of the Winnipeg branch,



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.**

has had long experience as salesman and previous to entering upon his duties in Edmonton, was manager of sales in the Winnipeg branch, where he spent ten years on the travelling staff. Prior to going on the road, he sold shoes retail for a couple of years. Mr. Hall has been manager of the Edmonton branch for nearly three years.

His successor in the capital city of Alberta is N. M. Lynn, who has been leading salesman at the Winnipeg branch for a number of years. Mr. Lynn goes to Edmonton carrying the best wishes of a host of friends in the west.

MINER RUBBER CO. OPENS NEW BRANCH

A new branch of the Miner Rubber Co., is being opened in Regina and H. Roy, of the staff of Congdon, Marsh Limited, Winnipeg, has been appointed manager. The Miner Rubber Co. a year ago bought a very fine warehouse and site in Regina for the purposes of this branch and while they had intended to stock the building in September last in time for fall and winter requirements, the factory found their demands were such, owing to increased business and difficulty in securing labor, that they were unable to turn out the necessary amount of goods in time, with the result that the opening of the warehouse was postponed. The stock, however, is now on its way and the Regina warehouse will be opened the first week in February.

Congdon, Marsh, Limited, are the sole selling agents for Miner rubbers in the Prairie Provinces and the goods for the Regina branch will be disposed of exclusively by Congdon, Marsh travelers. The accounts will be handled from Winnipeg and collections made from there in the usual way. The warehouse in Regina will, therefore, be more of a distributing one than a properly constituted branch. It is the intention to put in a stock of leather goods, both in Edmonton and Regina, as soon as the war is over and trade conditions become more normal.

DEATH OF WESTERN PIONEER SHOEMAN

In the last issue of the SHOE AND LEATHER JOURNAL reference was made to the death of Margaret L. Telford, wife of Wm. Shannon, shoe retailer of Prince Albert, Sask. Scarcely a week after the passing of his life companion, Wm. Shannon also died, following a brief illness. He leaves a daughter, Margaret L. Shannon and a son, Jas. T. Shannon, who have widespread sympathy in the double bereavement

I find the "Shoe and Leather Journal" a most interesting and welcome trade paper. The editorials and "Stray Shots from Solomon" are both timely, bright and instructive.

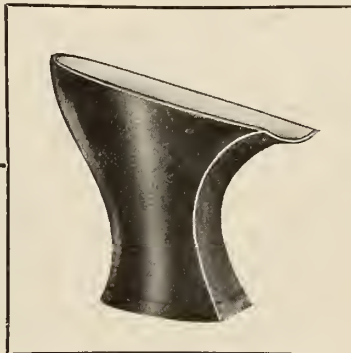
Elmira, Ont.

O. H. VOGT.

which befell them during the Christmas holiday season.

The late Mr. Shannon was 69 years of age and came to Monreal from Ireland in 1866, becoming a cutter in the Ames-Holden shoe factory. In 1878 he removed to Winnipeg and assumed the management of Dodd & Company's shoe store. Six years later, he and Mrs. Shannon arrived in Prince Albert, having gone across the prairie from Winnipeg by ox cart. Mr. Shannon established the business which to-day bears the name of Wm. Shannon & Co., and is one of the oldest firms in Prince Albert. The first shipment of stock which he ordered for his business was destroyed by a fire that burned the railway depot at Qu'Appelle and thereafter, for many years, stock had to be brought in by ox train from Winnipeg.

Mr. Shannon was of a quiet, unassuming disposition and made many warm friends throughout Northern Saskatchewan.



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



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

Rivaling Genuine Kid

Surface Kid is a decided advance on genuine kid. It has a beautiful grain with a pliable texture like that of Chamois. More economical than kid and less expensive, and will not scuff.

In Black and Colors

Head Office:

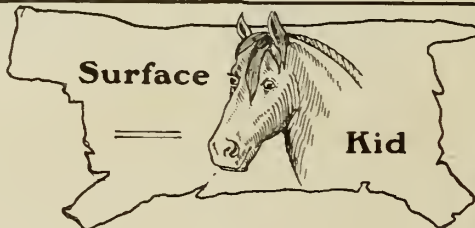
491 St. Valier St., Quebec

**LUCIEN
 BORNE**

Send for Sample

Montreal Office:

152 Lemoine St. W.



DEATH OF A. W. VERMILYEA



A. W. Vermilyea, of A. W. Vermilyea & Son, shoe retailers, of Belleville, Ont., passed away on January 21st, in his 83rd year. He had been ailing for a couple of months, but until then had enjoyed remarkably good health.

Previous to starting in the shoe line in Belleville some thirty-eight years ago, Mr. Vermilyea had been a cheese box manufacturer, a farmer and a miller.

After being in the footwear business for some time, he took his son, S. W. Vermilyea, into partnership. The latter passed away a few years ago. The late A. W. Vermilyea was a man of strict integrity and sterling qualities, a prominent figure in the Methodist Church, and a member of Belleville Lodge No. 123, A. F. & A. M. He leaves a widow, one son, C. H. Vermilyea, clothing merchant, Belleville, one brother and one sister.

Verv many in the trade will regret the passing of Mr. Vermilyea, who although he had not actively participated in the shoe business during the past few years, always retained his interest in the store and nothing delighted him more than to go there on busy afternoons and meet many old friends from all parts of Hastings County. His grandson, Capt. S. E. Vermilyea, enlisted a couple of years ago for overseas service.

Robert Lashbrook, who for more than two score years was engaged in the shoe business in London, died recently at his residence at 909 Richmond street, London. He was one of the best known men, having lived there forty-four years. Until his retirement, three years ago, he conducted business

on Richmond street, near Central avenue. Mr. Lashbrook was born in England 82 years ago and leaves four sons and two daughters. The sons are Sergt. Thos. H., who went overseas with the 142nd Battalion, Arthur, of Detroit, Fred. and R. S., of London.

Jas. Heffering, of Toronto, Ontario representative of the Tetrault Shoe Mfg. Co., and wife have gone on a trip to Cuba, where they will spend a few weeks.

ASSISTANT MANAGER LARGE SHOE DEPARTMENT, married man, desires change; eight years' retail experience; careful buyer; practical and can install stock system; will build up trade. Box 27, SHOE AND LEATHER JOURNAL.

Baker's New Bottom Polish



(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.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS

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,

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester.

**HIDE and LEATHER
FACTORS**

and at Kettering, Northampton
Bristol, and Norwich.



“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.”

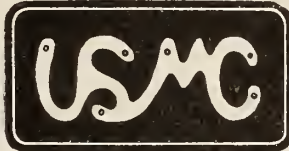
INDEX TO ADVERTISERS

A	PAGE	E	PAGE	P	PAGE
Ames-Holden-McCready, Limited.....	8	Edwards & Edwards	60	Palmer-McLennan.....	16
Ackerman, B. F., & Co.....	40			Pfister & Vogel Leather Co.	14
Aird & Son.....	50	F		Parsons, C., & Son.....	50
Adams Shoe Co.....	13	Freeman, Louis	52	Palmer, John C.....	14
		Foerderer, Robert H.....	3	Parker, Irwin.....	60
B					
Beardmore & Co.....	54	G		R	
Boot & Shoe Workers' Union	6	Gagnon, La Chapelle & Hel ert ..	17	Robinson, James.....	15
Bell, J. & T., Limited.....	7	Gutta Percha & Rubler Co	44	Routier, Luc.....	62
Bennett, Limited.....	9	Getty & Scott, Limited	48	Ryan, Thos. & Co., Limited.....	16
Breithaupt Leather Co.....	10				
Borne, Lucien.....	62	H		S	
Blachford Shoe Mfg. Co., Ltd. 35,36,37,38		Hartt Boot & Shoe Co., Limited ..	47	Samson, J. E.....	62
				Staynes, W. H., & Smith.....	63
C		I		Schmoll Fils & Co.....	64
Cobourg Felt Co.....	63	Independent Rubber Co.	46	Slater Shoe Co., Limited.....	I.F.C.
Cote, J. A. & M.....	52				
Canadian Consolidated Rubber Co... 18		L		T	
Clarke & Clarke.....	43	Landis Machinery Co.....	34	Tetrault Shoe Manufacturing Co.....	11
Clark Bros.....	O.B.C.	Lewis, A. C., Leather Co.....	61	Tourigny & Marois.....	62
Cock of the Walk.....	63	Lagace & Lepinay.....	62	Toronto Heel Co.....	61
D		M		U	
Davis Leather Co.....	5	Marsh, Wm A. & Co.....	62	United Shoe Machinery Co.....	12, I.B.C.
Daoust, Lalonde & Co.....	42				
Dunlop Tire & Rubber Co.....	41	N		W	
Duclos & Payan	43	National Cash Register Co.....	56	Wood-Milne Co.....	40
		Newcastle Leather Co.....	50	Wright, E. T., & Co.....	4
				Y	
				Young, Richard & Co.....	63

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

ATTRACTIVE MODELS FOR EASTERTIDE

Our Representatives are now calling upon
the Trade with Easter Shoe Novelties.

Get in touch with them---it will pay you



John F. Clark

Clark Bros.

Limited

McKay Shoe
Specialists

ST. STEPHEN, N.B.



James F. Clark

SAMPLE ROOMS

709 Lumsden Building	-	-	-	Toronto, Ont.
517 New Birks Building	-	-	-	Montreal, Que.

THE SHOE & LEATHER JOURNAL

SHOE AND LEATHER CAPTAINS



M. J. ADAMS, TORONTO

RUBBER SHOE SPECIAL

How Rubber Shoes
are Made

World's Rubber
Supply

Rubber Footwear Notes

The Pressure Cure



What Constitutes
Good Shoe Buying

BY G. H. ANSLEY

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

THE BEST TAP SOLES BEAR
THIS BRAND



The people who walk most,
Walk most on Star Brand Tap Soles.

Men who know soles
Know no soles equal
Star Brand Tap Soles.

Steer clear of Tap Soles that are
Not made from clear steer hides.

We take time to
Tan our Leather,
That is why it
Takes time to wear it.

Good soles make customers come
back ;
Poor soles make work come back.

The rock-ribbed trail to success is
not easy, but Star Brand Tap Soles
make the going better.

BEARDMORE & CO.

TANNERS AND SOLE CUTTERS

Toronto

Montreal

Quebec, P. Q.

CANADA

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.





Have You Seen
THE AIRD LINE?

Our samples this season make us tremendously enthusiastic for they really excel in style and finish anything we have turned out before, and they have that good reliable AIRD QUALITY of material and shoemaking that has made the AIRD LINE so popular.

*That's why we are so anxious
 you should see the samples.*

AIRD & SON (Registered)
MONTREAL

TRUE of COTE'S

"The Fittest Survive"

Explains the Fifty-year Popularity of



YAMASKA BRAND SHOES

In STAPLE FOOTWEAR this line has survived all competition. Its style and finish for an Everyday Shoe makes it the SUREST SELLER and BEST PROFIT YIELDER the market affords.

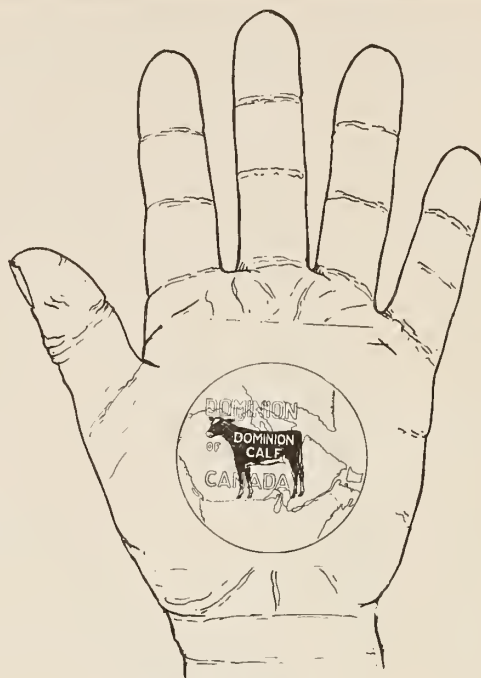
Its wearing qualities, by which it survives the most steady usage, and its popular price, make it the SAFEST shoe on which to build your reputation for Reliable Footwear.

"THE FAMILY IS INCLUDED"

Men's, Women's, Boys', Youths', Girls' and Children's

LA COMPAGNIE J. A. & M. COTE
 ST. HYACINTHE, QUE.

A Great Hand



Duchess Russia
 Royal Purple Russia
 Brown Russia No. 33
 Briar Boarded Calf
 Cherry Willow No. 84

FIVE BIG LEADERS

This hand holds the Shades that "Take" the trade, and put the **WINNING** quality into your shoes.

They maintain the reputation of all

DAVIS CALF LEATHERS

for uniformity of texture and appearance.

There will be no discards when you draw from these.

MATT CALF

Careful selection puts special merit in our line of Matt Calf. It will give more than ordinary satisfaction.

NIGRO CALF

Davis' Nigro Calf is a standard for excellence. It gives your shoes appearance of luxury without extravagance in price.

WIN THE GAME WITH DAVIS'.

Send for Samples.

DAVIS LEATHER COMPANY
 LIMITED
 NEWMARKET, ONT.

Convincing Advertisements that are Winning Trade

This is one of the attractive series we are now running in newspapers throughout Canada. Thousands of mothers have already learned through these talks why it pays to buy Good Shoes for Children, and a splendid trade is going to retailers who are prepared to meet it.

Be Sure Your Hurlbut Line is Complete



Hurlbut Cushion Sole Shoes Solve the Mother's Shoe Problem

CCAREFUL Mothers know that Hurlbut Welt Cushion Sole Shoes are far and away the best shoes to buy for children. They appreciate that it is not the *first cost* that counts. It is "*how long*" the shoes eventually wear and what satisfaction they give.

Hurlbut Shoes are not cheap shoes—they cost more but wear longer, and have two outstanding features that will always distinguish them from other makes. The first is their distinct shape and appearance: **The Hurlbut Welt, The Cushion Insole, the Thick, Broad Extension Sole, projecting and protecting the uppers.** The second is the downright solid quality of the materials used.

The first feature costs you nothing extra. You only pay for the quality of the materials, and these are absolutely the best it is possible to procure anywhere, regardless of price. If we sold Hurlbuts at lower prices, they would not be Hurlbuts at all, for Hurlbut quality never varies, though the prices of raw materials may go mountains high.

Mothers know that the high cost of Children's Shoes is largely offset by our Repair Service. Pamphlet with every pair of Shoes gives full particulars. This, with the splendid wear of the original shoes, helps to make Hurlbuts the "lowest-priced-shoes-per-day's-wear." We only repair Hurlbut Welt.

If you wish to learn still more about this exceptional Shoe, you should write to the makers for a most interesting descriptive booklet—and see the Shoe itself in almost any good shop. Made in sizes 3 to 10½.

If your Local Dealer does not handle Hurlbuts, write us, giving his name, and we will see that you are supplied.

They Cost More—

Sole Wholesale Distributors
for Canada:
Philip Jacobi, Toronto

**HURLBUT CUSHION
SOLE
Shoes FOR Children**

—but Wear Longer

Made at Preston, Ont.,
by
The Hurlbut Co., Ltd.

3

Philip Jacobi - Distributor - Toronto, Ont.



*Every dollar put into
BELL SHOES is a
dollar well invested.*

In BELL SHOES you will find STYLE, HIGH GRADE MATERIALS and GOOD WORKMANSHIP—qualities that are bound to satisfy customers.

Known in Canada for over a century as the best there is in the shoe-making art.



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 Just Wright
TRADE MARK SHOE



Stock No. 13
Talbot Last
Gun Metal Calf Bal.
Sizes: C, 6 to 10;
D, 5 to 10.

There's a heap of satisfaction in having things Just Wright; you can rustle in the day time, you can rest well in the night; and all this satisfaction will be realized by you, when you line up with the shoemen who push

THE
Just Wright
SHOE

In Stock—Ready to Ship
Send for Catalogue

E. T. Wright & Co.

(Inc.)

St. Thomas, Rockland,

Ont.

Mass.

This number will
put edge on your
window and show-
case display, draw
trade and hold it.

Two Strong ADVANTAGE Points:

In purchasing stock there are just two main points of advantage to every retailer. These are

A Big Selection and Prompt Service

We carry a tremendous stock **all the time**, because that's a big advantage to you, and this stock includes **the pick of the choicest lines of best manufacturers**, and our practical knowledge dictates the choosing.

And this immense stock continually on hand enables us to render you the **promptest service possible**. We ship orders within the 24 hours of their receipt, **because we have the goods** and look after **your interests**.

Can't you see the extraordinary advantage the retailer has in dealing with

James Robinson

Montreal

THERE IS NO BETTER

Leather on the Canadian or American market to-day than

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.

Collis Leather Company, Limited

AURORA, ONT.

The New Woburn Superior Leather Gauge

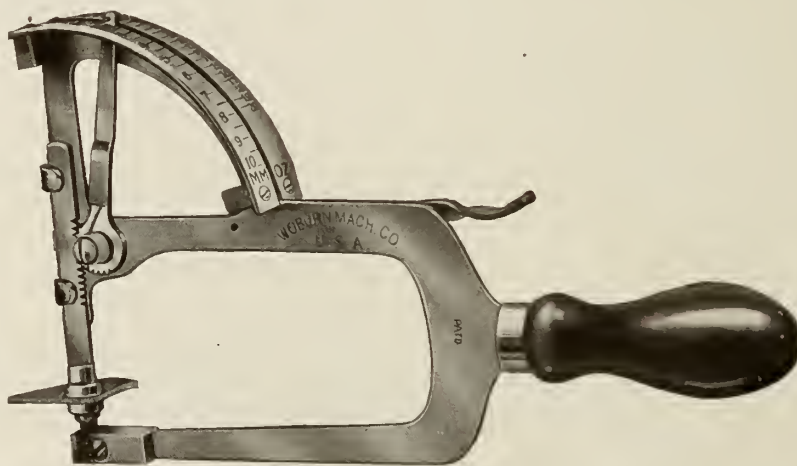
Two GAUGES in one, measuring in both tenths of MILLIMETERS and one-half OUNCES

Every inspector of leather should have one of these gauges as they are considered to be the most accurate ever placed on the market in this or any other country. The Ordnance Department of the U. S. Army regard them so highly that they have purchased eighty-five (85) and the Quartermaster's Dept., nine (9). The leather trade has recognized the value of these gauges as we have received a number of letters congratulating us on our success in perfecting this accurate gauge.

It is very simple in construction and design. There is an adjusting screw by which the accuracy of this gauge can always be controlled. Having but very few parts and on account of its simplicity and accuracy it has been pronounced a perfect instrument by experts, the ultimate gauge both in construction and performance.

We are now prepared to furnish these gauges graduated in one half irons on one index and tenths of millimeters on the other for sole leather purposes.

They are made in two sizes, No. 1, 4½" and No. 2, 6" in depth.



For further information and prices apply to
WOBURN MACHINE CO., Woburn, Mass., U. S. A.



Life-Buoy Footwear

The Development of Life Buoy Rubber Footwear

The Most Complete Modern Rubber Footwear Plant in Canada. A Specially Equipped Factory for a Highly Specialized Product.

THE Kaufman Rubber Company's plant at Kitchener is the last word in rubber factory

construction and equipment, the most recent and complete embodiment of the best ideals of rubber shoe design and construction. It is the result of years of previous thought and experience in which, to a thorough knowledge of Canadian rubber shoe requirements, is added the results of a careful study of the methods of the best rubber mills on the continent.

The Kaufman factory was built expressly for "Life-Buoy" rubbers, and is, therefore, from the foundation up, planned, equipped and



furnished to give to "Life-Buoy" products that distinctiveness that makes them different in so many respects from similar products in and out of Canada. They have that touch of individuality characteristic of purposefulness that has contributed to put them in a class by themselves.

The factory is an immense modern structure, with a floor space of about 150,000 square feet. Some idea of the marked expansion of the

business is afforded by the fact that from a comparatively small beginning ten years ago, the capacity has reached 6,500 pairs per day, representing an annual output of

considerably over one million dollars. The business has developed to such an extent that already the accommodation of their large premises is being found inadequate.

Jacob Kaufman, the founder of the business, has been a resident of Kitchener for forty years, and is one of the most respected citizens of

The **KAUFMAN RUBBER CO. Limited**
HEAD OFFICE AND FACTORY
KITCHENER ONTARIO

BRANCHES

VANCOUVER
EDMONTON
SASKATOON
REGINA
WINNIPEG

LONDON
TORONTO
OTTAWA
MONTREAL

QUEBEC
ST. JOHN
TRURO
CHARLOTTETOWN



Life-Buoy Footwear



J. KAUFMAN
President and Founder



A. R. KAUFMAN
Manager

Life-Buoy Footwear



that great manufacturing centre. He was also founder of the Merchants' Rubber Co., which was one of the Kitchener concerns merged a few years ago in the Canadian Consolidated. His two sons, A. R. Kaufman and M. R. Kaufman, are actively identified with the business, A. R. being manager and M. R. secretary. They were both educated in Kitchener public schools and Collegiate Institute, and afterwards attended Toronto University. Mr. A. R. Kaufman, manager, has made a most thorough and practical study of actual manufacture, having spent a period of five or six years gaining much useful knowledge in the different factory departments. It is to this fact that the present superior quality of the "Life-Buoy" product can be largely attributed. Mr. W. E. Wing, who was also formerly connected with the Merchants' Rubber Company, and with the present company since its organization, is the energetic sales manager.

The Kaufman Rubber Company from the commencement have made it their definite policy to get into and keep in constant and direct touch with the retail handlers of rubber footwear. Their product is sold through branch warehouses under their own name, in all the leading cities from Vancouver to Charlottetown, and they claim that this enables them to know the real needs of the country in rubber boots and shoes. Their lines enjoy a reputation and standing of which the firm and its customers may well feel proud, and are the result, not of an



Life-Buoy Footwear

arbitrary selection of styles and the forcing of them upon shoe buyers, but a most careful study of the needs of the particular sections of the country where they are to be sold and worn.

As to quality, there has never been the slightest uncertainty about "Life-Buoy" goods. Anyone knowing the personality and influence of the founder of the concern would expect the goods to be in keeping with the characteristics that have made his name one of the most honored in Kitchener. "Quality First" has always been the watchword, and nothing is permitted to interfere with the fullest possible translation of this ideal into "Life-Buoy" rubber footwear. Not only is this true of the quality and workmanship, but also in regard to the fit and designs of their styles, both in light rubbers and sporting goods. Like all other rubber manufacturers, the company have more recently had their share of troubles in regard to purchase and delivery of materials, as well as labor, but through it all they have held firmly to the idea that poor goods are the unpardonable sin of rubber shoe manufacturing, probably to a greater extent than many other lines of manufacture.

Their lines for the current season fully exemplify all the ideals of correctness of style, thoroughness of workmanship and perfection of finish that have from the beginning been associated with "Life-Buoy" rubber footwear and have gained for this plant its enviable reputation.

Life-Buoy Footwear



W. E. WING
Sales Manager



M. R. KAUFMAN
Secretary



Life-Buoy Footwear



Life-Buoy Footwear

“Life-Buoy”

Superior Quality

RUBBERS

Our salesmen will call on you shortly with a complete line of samples, prepared to receive your orders for

FALL PLACING

Remember, “Life-Buoys” have built a wear-reputation that holds your rubber trade.

Wait for our travellers.



The Kaufman Rubber Co.

Limited

Kitchener, Ont.

BRANCHES

VANCOUVER
EDMONTON
SASKATOON
REGINA
WINNIPEG

LONDON
TORONTO
OTTAWA
MONTREAL

QUEBEC
ST. JOHN
TRURO
CHARLOTTETOWN



Life-Buoy Footwear



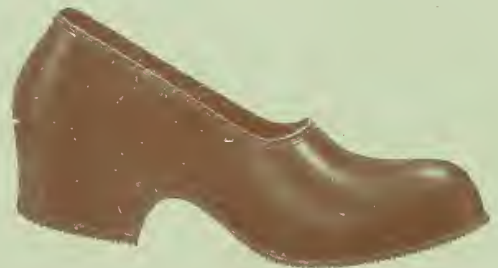
Life-Buoy Footwear

Spring Sorting

Why not let us send you a sample shipment of "Life-Buoys" now to test? Get acquainted with our lines, note their superiority in

Wearing Quality and Fit, and other brands will in future be unable to satisfy your requirements.

Address Warehouse nearest you.



The
KAUFMAN
Rubber Co.
Limited
Kitchener, Ont.



IF YOU WANT
GOOD PRINTING

At reasonable rates
and a SERVICE that
cannot be excelled

WE CAN SUPPLY THEM

*
Are you using up the
postage you are pay-
ing for on your letters
these days?

Use a little GOOD
PRINTING to back
your letters.

*
The Acton Publishing Co.
Limited
TORONTO MONTREAL

COLOR WORK A SPECIALTY



IN-STOCK

*The shoe that
is always better
in value*



*than is
indicated by
the price*

No. 232—Women's Gun Metal Bal, imitation wing tip, 8" gray buck top, Goodyear welt, C and D width, 2½ to 7.

Price \$6.70

No. 380—Women's Black Kid Bal, plain toe, 8" pearl gray cloth top, Goodyear welt, C and D width, 2½ to 7.

Price \$5.50

PERTH SHOE CO., LIMITED

Largest Manufacturers of Women's Welts
Exclusively in Canada

PERTH

ONTARIO

Reliable STAPLES

Every shoe dealer needs a reliable staple on which he can depend. There is always big call for such shoes. The "PETERBORO SHOE"

For Men, Boys and Youths

is just such a one as will fill this requirement. It is the shoe you need to round out your stock. It will give that satisfaction every customer desires, because it is made right from beginning to end, and has that attractive finish that creates sales.

Priced to pay you well for handling

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONT. Western Branch: REGINA, SASK.

WEAR AND APPEARANCE

In this Union Lies the Strength of the Appeal in our

High-Grade Shoe Leathers

WEARING QUALITY is Paramount in our choice of stock.

ELEGANT APPEARANCE is the result of our carefully studied processes.

The manufacturer has learned to depend on the UNIFORMITY of these qualities—knows he can be sure of the Finest TEXTURE and FINISH, and can rely on ECONOMY in cutting.

You can put SPECIAL CONFIDENCE in our lines of

ELK—Black and Colors.

RUSSET—Oil Grain.

MENNONITE GRAIN—Black and Red.

Combination, Smooth and Boarded Pebbles.

Ooze Splits in Black and Colors.

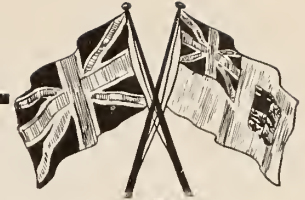
Russet and Black Collar Leather.

Vegechrome, Black and Chocolate.

Imitation Gun Metal.

A. DAVIS & SON
LIMITED

KINGSTON
ONTARIO



Seeing It Through

The year's record shows that TRICKETT'S have spared neither men, means nor energy to further the great purpose of the Allies in bringing the present great conflict to a speedy and righteous end.

TRICKETT'S SLIPPERS

have been supplied to Trickett customers as men, material and shipping have been available, and at prices dictated by actual existing market conditions. The fairness of this policy is best evidenced by the endorsements TRICKETT'S continue to receive from their customers of

Nearly a Quarter of a Century

We are continually expecting a little more easement of pressing conditions, of which the Canadian trade will receive benefit as soon as it occurs.

Sir H. W. Trickett, Limited

Waterfoot, near Manchester, England

CANADIAN REPRESENTATIVE:

J. S. ASHWORTH, MANCHESTER BUILDING, TORONTO



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED



Tetrault Welts



The Door of Opportunity



For the success-seeking dealer—the door that leads to a wider field of trade and a larger margin of profit, opens at the touch of

TETRAULT WELTS

It Swings Both Ways

IN to the unbeatable TETRAULT SERVICE that never falls down in delivery and co-operates with you in every detail of commercial dispatch.

OUT to a host of customers that TETRAULT WELT SHOES never fail to charm with their Style, Durability and Price.

Tetrault Welts
are the dealers'
Golden Opportunity

Sold by all the leading jobbers throughout Canada

Tetrault Shoe Manufacturing Company

Largest Manufacturers of Goodyear Welts in Canada

Montreal

Office and Warehouse
9 RUE DE MARSEILLES
PARIS - FRANCE

MAXIMUS PATENT LEATHER

Mahogany Battleship Pearl Gray
 White Drab

THE LEATHER THAT DOES NOT "PIPE"

Peerless Glazed Kid Ruby Glazed Kid
Peerless Matt Cabrettas

JOHN R. EVANS LEATHER CO.

OF CANADA, LIMITED

Specialists in Glazed Kid and Upper Leathers

214 LEMOINE ST.

MONTREAL

We offer the number shown on this page, with fullest confidence that retailers throughout Canada will see in it an opportunity for sorting to advantage.



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

A card from you will start the shoes to you by return express.

Mail buying is handled by us with the most exacting regard to detail.

Write that card NOW

The Adams Shoe Co., Limited

Toronto

**Mail Sales
Department**

Canada

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



Your Customers Ask for Them

The most dangerous thing to experiment with in the shoe business is OIL TANS. Stick to lines you know will sell and bring the customer back.

Moose Head Brand Oil Tans

Are no new fangled experiment. They have a record behind them of FIFTY YEARS. And they are better to-day than ever before.

HAVE YOU SEEN THE PALMER TRENCH BOOT?

John Palmer Co., Limited
 Fredericton, N.B.



INDEPENDENT RUBBER SERVICE



They Stand Alone

"Far from the maddening crowd's ignoble strife."

THE supreme test of Rubber Footwear Value, of course, is "Wear." In this severe northern climate wear means essentially RUBBER. The old talk of rubbers wearing "like iron" is beside the mark. Rubber quality ensuring durability and comfort in wear does not call for the characteristics commonly associated with horse shoes. The great essential is pure, properly treated, raw rubber, and a sufficient quantity to ensure "resiliency" as well as imperviousness to water. "Independent" Rubbers have won their present proud position in the Canadian field by their unchallenged record in this respect. They contain a far higher percentage of pure gum than most of the high grade shoes made on this continent.

Alone in Their Style

"Independent" Rubbers had their very beginning in the demand for something better as well as "something different" from those prevailing on the Canadian market when they first made their appearance. The constant aim of "Independent" distributors who are all, as a rule, shareholders in the Independent Rubber Company, and their wide experience in selling footwear of all kinds, is brought to bear each year upon the problem of turning out not only the best but the most saleable lines of footwear on the market. Every line is carefully gone over with regard not only to its particular adaptability to certain shoe styles, but to the needs of certain districts. "INDEPENDENT RUBBERS" are therefore the product of no one mind, but the concentrated ideals of men who have spent a lifetime in the shoe business, and who know the retail needs of their particular districts from the ground up.

Outstanding in Shoemaking

"INDEPENDENT RUBBERS" are the newest and best in rubber SHOEMAKING. The factory is equipped with the most approved machines and appliances for getting the best

possible results from the high grade materials used in production. Wide expert experience in mechanical supervision, thoroughly trained and skilled help in shoemaking departments and specialization brought to a marked state of perfection all contribute to the results found in the thoroughly made and exquisitely finished lines that are known as "INDEPENDENT." People have often said that they can easily pick out INDEPENDENT RUBBERS by their "classy" appearance and finish. Be that as it may, honest craftsmanship and absolute thoroughness in detail from last to carton mark INDEPENDENT RUBBERS as turned out at their Merriton Factory. For the coming season there are many new features which will emphasize the unvarying policy of the Independent Rubber Co., to keep always to the forefront in Rubber Footwear.

The Independent Service

It is unique in this respect that all "INDEPENDENT" distributors are "Independent" enthusiasts. They know the goods, have confidence in them and back them to the full extent of their experience and faith. There is nothing begets confidence like confidence. You like to feel that the men who sell you goods **believe** in them. Independent Rubber distributors are in touch with all details of manufacture and know that Independent Rubbers are all they can claim for them and more.

Complete assorted stocks are carried at every wholesale shipping centre in Canada from coast to coast, as well as at the factory at Merriton, Ont. A card or wire puts the retailer in immediate touch with any of these "Independent" warehouses. Those at their head represent the cream of the wholesale shoe trade of Canada—men who have grown up with the business and who are recognized as authorities in their line. Their aim and interest is to permanently satisfy and hold customers for "INDEPENDENT RUBBERS," not to sell them goods for a single season.

Order Early and Order INDEPENDENT

Rubbers will not be cheaper; they will be dearer. The man who gets in his order first this year will be ahead of the game. It is the early order that catches and gets the first and best attention. Learn the lesson of this and last year and DON'T WAIT. In the meantime for immediate needs consult any of the following

INDEPENDENT DISTRIBUTORS

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.,		
A. W. Ault Co., Limited,	- - - -	Ottawa Ont.	Limited	- - - -	Regina, Sask.
White Shoe Co.	- - - -	Toronto, Ont.	James Robinson	- - - -	Montreal, Que.
McLaren & Dallas	- - - -	Toronto, Ont.	Brown, Rochette, Limited	- - - -	Quebec, Que.
The London Shoe Co., Limited	- -	London, Ont.	T. Long & Brother	- - - -	Collingwood, Ont.



INDEPENDENT RUBBER SERVICE



Independent Rubbers

And Their Distributors

The Rubber Footwear Industry, in a country where the climatic conditions are such as prevail in Canada through long periods of the year, is manifestly of very great importance; and the product figures conspicuously in the turnover of the shoe trade.

The rapidly extending use of Tennis, Sporting and Vacation Shoes is demanding increased consideration also.

By allowing the Independent Rubber Company, through its able wholesale distributors, to take care of your entire needs in the departments referred to, you have complete assurance that you are putting into your stock the best values the market offers, and that the treatment received will be in accord with the best business ideals.

May be had from these wholesalers.

ENGRAVINGS FAIL

To convey an adequate idea of the merits of the "INDEPENDENT" line. They have also failed this year to reach us in time for display in this issue.

SEE THE GOODS
THEMSELVES

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. Leekie Co., Limited	- - -	Vancouver, B.C.
The London Shoe Co., Limited	- - -	London, Ont.
McLaren & Dallas	- - - - -	Toronto, Ont.
James Robinson	- - - - -	Montreal, Que.
Brown, Roehette, Limited	- - - - -	Quebec, Que.
T. Long & Brother	- - - - -	Collingwood

The Independent Rubber Co., Limited
Merritton, Ontario



INDEPENDENT RUBBER SERVICE



Independent Quality

INDEPENDENT RUBBERS—especially the heavy grades—are built like a ship to stand the strain and wear and tear of hard usage. Made by the recognized best processes they are built to stand hard wear.

That's what gives them quality, the quality that makes your customers ask for them by name.

SEE BEFORE BUYING

Seeing is believing.
You cannot do justice
to yourself and to us
without seeing our
lines for the coming
season.

BE INDEPENDENT
AND STOCK
"INDEPENDENTS"

The Independent Rubber Co., Limited
Merritton, Ontario



INDEPENDENT RUBBER SERVICE



Independent Styles

WAIT FOR THEM

We have "the real thing!" No shoeman can afford to miss seeing our showing for 1918-19. Wait and see our Jobbers' Salesmen.

ORDER
"INDEPENDENTS"

The high cost of leather has popularized rubber footwear and our SPEED KING lines are in this class. We have introduced styles and modes that rival those of leather, and these lines are wonderfully adaptable for SPORTING, VACATION and OUTING USES.

In the regular lines we have kept pace with the style demands in shape and colors and you will find in the Independents a rubber for every shoe.

SEND FOR OUR BOOKLET

The Independent Rubber Co., Limited
Merritton, Ontario



INDEPENDENT RUBBER SERVICE



Independent Big Values

It is the splendid quality of INDEPENDENT LINES that make them such big value. Every pair turned out is made by processes we know to be the best and that will guarantee wear and satisfaction.

And it is the wearing quality that makes them valuable. In fact, they are EXTRA value.

That is why INDEPENDENT LINES are so immensely popular both with dealer and customers.

To be had from the following dealers:

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

SEE THE ORIGINALS

Our cuts are tied up "somewhere in Canada" on account of transportation congestion. Insist on seeing "Independents" before you buy your rubbers for 1918-19.

**THEY HAVE
MADE GOOD**

The Independent Rubber Co., Limited
Merritton, Ontario



McLaren & Dallas Independent Rubber "Special"

McLaren & Dallas

Base of Supplies for

Independent

Rubbers

"Independents" and Independence

YOU are working in the direction of business success and independence when you hand out to your customers goods of "Independent" Quality.

No matter what kind of a community you serve, there is an "Independent" adapted to its every need in rubber footwear; each pair full of appeal to the individual for whom it was designed.

Every sale of "Independents" is a clean-cut transaction. Inferior goods come back, like the proverbial cat and other undesirables. "Independents" stay sold. They yield profit and promote confidence of the kind that builds business.

Kant-Krack

Dainty Mode

Royal

Dreadnought

Veribest

Bulldog

Speed King Tennis and Sporting Shoes

All these brands have made A RECORD FOR SERVICE, on all kinds of feet, in all kinds of weather.

Concentrate your RUBBER BUYING on "Independents" and eliminate your RUBBER WORRIES.

McLaren & Dallas

Wholesale Distributors of Independent Rubbers

30 Front St. West, Toronto

McLaren & Dallas
 Base of Supplies for
Leather, Felt
 and
Rubber
Footwear



McLaren & Dallas Independent Rubber "Special"

The Demand for "Independents" Grows Bigger

"**I**NDEPENDENTS" have taken the position of definite leadership through the consistent maintenance of high quality.

The manufacturers of these lines, from the start, have been actuated by the belief that meritorious goods inevitably gain the place of priority in public favor.

Undeviating pursuance of this policy is inducing ever-increasing business.

We strongly advise you to **PLACE YOUR ORDER NOW** to ensure early and complete delivery.

Some of our leading **LEATHER** lines are :—

The "Imperial" Shoe

The "Varsity"

The "Maple Leaf" Brand

"Witchelk"

The "Sportsman's" Boot

The "Little Canadian"

McLaren & Dallas

Distributors of Leather, Felt and Rubber Footwear

30 Front St. West, Toronto



INDEPENDENT
RUBBER SERVICE



WHITE SHOE CO.

AT THE CRACK OF THE GUN, ON THE TWENTY-FIFTH, our travellers will be on the trail with Rubber placing Samples for the season 1918-19.

The Boys are not a bit worried about how the orders will come, because they will be showing the fast-selling, satisfaction-giving INDEPENDENT LINES:

“Kant-Krack,” “Dainty Mode,”
“Veribest,” “Bulldog,” “Dreadnought,”
and “Speed King,” Tennis and
Sporting Shoes

OUR IN-STOCK LEATHER LINES for immediate sorting, are now complete, embracing a choice selection of staple goods, and featuring Men's and Women's Mahogany and Khaki Calf Shoes, with either Rubber or Leather Soles and Heels.

WHITE SHOE COMPANY

WHOLESALE FOOTWEAR

48 York Street

TORONTO



INDEPENDENT
RUBBER SERVICE



ROBINSON RUBBER SERVICE

The same efficient care and painstaking service directs our Rubber Trade as is found in our leather footwear departments.

Punctuality, promptness and a determination to please, are the foundation stones on which we have built this trade. And just as our long experience has taught us to choose the best sellers in boots and shoes, so our experience causes us unhesitatingly to recommend

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

THE INDEPENDENT LINES

When our travellers call don't lose a moment in ordering, and don't be afraid to order heavily. Rubbers will be worn more than ever the coming season, and it will be to your advantage to order early. You know what deliveries are these days.

JAMES ROBINSON
Montreal



THE KILGOUR RIMER CO. LIMITED

The Strong Centre Link

In the Canada-wide chain of distributors for

INDEPENDENT RUBBERS

Supply your Rubber Footwear needs from our stock of these well known Brands,

Dainty Mode, Kant Krack and Veribest

In Red, White or Black Soles.

The best wearing and best finished lines of Rubber Footwear on the Canadian market.

Our warehouse is always ready with a large sorting stock. You can have utmost confidence in our service on all sorting orders.

Prompt and complete delivery of orders for next season will be assured by **early placing**. All placing orders will be distributed F.O.B.

Moose Jaw, Saskatoon or Edmonton.

The needs of the West are carefully considered in our wide selection of

Boots, Shoes and Felts

We carry a complete stock. Write or wire.

THE KILGOUR RIMER CO. LIMITED

87 Princess St.

WINNIPEG, MAN.



CANADA - - - - - A DOMINION IN 1867
 AMHERST BOOT & SHOE CO., Limited, Incorporated 1867

Excellent Comradeship
 Nation Building and Business Building

For 50 years our Company has
 followed the Flag and kept the
 pace from Halifax to Prince
 Rupert.

SEE HOW WE HAVE GROWN

→ ———
OUR SALES 1867 - - - \$16,266

→ —————
OUR SALES 1917 - - - \$1,170,505

But the present high quality
 has always been the same
 during all this tremendous
 growth in VOLUME.

5000 satisfied customers say
 they got their money's worth.

WE ALSO DISTRIBUTE THE RUBBER FOOTWEAR
 OF THE
INDEPENDENT RUBBER CO., Limited

Amherst Boot & Shoe Company
 Limited

Amherst and Halifax, N.S.

Regina, Sask.



INDEPENDENT RUBBER SERVICE



QUALITY RUBBERS

The most important feature in rubbers is quality, because of its need to withstand the rigors of our Canadian climate. The next consideration is the obtaining of supplies. London's location makes it the centre of all points in Canada, and you can depend upon the London Shoe Company for your

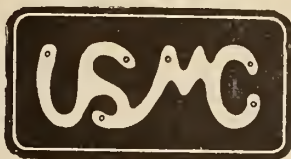
INDEPENDENT RUBBERS

and all other lines of STAPLE, LIGHT, MEDIUM and HEAVY FOOTWEAR.

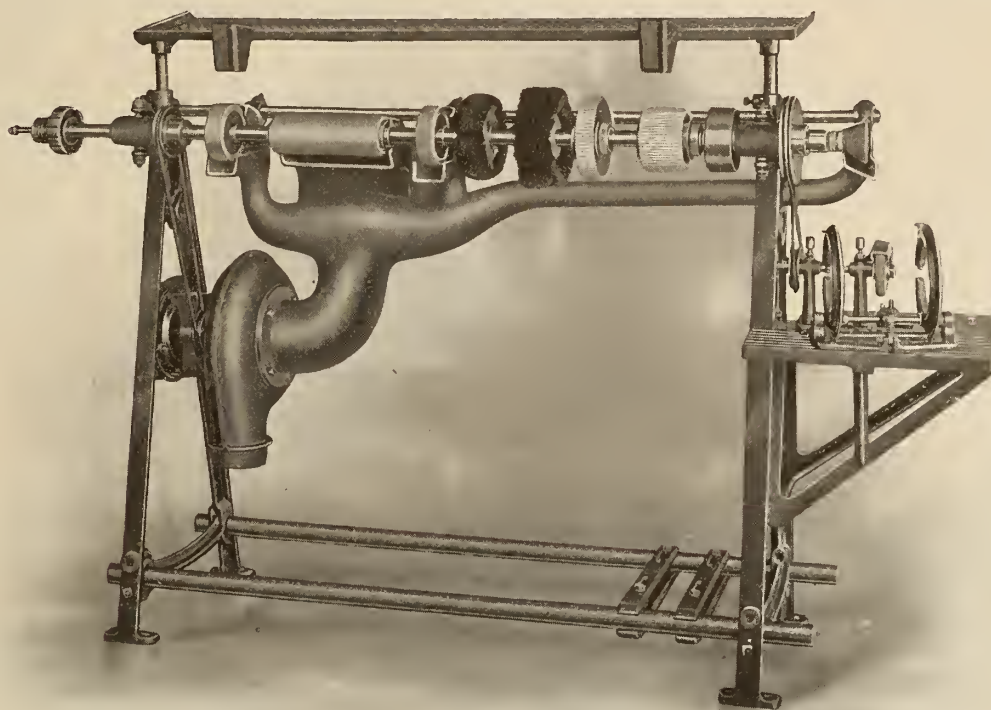
In business for over forty years, and conducted by thorough shoemen who know your needs. ORDER EARLY IS THE PRESENT WATCHWORD.

LONDON SHOE COMPANY

London, Ontario



WE HAVE EQUIPMENT FOR EVEN THE SMALLEST REPAIR SHOP



6 FOOT SHOE REPAIR OUTFIT—MODEL P.

Showing Special Bracket with Skate Sharpening Machine Model A attached

Equipment as follows:—1 Heel Breast Scouring Wheel.
2 No. 43 Brushes (one black, one brown).
1 Corrugated Rubber Shank or Heel Finishing Wheel.
1 Corrugated Rubber Bottom Finishing Roll.
2 Heel Scouring Wheels.
1 Bottom Buffing Roll.
1 Iron Heel Burnishing Wheel.
1 Edge Setting Extension 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.

Can be supplied with or without the Skate Sharpening Machine and Bracket.

Self oiling bearings, steel work top tray, cast malleable blower case and frame, cast iron ink pots, and motor brackets furnished complete with Outfit.

Cash payment or easy installment plans.

Write for our Catalog of these new Machines.

UNITED SHOE MACHINERY CO. OF CANADA

LIMITED

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

Dominion Rubber System Pension Fund



*Details of Pension Plan adopted by
Canadian Consolidated Rubber Co.
Limited, for its employees.*



1. NAME The name of the plan is Canadian Consolidated Rubber Co. Limited Pension Plan.

2. OBJECT After careful consideration of the subject and an examination of existing pension systems, the Company has adopted the following plan as the most liberal for employees who, by long and faithful service, have earned an honourable retirement.

3. DEFINITIONS a. In these regulations the word "Company" shall mean the Canadian Consolidated Rubber Co. Limited, or its successors.

b. "President" and "Board of Directors" shall mean the President and Board of Directors of the Company.

c. The word "Committee" shall mean the persons appointed by the Board of Directors to administer the Pension Plan in accordance with approved regulations.

d. The word "employees" shall mean those persons who receive a regular and stated compensation from the Company, other than a pension or a retainer.

e. The expression "term of employment" shall mean period of continuous employment in the service of the Company, or any company or companies subsidiary thereto, allied with, or predecessors of the Company, and shall include such employment whether commenced prior to the adoption of this plan or not.

f. The expression "continuous employment" shall mean service with the Company continuously without a break of any kind, except as due to leave of absence, sickness, injury, or necessary temporary lay-off on account of reduction of force or for any other reason, all such cases to be subject to the discretion of the Company; but when such absence exceeds six months in any twelve consecutive months it shall be deducted in computing the length of service. In any other case than such mentioned, if a person is re-employed after such a break in the continuity of this service, for the purposes of this pension plan he shall be considered as a new employee.

4. PENSION COMMITTEE a. There shall be a committee of not less than five nor more than seven, appointed by the Board of Directors to serve during its pleasure, which shall be called the Pension Committee. This Committee shall be charged with the administration of this plan.

b. The Committee shall have the specific powers elsewhere herein granted to it, or that may be granted to it from time to time by the Board of Directors. Exceptions to or deviations from the regulations so laid down shall in all cases be subject to the approval of the Executive Committee of the Board of Directors of the Company.

c. It shall determine conclusively for all parties all questions arising in the administration of this plan.

d. It shall adopt such by-laws and rules of procedure as it may find necessary, subject to the approval of the Board of Directors.

e. It shall be empowered to employ a secretary and such other assistants as may be required in the administration of the plan.

5. PENSION FUND The Company shall appropriate such sums of money from time to time as may be necessary in administering this plan, and no contributions will be required, or received from any employees of the Company.

6. ELIGIBILITY a. All employees of the Company engaged in any capacity whatsoever, and wherever located, are eligible to a pension as hereinafter stated.

b. All male employees who have reached the age of sixty-five years and whose term of employment has been twenty years or more, and all female employees who have reached the age of sixty and whose term of employment has been twenty years or more, may with the approval of the Pension Committee retire from active service, if they so desire and become eligible for pensions.

c. All male employees who have reached the age of sixty years and whose term of employment has been twenty years or more, and all female employees who have reached the age of fifty-five and whose term of employment has been twenty years or more, may at the discretion of the Pension Committee be retired from active service, and become eligible for pensions.

7. DISABILITY PENSIONS At the discretion of the Committee and with the approval of the Board of Directors, any employee who has become totally disabled as a result of sickness or injury, compensation for which may not otherwise have been provided, and whose term of employment has been fifteen years or more, may be retired from active service and granted a pension. If a pension is granted it shall be for such period as the Committee may determine, and if at any time during such period the employee recovers sufficiently to resume active service, the pension may be discontinued by action of the Committee. If the employee re-enters the service of the Company at the time such pension is discontinued he shall be eligible to a pension under these regulations, and the period of absence on disability pension shall be considered as a leave of absence and not a break in the continuity of the employee's service.

8. AMOUNT OF PENSIONS a. The annual amount of such pensions shall equal one per cent. of the average yearly wage for the ten years prior to retirement, multiplied by the number of years employed, but such pensions shall not be more than \$5,000.00 per year, nor less than \$240.00 per year. For example, if an employee's average annual wage for ten years is \$1,000.00 and he has been in the service for thirty years, he would receive 1% of \$1,000.00 or \$10.00 multiplied by thirty, or \$300.00 per year or \$25.00 per month.

b. In case of special difficulty in determining with practical accuracy the average yearly wage for the ten years prior to retirement, the Committee may at its discretion take some smaller consecutive number of years for the purpose of determining a fair average yearly wage.

9. PAYMENT Pensions shall be paid to the pensioner personally on the first of each month from the date of retirement until the death of the employee, unless suspended for such reasons as are described in this

plan, and in case a male pensioned employee at the time of death is survived by a widow, or if either male or female pensioned employee is survived by minor children, the pensions shall be continued for three months after death, payable to the widow in the first instance and to the administrator or other legal representative of the minor children in the second case, to be applied as in the case of other property of the deceased, in the interest of the minor children.

10. GENERAL PROVISIONS a. Neither the action of the Board of Directors in establishing this Pension Plan or any action hereafter taken by the Board of Directors or the Pension Committee shall be construed as giving any officer or employee or agent of the Company the right of service, or any right to a pension; and the Company expressly reserves its right and privilege to discharge at any time any officer, employee or agent when the interests of the Company, in its judgment, may so require, without liability for any claim for a pension or other allowance other than salary or wages due and unpaid.

b. The Board of Directors may annul, alter, add to or amend in any way any and all of the provisions contained in this plan, or hereafter adopted by the Board of Directors in respect of this plan, and may at any time set aside any action taken by the Pension Committee.

c. The Company guarantees that, once a pension has accrued to a particular employee, it will continue such pension for the life of the particular employee and as specified with reference to widows and minor children; subject, however, to the provisions and conditions of the regulations laid down by the Board of Directors or the Pension Committee. It is understood that Section 10b given above shall not affect such guaranty.

d. Assignment of pensions under this plan will not be permitted or recognized.

e. Pensions may be suspended or terminated in the discretion of the Committee in cases of gross misconduct or of any conduct prejudicial to the interests of the Company.

f. Any retired employee may, by first obtaining the approval of the Committee, engage in any occupation or work which is not prejudicial to the interests of the Company. If any retired employee shall engage in any thing which in the judgment of the Committee is prejudicial to the interests of the Company, the payment of a pension to such retired employee may be suspended or discontinued.

g. Regular employment with this Company shall suspend the right of a retired employee to pension payment during the period he continues in such employment.

h. In case any pension shall be payable under the laws now in force, or hereafter enacted, of the Dominion of Canada, or any Province thereof or any State or Country, to any employee of the Company under such laws, the excess only, if any, of the amount prescribed in this plan above the amount of such pension prescribed by law, shall be the pension payable under this plan.

11. TIME TO TAKE EFFECT This plan shall take effect January 1st, 1918.

Canadian Consolidated Rubber Co. Limited

Head Offices - - MONTREAL

FACTORIES AT MONTREAL, GRANBY, QUE., ST. JEROME, QUE., KITCHENER, ONT., ELMIRA, ONT., PT. DALHOUSIE, ONT., SERVICE BRANCHES AT HALIFAX, ST. JOHN, QUEBEC, OTTAWA, BELLEVILLE, 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

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

THE HUN MUST BE BEATEN

The Business of Chaining the Wild Beast of the Nations Must Come First—Let Each Do His Part at Home and in Business

WE are just beginning to understand the German mind and its relation to the hell on earth inaugurated in Europe. At first the awful atrocities of Serbia, Belgium, France and Armenia were attributed to the license that usually accompanies an army of occupation. But that the Hun frightfulness was ordained from the beginning and established by definite official authority and arrangement is now beyond a doubt. Three generations have been fed on the gospel of force by Nietzsche, Treitske and Bernardi, and the latest exponent of German "Kultur," Baron Freitag, is now telling his Hun compatriots how to avoid the mistakes of the present campaign and make them stepping stones to success in the greater Armageddon to come.

The territories of Belgium, Serbia and France occupied by the Germans have been deliberately laid waste, their population decimated and their women and children outraged in order to hold back the development of these countries. Meanwhile, the Hun through illegitimacy, "lateral" marriages and the like, with his own country practically untouched by the ravages of war, hopes to gain time through a temporary peace, to recuperate and strike again before his foes recover sufficiently to take the defensive. Even his peace aims recently restated, are carefully calculated as to psychological effect, being intended to weaken the opposing forces and set at variance those at present allied against the central powers. The suggestion that Great Britain yield Gibraltar, Malta, Aden and other outstanding stations in her world-wide Empire is not a wild bluff of Junkerism, but a deliberate effort to create dissatisfaction and distrust amongst England's allies, as well as neutral countries. It is the game of the wolf throughout, a matter of unscrupulous cunning and ruthless fangs. There will be no peace for the world until the question of Hun dominance is forever settled. To allow the Middle-Europe Empire from the North Sea to the Persian Gulf to be established, which has been the dream of Prussianism since it lost out at the Marne, would be to invite another war within twenty years that would make this one look like a football scrimmage.

Meanwhile every nation and every man must be prepared to do his full part towards rounding up the Wild Beast of the jungle. Canada has, notwithstanding her gifts of men and money, suffered less than any other country thus far from the stress of war. The neutral countries of Europe feel the pinch more than we do and even our neighbors to the south have, economically at least, suffered more than Canada from war conditions. Stricken Belgium, desolated Serbia, blood-drenched Armenia call to us to avenge their wrongs. Brave France, plucky Italy, glorious old England and our own brave lads adjure us not to fail them with the needed food and munitions. Let us cheerfully give the cup of cold water, the bread of subsistence asked, even to the serious limiting of our own necessities.

What Constitutes Good Buying

By
G. H. ANSLEY

A Prominent Dealer asked this Question some time ago and the "Shoe and Leather Journal" induced Mr. G. H. Ansley, of the Perth Shoe Co., who has had twenty-five years' experience selling shoes to answer it in his own way.—Editor.

WHAT are the outstanding qualifications of a good shoe buyer? How does he proceed, on what does he rely and by what means does he decide? In the first place, let me say a good buyer never trusts to his memory but keeps a record, some one way and some another, of what lines have moved during the past season. He uses any convenient book that carries an identification of the numbers and styles of pumps, oxfords and bals that he has sold. It is indexed and when he comes to a sample room, he enters intelligently and discriminatingly. A good buyer seldom plunges on a new or untried line, and he gets to know the class of goods that he handles through his general reports, records, etc. He expects that every factory will live up to the reputation it has for any particular lines. A good buyer will not be reckless with a line that he does not know intimately. He should be conversant with the facilities, capacity, policy, record and reputation of the various houses with which he is dealing and their service, deliveries, co-operation, etc. He never bases his purchasing on hearsay, general report or mere expectation. He will at times, perhaps, try out a few lines that may appeal to him, but when he gets past that, he will be very sure, before any further ordering of new goods or dealing with a new firm, that he has a place where he believes that the range will fit in. If he has no place for such a line he will not buy it.

A Man of Broad Views

A good buyer will, as far as possible, look at every set of samples if he can find the time, for he can learn much with his eyes and ears, but he is both indiscreet and lacking in judgment and confidence if he lets the salesman sell him any goods that he does not want. A good buyer studies the times, the conditions, and the effects of the shoe trade, prices, trend of styles. He will always keep his appointments promptly and recognize that the traveler's time is as valuable as his own. When he comes in, he will take up a certain line. He always starts at some given, definite point and does not go on any hit-or-miss principle. He knows that no one factory can make everything equally well and each has its superiorities and specialties. He has, from his experiences and thorough practical acquaintance, found that one will give him the best selling and smartest lines in pumps, supported by



G. H. Ansley, Perth, Ont.

efficient service, deliveries, sorting, etc. To this firm he will give the bulk of his business in pumps. From this out, he settles down.

A good buyer takes up a line at a time and works it out thoroughly, so to speak. We will suppose that he starts at oxfords. He has found a house that suits him in the matter of oxfords and he will order his staple lines in oxfords first. He selects the lasts first and then the leathers and next the colors. He is guided to some extent by suggestions from the salesman, for the reason that he knows the leathers from experience. Through the buyer's knowledge of the line, he is aware whether the house is there with the goods or not. If he has no confidence in the house, he should not buy from it. He should consider one line of leather and one color at a time. He first chooses his kid leathers and from that goes to calf. A good buyer never plunges on the first occasion, but tries out a house and then classifies it where he belongs.

Painstaking Supervision of Lines

A good buyer will take what suits his particular trade and does not let anything influence him in trying out what he does not know. Generally speaking, the higher the grade, the plainer and more effective is the shoe. The good buyer seriously considers each line. When it comes to colored high cuts, he decides on the lasts and then the colors, making any changes that he feels that his trade will require. He also determines his patterns and combinations, going thoroughly and definitely through all the colored kid lines. He knows that a traveler's samples are shown to numerous merchants and he often wants his own original ideas carried into effect and thus have something of his own creation that the other fellow is not likely to have. He perhaps wants a higher heel or a new pattern tip, vamp or foxing on a certain shoe, a

white welt, colored stitching or other touch of individuality. Most good houses are willing to make reasonable changes in patterns or lasts. He may desire a darker shade of gray for a top, a fieldmouse substituted for cinnamon, fawn instead of ivory and mahogany in the place of royal purple. A top grade stock of kid leather or calf leathers always carries certain well defined colors and, if a house uses this it cannot change the colors or the stock, but the shoemaking can generally be improved, for perfection has not yet been attained in this art.

Should Be Careful of Details

Now, a good buyer, in my opinion, will not ask for blind eyelets in a kid shoe, for they soon look shabby and frayed, pulled out or uneven; I mean the eyelets. In buying high cuts, he will not go over $8\frac{1}{2}$ or 9 inches in leather, for at a higher altitude, it wrinkles and soon gets out of shape. If a buyer wants 10-inch tops, he will take cloth, which is firm in texture and weave and retains its smooth, dressy appearance better. A good buyer will select cloth tops to match the vamp and will seldom take a kid vamp with a buck top. A calf vamp with a buck top makes a neater and firmer combination.

A good buyer carefully watches his sizes, purchases in widths and covers every possible width. He buys his A widths from say, 4 to $7\frac{1}{2}$, B from $3\frac{1}{2}$ up, C from 3 up, D from 2 up, etc. A good buyer always concentrates on one line until he is finished with it. He will complete his purchase of pumps, then his oxfords, and next his high cuts or vice versa. He starts at a given mark with some foundation regarding what are his requirements and what he knows he can sell—not merely thinks he can. He allows nothing to distract his attention when it is given wholly and solely to one particular line.

A good buyer does not do all his buying at one time. He always provides for an opening, for a possibility. If he buys pumps he will, if he desires the highest and best, select only turns.

Value of Concentration

Summing up, I should say that a good buyer selects first the lasts, then his leathers, then his colors and next his combinations on each particular line. He is like a shrewd traveler. The good salesman does not skip hither and thither, but has a certain connected route. He knows where he is going to begin the week and where he will in all probability end it, barring unforeseen obstacles or barriers, and so the good buyer knows within reason what he wants.

He has a chart and compass, knows the route, and finishes one thing at a time. He is not unduly prejudiced, conceited, quarrelsome or stubborn, is open to suggestion and friendly advice and is not easily influenced. He approaches everything with an open mind, weighs the pros and cons and, once having made up his mind, adheres to his decision. He will, of course, make mistakes, but his errors will be few. He will not always pick up the best selling lines or colors, but knowing what he wants and concentrating, he is less liable to pitfalls than if he undertakes a thing something like one conceives

in the individual who sings the refrain, "I don't know where I'm going, but I guess, I'm on my way." The good buyer never gets off the main road or wanders into by-paths. He can see the end of his journey and knows the distance that he has to travel and when enroute he neither drops off at way stations nor allows interruption to his progress.

The Erratic Buyer

Now, there are several kinds of buyers, the slow, the cautious, the indifferent, the spasmodic, the erratic, the high flyer, the temperamental, the crabbed, the pernickety and dear knows what all, but to attempt an analysis of each would fill a volume. For special purposes, I will next refer to the erratic or unwise buyer. This chap walks into a sample room and will pick out a shoe here and there. He has not carefully gone through his stock before coming. He will see something that appeals to him at first sight and right off the bat will say, "Give me sixty pairs of that." Asked regarding the sizes, he will say, "Oh, regularly assorted," and that particular model is set aside.

He jumps from kid to calf and then perhaps to suede and back again to calf and then another color of kid and from white canvas shoes over to oxfords and from oxfords to pumps and winds up by naming a few lines of staples and finally requests the salesman to "send me a copy of the order," and then he leaves the sample room. Now, a good buyer will frequently write his own order and knows just about what amount in dollars he has placed, but the erratic fellow does his purchasing largely on guess work. He does not take sufficient time, forgets when he is buying on certain lasts and that regularly assorted sizes should not be applied indiscriminately to everyone.

A stage last is good, for instance, for a larger number of small sizes, while a longer vamp is good for longer sizes. On it a woman should be fitted up an extra size or two and down a width or two. An erratic buyer is, therefore, apt to get a lot of sizes that are no good to him and that result in a loss. Sizes that run too much on one last cause odds and assortments to accumulate.

The Temperamental Buyer

Another type is the temperamental buyer. He allows his feelings to overcome him and if business has been good, he swells out and is generous with his orders. He feels that he can buy or sell any old thing—"What have you got"; "Trot it out"; "Give me this and give me that"; "Never had such a trade"; "Everything goes." He mixes up McKays, turns and welts, colors and shapes.

He feels the impulse of a good day or a good week and needs no encouragement to strike out. He is in midstream in a few minutes. Then a reverse in trade comes quite unexpectedly and he gets cold feet. He realizes that he has made a mistake and, when the days go by and business is almost at a standstill, he does some hard thinking and starts writing letters to the firm that the reaction is awful and wants to cancel part or the whole of his order. The good buyer seldom cancels, the erratic buyer

(Continued on page 52)

Some Types of Retailers that One Meets

The Vast Majority are Fair-minded, Honest and Progressive—In the Minority are the Fellows who are Selfish, Jealous, Prejudiced or Hypocritical

“OF the ups and downs of life, I have had my share in nineteen years' experience on the road. I have met with all kinds of retailers, good, bad and indifferent; the enthusiast and the slacker; the honest and the dishonest; the broad minded and the self centred; the progressive and the obstructive.

“Naturally I have had the chance to study human nature in its many manifestations and I may tell you frankly that about ninety per cent. of the men whom I call upon are decent, obliging, straightforward chaps. They are fair, open minded, business-like and want to get on in the world by upright methods and honest motives. It is the exception of which I intend to speak, and remember, in putting my thoughts on paper, I am not a grouch nor a dyspeptic. I am inclined to accept matters as they are and never have sought a quarrel or invited trouble so far as I am aware, but out of nearly a score of years of experience, I have run across a few instances that might be worth recording.

“For instance, up in the town of J—— I sold a certain line of shoes to a retailer who said if I confined the goods to him, I would not lose anything by it. For five years he controlled the line and then one day I noticed that a new merchant had started across the street and as outside appearance gave a favorable impression, I went in and saw him. Before I left he came down to the sample room and gave me an order for \$950 worth of women's wels. I then went over to the man who had handled our line for several years and told him that I was not satisfied with the business he had given us and mentioned that I had disposed of the bill of goods to T—— across the street. Well sir, he flew into a rage and called me all the names the law would allow and a few more, stating that he would never buy another dollars' worth from us; we had not used him squarely; our lines were not up to the mark; we had delayed our shipments; we presented drafts before they were due and half a dozen other things, all of which were new to me.

The Charges Were all False

“Upon inquiry from the house, I found that not one of these complaints had ever been made either verbally or in writing, and the charges which he had hurled were only trumped up to throw dust in my eyes. However, in spite of his male-

dictions, we are still alive and doing business and T—— gave us the first year four times the volume of trade that we had ever received from the other chap. This brings me up to the point which I wish to emphasize and that is—There are certain retailers in every town who want to control every fine line; in other words, they merely want to give you a little nibble of an order and promise you something very much larger the next time. They keep jollyng you along and imagine that they can get away with the bluff forever and a day. There is not a salesman on the road who has not had this experience and the question arises in the minds of many travellers, “How big an order should a man give a house in order to control the line in his particular community? How much should he buy in a year?”

“Any disputes that I have had with customers have always arisen over this perplexing question. They imagine that a few hundred dollars worth of business should secure them the sole agency. Selfishness manifests itself in their efforts to—using a rather inelegant expression—“hog” everything possible. “Don't sell the other fellow.” “Give me exclusive control.” “I can dispose of more goods than any other store.” These and many other promises are made only to prove a disappointment in the end.

Too Many Want Sole Control

“It is remarkable the number of retailers who want to handle exclusive lines; the chaps who would like to have half a dozen sole agencies in their own particular burg, and keep the other fellow from getting a look-in. Now, I have persuaded our house to let me use my own judgment in selling shoes so far as the giving exclusive control is concerned and I may add that being possessed of this power, there has been no disposition to interfere with me. I have done a bigger business than ever before on my territory. Of course, one meets many complaints regarding boots not being up to sample, shipments being delayed and a dispute now and then about the number of pairs ordered or the number returned which, it is alleged, are not up to the mark. On the whole, there seems to be much narrow mindedness and short sightedness on the part of some fellows who are too anxious to know what other chap you are selling, how much he has bought, and trying to eliminate competition by getting, as I have said, sole control of a trade marked range.

Divers Excuses and Pleas

“Human nature is a peculiar thing. You run across it in many shapes and forms. There is the shoe retailer who tells you in pleasant tones and in a diplomatic way that your line is alright, but that he is full up and cannot possibly order another dozen. The next time, however, he hopes to give you some business, and somehow or other the ‘next time’ never comes. Then there is the fellow who invariably breaks every appointment, and never sends an excuse. He thinks that you can hang around a hotel for several days kicking up your heels and looking into space, forgetting

that traveling and hotel bills cost nearly a hundred per cent. more than they did five years ago. Next there is another kind of footwear merchant who always 'cannot come down to-day but will see you to-morrow.' He may be the only man you have to sell in the town and simply to please him and gratify his personal whims or prejudices, he wants you to stay over until to-morrow and perhaps keeps you too late to catch a train out that day—thus forty-eight hours are lost, where twenty-four would be enough if such a self centred being adopted the principle of 'business from the drop of the hat.'

"Another class of retailer is the fellow who tells you that you are alright, but your goods are all wrong, that he likes you personally but has no use for your house. Then there is the individual who lets on that your lines are just what he needs, but for some reason or another, he does not want to buy from you personally. He would rather deal with the house directly and will be in the city in a few days. He gives you no reason for his peculiar action, but leaves you to imagine a great deal. It is really amusing the number of men who stall you off on one plea or another such as: "Come around in a month's time," "Oh, I'll be down to see you in three weeks," "Well, your line did not move very well last season," "I'm thinking of going out of business," "I'm trying to unload," "I'm going to take in a partner" or "Going to form a joint stock company."

"All these things you know are to take place in the near future; thus conveying the impression that you will soon be able to get a nice order. Somehow or another that order never materializes. When you call around in a month the fellow is away from home; he neglects to get down to the city; he does not sell out. The expected never seems to happen.

There is another class of buyer who can always get a special discount from some rival house or do a little better with another concern. Somehow, he never seems to buy from that rival and seeks

to employ the alleged advantage as a sort of club to make you come down in your quotations. This oft-repeated bluff does not work with me because I know that if Mr. J—— or Mr. S—— could do better with another house, he would very soon purchase from it and not be looking over my lines and telling me that he likes the shoes but my prices are too high, or my discount not satisfactory, etc.

"There are other ruses resorted to such as throwing out broad feelers or sly hints for us to present a shoe retailer with a show case, an extra pair of shoes for his daughter, some window fixtures or a pair of boots for his personal wear on condition he places an order for such and such an amount. In plain, blunt language, this is nothing but a covert or bold attempt on the part of some men, and by the way, the number is very small—to get something for nothing or be the recipient of bribes for business. Petty graft seems to be working its way into many things that we never before dreamed of. It is the curse of the age with a number outside our line who are trying to procure something extra and if a man once stands for it, he can go on handing out premiums for an indefinite time. As soon as he shuts off, why no more orders are received from him.

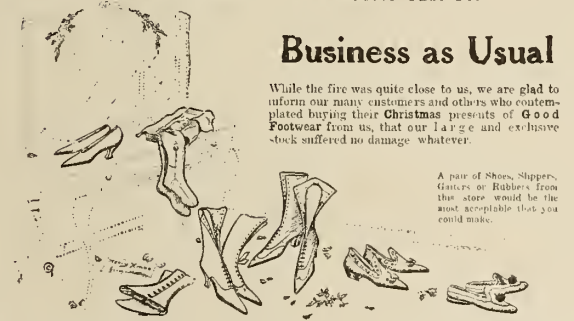
"The meanest merchant, is the one who tries to get a traveler to split his commission. The traveler who does this is not one that is any ornament to his calling. I have never had but three men make this nery proposition to me and I have spurned it in each case. In one instance I suggested to the proposer that he kindly pay my hotel bill, sample-room rent and fare to the next town. He looked at me aghast and said indignantly that he was not travelling for the Z—— Shoe Co., and he saw 'no reason why he should give me one d—— cent.' I informed him that my suggestion was not a whit more ridiculous, impertinent or repugnant than his—to split my commission with him and then go to the next town and sell the same goods at a higher price to a brother dealer. I emphasized that it was my policy to treat all alike and that anyone who knew my house or me, knew that he was paying the same as the fellow in the next town. It was upon this reputation that we had built our business and intended to keep it there. Once open the door to any kind of a secret arrangement so far as special concessions, rebates, premiums or private understandings are concerned and troubles will enter in groups.

"The only way to establish a solid, permanent connection is to do right under all circumstances. I have generally found that every firm or salesman who does the right thing usually gets adequate reward. In this world, we naturally get what we give. If we are courteous, considerate and kind, we are paid back in like coin, but if we develop a sordid, quarrelsome disposition or a suspicious underhand manner and have a low conception of our calling, our customers and ourselves, we discover sooner or later that we gather a crop of the same kind of treatment. We then have only ourselves to blame if instead of finding the world of business plain and agreeable, that it is a place of discord, discontentment and deceit."

"Shoes That Fit"

Business as Usual

While the fire was quite close to us, we are glad to inform our many customers and others who contemplated buying their Christmas presents of **Good Footwear** from us, that our large and extensive stock suffered no damage whatever.




A pair of Shoes, Slippers, Gaiters or Rubbers from the store would be the most acceptable that you could make.

Boudoir Slippers
In felt or leather, all colors for men, women, and children.
Prices 75c to \$5.00
Best Selection in Ottawa.

Shoes
For any member of the family would be very acceptable.
Men's \$5 to \$14. Women's \$4 to \$15.
Children's 75c to \$5
Values That Defy Competition.

High Cloth Boots
Made of Waterproof Cravenette cloth, with fleece or quilted linings, and Nothin soles. Lace or button tops, high or low heels.
Priced to \$7.50 to \$9.00

Store Open from 8 A.M. Till 6 P.M. Saturdays 9 P.M.
206 SPARKS STREET.



Shoes Exchanged or Money Refunded, If Desired

Just 3 Doors East of Bank Street.

An artistic and instructive ad by well known shoe house in Ottawa.

Starting a Shoe Sale

How Successful Sale Was Put On in Western City—"Tell Your Neighbor" Was the Slogan—Discarded Shoes in Window

THE manager of one of Blankton's good shoe stores last year hired an expert advertising man from a neighboring city to inaugurate the store's first clean up sale. This year he wanted to economize, but, of course, expected to get results, says Mrs. R. R. Fairfield in the "Boot and Shoe Recorder."

My experience has been chiefly along newspaper and advertising lines, with a little merchandise, and a wide knowledge of our town people and their wants, but not a great deal along shoe lines. I could see that it was with fear and trembling this sale was to be entrusted to me. The manager was just a little afraid of a woman advertiser, but the town did not afford him much choice in the matter of help.

Next morning I did not go down town, as I wanted to lay out the entire campaign, sketch an outline of what I should do and say—leaving only the matter of prices, descriptions, placing of cuts, etc., to be filled in later.

Co-operation of the manager and of every salesman in the store was heartily given me, also that of newspaper men of the town. I was to have carte blanche, but assured the manager that there would be no exaggeration. He must produce the goods and live up to every promise made to the public.

Inaugurating a Stirring Slogan

We decided upon a "Yellow Sale"—the one the previous year had been red—and ordered wrapping paper, tags, tickets, and yellow crepe paper in abundance. The first thing to be done was to invent a slogan for use during the sale, and it was decided to use "Tell Your Neighbor." This we printed on every wrapper, and used it freely all through the sale, on pennants and banners, price tags, etc. It is surprising how it was taken up by the people on the street, and you could hear that catch-phrase everywhere you went. This did as much, I think, to advertise our sale as any other thing.

Instead of pasting windows over with large sale bills, as is customary, we hit on what proved to be a very novel scheme, and it was decidedly new, at least for that town.

Many customers would come in, buy shoes and put them on, leaving their old shoes at the store. Rarely were they ever called for, and they have been thrown in a heap in the cellar, so that we had quite an array of old shoes in various degrees of dilapidation.

An idea struck me that these old shoes would make a good window trim. So we put in a background of yellow with yellow floor covering, and then piled these old shoes in the centre. An attractive sign was placed just above which read: "Put Yours in the Discard." Another to the right read: "When New Shoes are So Cheap, Why Wear the Old?" and to the left still another: "Buy Shoes for Your Family—Then Tell Your Neighbor."

This window proved an attraction because it was different. People stopped, looked at the old shoes, and even tried to decide to just what citizen certain pairs belonged. There was a stream of people in front of that window daily, and it was the cheapest window trim the store had ever had.

It was thought necessary to have a leader—something to "cut" that would attract attention. This store had in stock a quantity of men's shoes of "Blank" make—which

ought to retail at \$5.00, but the Blank factory had gone out of business and it was impossible to "size up" on them. The shelves were full, but sizes were broken—so I advised the manager to slash the lot for quick sale—at \$1.00 per pair—and charge the loss to advertising expenses. He remonstrated at first. They had cost a great deal more, but finally came to see my point of view.

Reaching the Men With Money

It was necessary to get men interested. We had always had plenty of women on hand at the sales, but this was to reach the men; men with money to spend.

On the opening day, our newspaper came out with a full page ad—the leader was Men's Blank Shoes—the \$5.00 kind—at \$1.00. Business and professional men of the town had worn this shoe, and knew just what it was—but they didn't know the factory was closed. When they read that ad some were skeptical—but it seemed as if each one had resolved to be the first at the sale.

Doors opened at 8 a.m. and over three hundred men—representative men of the town—were crowding the doors and clamoring to get in. They fitted themselves, too, so anxious were they to buy them. It took almost our entire force of salespeople for the first two hours of the sale, to wrap bundles and make change.

Sale shoes had been strung together in pairs and hung over large racks—sizes had been carefully marked on the soles of both shoes of each pair, so that if they should become separated, it would be an easy matter to mate them quickly.

Of course men told their wives, and by noon we had to close the doors and rearrange stock. For one hour everybody worked well, putting shoes back on the racks. The early crowd had carried away every Blank shoe, but the money was in the cash register—and that was better than carrying odd sizes on the shelves year after year.

Next we put out all the old slippers and oxfords—broken sizes—every shape, sort and color—and had one day of the sale a Low Shoe Sale day. The new, snappy goods were not put out on the racks, but the price was cut a little, as we did not wish to run on our best merchandise.

Featuring Something New Daily

Comfort Shoe Day—old ladies' and gents' comfort shoes reduced; a Rubber Day, made a slight cut on rubbers and closed out old stock.

Every day something new featured—men's day, women's day, misses' day, boys' day, children's day, school shoes day, etc., to the end of the sale. The ads carried messages intended to keep up interest. Words of prominent people concerning shoe values, were quoted and printed and it pleased them and it did us good.

The same crowds of people came in daily to see if there wasn't something new in bargains.

One day, I remember, we had a Farmer's Day. On that day we asked the town trade to stay away—to give place to the country people—and we urged the country people to take a day's vacation and attend the sale—they would be money ahead by so doing.

And they came—it was a huge success—this Farmer's Day. All that most people need is the invitation couched in right language—the mental suggestion.

JUDGING SIDE LEATHER.—No retailer can know too much about the goods he is handling. There are a lot of points about leather that are more or less obscure to the shoe man. The question will be discussed in the March 1st issue of the "Shoe and Leather Journal," with special relation to side leathers, by a prominent Ontario leather manufacturer.

A Successful Salesman

Cheerfulness, Politeness and Enthusiasm are Desirable Trinity—Showing Interest in the Welfare of Your Customer and Working into His Confidence and Good-will Always Bring its Reward—The Man Who Can Smile is the One Worth While

YES, it is a great experience to hire a salesman in the shoe business. Some want such a large salary that if you paid it to them, nothing would be left at the end of the week to meet other expenses. Then there is the fellow who is afraid to ask what he is worth. He seems diffident about making the approach for a position and places his services at too low a value.

"Personally," remarked a leading shoe retailer the other day, "I admire the man who is confident that, if given a fair chance, he will make good; who is anxious to learn all that is possible and become thoroughly acquainted with the merchandise and stock-keeping system. I like the fellow who knows where to place his hand on a thing at a moment's notice, keeps close tab on what is selling and studies the art of pleasing patrons. A young man who possesses tact and diplomacy and preserves a level head in handling customers; who avoids argument with them, but volunteers sufficient information to interest them is bound to forge ahead. I generally steer clear of a clerk who has made too many changes or who wants to leave a boss for no good reason other than that he has "never had a chance." True, there may be establishments where a fellow never gets a chance, but usually his opportunities are just what he makes them. There is much to learn and much to do in any post and opportunity will develop in most any house that is progressive, broad-minded and making money. I do not think if I were an employe I would want to stay with a boss who did not know how to figure costs properly or was not making a margin of profit, as a merchant who stagnates nowadays is not up to the mark in the race for supremacy and expansion."

The Principles of Salesmanship

In these modern days, salesmanship has justly been classed as a profession, and has been developed along scientific lines, until it ranks equally as high as law, medicine and kindred sciences, and requires equally as much study, thought and training as is required in obtaining success in any of the above.

In later years there have been developed scientific sales schools and clubs. To-day most of the larger manufacturing and commercial concerns throughout the country have their own sales schools to increase the efficiency of their sales force. Some of the big railroad companies are now educating their employes from the ground up—fitting them for positions of responsibility and larger remuneration.

Selling goods is essentially a process of the mind between buyer and seller. Psychology, as one writer puts it, is "The Science of the Mind." "Every sale combines the elements of mind over mind and unless there is a willingness of the buyer to purchase and the willingness of the seller to sell there can be no sale.

Let us consider first some of the qualifications necessary for the successful salesman, to possess and, second, some of the various characteristics of the purchaser.

No salesman can ever expect consideration at the hands

of his customer and command his respect unless he possesses self-respect.

Every self-respecting man has a certain amount of dignity. This does not mean he should be independent or egotistical. A self-respecting salesman has the courage and determination and faith in himself so that he can look every man in the face, and be a true man in every sense of the word. The salesman should always bear in mind that he is not asking any special favors from his customers when he tries to sell him his goods, but, on the other hand, should try to convince his prospect that he is there to render him service by selling him the product that in turn will prove profitable to all concerned.

Banish every sense of fear, for the salesman that is conscious of any thought of littleness will never succeed. If your goods are right no apology is necessary when you try to sell them.

Cheerfulness, politeness and enthusiasm go hand in hand. "As a man thinketh, so he is." This is as true from a salesmanship standpoint as it is from a moral or spiritual standpoint. The man who can smile and does smile, the man who is cheerful even in the face of disappointment, is always in greater demand than the grouch or pessimist who is always looking on the dark side of things. Kickers and knockers have no place in the business world. Many a sale would otherwise be lost if it were not for the fact that the buyer was impressed by the pleasant, good-natured attitude of the salesman. Some authorities claim that these qualities are of as much importance as a knowledge of the goods. Showing the interest in the welfare of your prospect, and working into his confidence and good will, will always bring its reward.

If your prospect is inclined to argue and show his resentment, agree with him for the time being, and if you are tactful enough, you will soon have him agreeing with you. A little study of human nature will convince you of this fact. A man's character is often expressed by the clothes he wears, the manner of his walk, the expression of his eyes. A judge of human nature will read a man's character in his face.

It is essential that a salesman be neat in his dress. This does not mean to be a fashion plate or to wear gaudy clothes, which detracts attention from the real man.

It is said that the president and salesmanager of one of the greatest concerns on the continent, at a meeting of his sales force, numbering into the hundreds, addressed a dozen or more of his men, and warned them that unless they had their clothes pressed and wore a subdued color of a necktie, that their resignations would be accepted.

Soap and water are cheap, and there is no excuse for a salesman to neglect their use. Keep your collar and shirt clean. Keep the body well bathed; a clean shave each day; hair brushed neatly and trimmed; teeth and nails should always be kept clean. Pay strict attention to your health. The salesman who is careless in all these matters will be careless of his business.

The Force of Healthy Ambition

Hope, Determination, Stick-to-it-iveness are just as important for the salesman to cultivate as any other qualifications. The man with the desire to be successful will reach his goal sooner than the man who never hopes to attain the first place in his profession. It is true some men have their wish-bones where their back-bones ought to be, but the man with the definite aim and purpose in life, the man who is not a drifter, the man who aims at the bull's eye, is bound to win the prize of the high calling of successful salesmanship. Think success and you will be successful. The salesman who possesses the bulldog spirit, the salesman who says "I will" and "I can" is the man who will not yield to opposition, no matter from what source it comes. Never let go and when sure you are right go ahead.

The Footwear Reform League

**An Organization to Educate the Public
Regarding the Full Normal Development
of the Foot and to Increase the Efficiency
of Our Fighting Men**

THIS is the name of a new organization established at Toronto with Mrs. L. A. Hamilton provisional chairman and Mrs. John Sears secretary-treasurer. The purposes and aims of the League are set forth in a pamphlet which states that 90 per cent. of the civilian population of the country have deformed feet through wearing ill-shaped shoes, lessening efficiency from ten to fifty per cent. They claim that 20,000 men have been rejected by the military authorities for bad foot conditions and that thousands of women are killed and maimed through the use of high-heeled boots.

The Objects of the League

The League states its position thus:—

“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



The new French natural shoe

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.”

The League has ahead of it an undertaking that has baffled the efforts of shoemen as well as hygienists. The

army to-day is doing more to promote good shoe ideals than any other organization. Men who wear woollen socks and army boots will not soon go back to conventional ideals.

THE FOOT FORM BUGABOO

A correspondent from Peterboro writes us regarding the discussion that has recently taken place in the SHOE AND LEATHER JOURNAL anent orthopedics in a racy style. He speaks as a man of experience.

Editor SHOE AND LEATHER JOURNAL, Toronto, Ontario:—

Dear Sir,—A few issues ago you illustrated a pair of feet of a Bagabo, showing toe separation. Now, I don't know what a Bagabo is, but I am sending you a photo of my feet and I presume the idea of your showing Mr. Bagabo's feet was to show what feet look like that have not been pinched in shoes.

Personally I am of the opinion that there is a lot of bunk about the wearing of shoes crippling feet. I have seen



pictures of feet with toes all crumpled under and the cause being laid to tight shoes. I have seen babies who never wore a shoe have crumpled toes and I can send you the pictures of a young man's feet with crumpled toes and they have always been that way, for he was born that way.

In the picture I am sending you you will see the big toe and the next one to it, as well as the little toe, are all a little turned in. But you will also notice how wide apart the toes are, although the picture does not show the opening so large as it really is. Another thing, these feet have carried me about this old green earth, through its fields on the farm, through the cities' streets, through snows and wets and sands and muds; in the homes of the rich and the hoves of the poor; in barrooms and pulpits, on concert platforms and theatres' stages for nearly half a century. And in that time they have been encased in every kind of shoe imaginable. Moccasins, shoe-packs, farm shoes, hobnailed and heavy. They have been pinched in the prevailing style of pinch toes, waulkenfasts, foot easies and every other kind that the device of man and the shoemaker could devise, and I think they have come through pretty well. I am sending the picture to prove that there is more in the natural make up of the foot or the way it is born than in the style of shoe worn.

Yours very truly,

FOOTPRINTS.

WATCH FOR IT.—Next issue will contain an article by a well-known retailer, on “Some Travellers I Like to Meet and Do Business With.” This gives the buyer's view of the man who sells him goods and discusses his weak points as well as his good ones.

War and the Canadian Shoe Industry

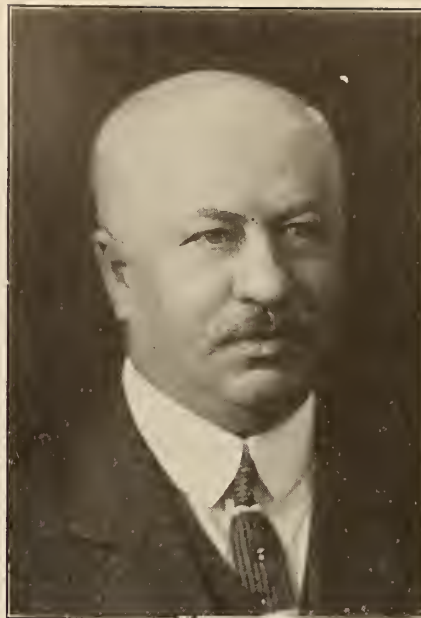
Effects of Uncertainty Upon All Sections of the Trade—Change in Business Methods Needed—Outlook for the Trade Encouraging.—By GEO. A. SLATER, President, Geo. A. Slater, Limited.

WHEN war was declared in August of 1914, the shoe business as a whole was not in a flourishing state. This condition, however, was merely sympathetic with that existing in practically all other lines of commerce due to the reaction after the boom period of 1912-13. For some time after the opening of war, there was little improvement, but in the spring of 1915 came a change; retailers along with manufacturers commenced to buy more heavily than usual in anticipation of a shortage in supplies, and for a year and a half buying continued on a heavy scale. That there was foundation for the belief that supplies would be short there can be no doubt, but at the same time, had it not been for the wonderful impetus given to business by reason of the enormous amount of money spent in this country for munitions, and for food supplies, many retailers would have found it extremely difficult to finance. Exceptional crops in 1916 to some extent were responsible for the prosperity which existed, and the higher prices secured for the crops of 1916 caused the pockets of our farmers to be better lined than ever. The situation though, in the early part of 1917, commenced to change by reason of the Government propaganda instituted and carried out to make the people save their surplus cash and to invest same in Government securities. As a result during the past six months a spirit of caution has pervaded the shoe business, and we find that purchases in many lines have been on a more restricted scale.

In no spirit of complaint, I may say that the unfortunate part of the shoe business during the past three years has been the constant uncertainty as to the immediate future. This probably could not have been otherwise, but with conscription at all times looming before the retailer and manufacturer, both have felt the need for a conservative attitude in placing orders for requirements. A most troublesome feature has been the question of supplies, and to this has been added the difficulty in regard to labor supply as well as the problem of transportation. By all concerned, however, there has been exercised a spirit of tolerance which will undoubtedly go a long way to cement the good feeling between one another. At the same time, it is unfortunate that many consumers fail to realize that his own troubles, due to the war, have also arisen in the shoe business, and therein frequently are magnified. We find the farmer entering a retail shoe establishment and bitterly complaining because the shoes which he bought months previous have advanced in price. He does not seem to take into consideration that the leather which enters into the manufacture of shoes, has come from the backs of the cattle which he has raised and sold at prices much advanced over those paid for the same cattle only shortly before.

Shoe Retailers' Patriotic Spirit

I mention this merely to illustrate a concrete example of the lack of tolerance on the part of some consumers, and in justice to the retailer, I may say that at no time has he received anything like he should in returns from profits on his stock. Considering the risk involved the shoe retailer



Geo. A. Slater, Montreal

has probably found it more difficult to do business than has any other class of merchant, and during the past few years my own investigation has proven to me that the shoe retailer has displayed a most patriotic spirit, filling a niche in the business life of the community with very little thanks. This may be by the way, but I mention it because, from now on, the consumer should co-operate with the shoe retailer just as the shoe retailer will have to co-operate with the manufacturer.

No one can safely say what the future may bring forth, but with sources of supply being gradually cut off during the past three years, we find ourselves without the opportunity to get leather and other materials needed in the manufacture of shoes. India and Russia are, so far as the shoe manufacturer is concerned, non-existent, and it was from these two countries that our supply of kid and calf leathers were obtained in past years. The shortage of steel makes it more hard than ever to get the necessary nails and other articles used, which are made from that metal. Cotton and wool used in the linings and uppers of shoes are very high in price, and orders for same are not filled with anything like despatch.

As to leather, it goes without saying that the supply of cattle is rapidly decreasing, due to the high cost of feed and other causes, and more people would do well to realize that leather which is a most important article in the making of shoes is a by-product. As to substitutes, during the past three years many manufacturers have seen fit, with varying success, to use certain substitutes, particularly for the soles, counters and toe boxes. Should the war continue, the manufacturer will undoubtedly be compelled to use more of these substitutes, and doubtless same with the increasing demand will become perfected.

Old Methods Must be Abolished

The experience gained during the past three years leads to the conclusion that old methods will have to be abolished in the shoe business. Dealers will find it necessary to purchase their requirements on a more intelligent basis. Instead of purchasing in small quantities in each line which they may order, they will have to bulk their sizes so as to permit the manufacturer in turn to conduct his business in a better way. Only by so doing can factory costs be kept at a reasonable level and factory output maintained more nearly normal. Unfortunately, the necessity for this change

(Continued on page 69)

World's Rubber Supply

Finest Grade is Now Obtained From Cultivated Plantations.

NATURE and industrial science have been closely co-operating during the last four years in one big industry at least. As a consequence, the price of rubber has not been increased by the trend to war-time prices. The reverse has been the case. For 1917 prices were lower than those of 1913.

This great change has come about in the rubber-producing business. In 1913 as much rubber was produced from the uncultivated forests as from the plantations. In 1916 we find that three times as much was obtained from scientific culture as from the forest. The finest grade of rubber on the market to-day comes from these plantations.

In handling the rubber sap from the forest, from sixteen to eighteen per cent. is lost, largely on account of impurities. In the carefully harvested domestic varieties, the proportion of loss need not be higher than one per cent. The plantations and better industrial methods form a combination chiefly responsible for the decreased price. During the past year crude rubber fell as low as forty cents a pound.

Rubber is a medium that is not always consumed by use. Like gold, it can be melted and used over again and again. Of course it is unlike gold in that it does not retain its original merits, but deteriorates after each melting.

No rubber is used in its pure state. It is always mixed with other chemicals. Rubber obtains strength, life, and elasticity from sulphur. Science has decreed just how much of this compound should be added. An over supply will shorten the life of the fabric. In the less expensive grades asphalt and mineral rubber compounds are adulterants that are added. This gives bulk.

Some few years ago the rubber world was electrified by the discovery of a large supply of mineral rubber in Utah. Much praise was sounded of the merits of this "rubber," and, for a time, there were high hopes that it would be found to be the long-sought rubber substitute.

The Guayule plant was also largely used as a substitute and a large factory was established at Torreon, Mexico, for its preparation for use in connection with raw rubber.

The question of substitutes may rest for a while now. The output from the plantation is to be thanked for this happy condition of affairs.

It takes about seven years before a rubber tree is ready for tapping. There is no fixed length of life for the tree. So the time between planting and bearing is not unduly long.



Ceylon
Tapper
Paring
Cuts

The best old rubber is that obtained from inner tubes and casings. As has been stated, this almost invariably is taken from the crude product. The scraps of all sorts bought up by junk men are sent to factories to be reclaimed. The quantity of rubber used in the pneumatic tire industry is relatively small compared to that demanded in the rest of the rubber trade. It is well that most industries can make use of the scrap. Otherwise the day would now have arrived when the rubber tire for automobiles would probably be a thing of the past.—"Illustrated World."

OFFICERS HAMILTON RETAIL SHOE ASSOCIATION



S. Spence President



F. L. Kickley, Secretary-Treasurer



W. A. Smith, Vice-President

Patent Leather and Conservation

Instructive Address by C. O. ADAMS, of Bristol Patent Leather Co., Boston, was Delivered at the Recent R. S. D. A. Convention at Boston—It Advocates Conservation on the Best Use of Available Leather

FEW realize the improvements that have been made in the manufacture of patent leather. For my part, I can say to you I believe in no other line has such rapid improvement been made. We have been able to produce such a satisfactory leather that we have lifted the patent leather shoe out of the line of luxury, or so-called fancy shoes and put it in the line of staple shoes.

I believe you will agree with me that a patent leather shoe will retain its good appearance longer, and with less attention than shoes made from any other of the so-called light upper leathers. If we compare the cost to the wearer I think it is self-evident that considering the cost of taking care of dull leather, for instance in shines, that the average cost, per month, to the wearer of patent leather will not be higher, and as a matter of fact, less than shoes made from dull upper leather.

If we compare the cost to the retailer, as you all know, you can buy a patent leather shoe to-day as cheap as you can any other of the side upper leathers, and much cheaper than some.

It has come to my attention that various well-informed retailers over the country, in order to produce a shoe for next season that will give satisfaction to the wearer, and which they can sell at a reasonable price, are looking forward to featuring a shoe especially for women with a patent leather vamp and a cloth top, or a top made from some cheap mat leather.

Economical Use of Materials

As you all know we have a diversified line of leathers in this country. While some of the various finishes were invented or perfected for the purpose of creating something new or to get some new business, in the majority of cases all of these new finishings that have been put upon the market have been brought forward by the tanners in order to more economically use some particular class of hide which had not been economically used before.

Let's for a moment consider the economic use of a so-called stream cow-hide. The tanner in assorting his hides to go into the process will take the hides of the better and cleaner grain and put them in the dull colors and various others of the so-called grain leathers.

The process of buffing the grain is merely proper for patent leathers because we restore the wearing surface, but it would not be a proper way to handle dull leathers and colored leathers because immediately the shoes made from that kind of leather are worn, that snuffed grain would begin to stand up like the quills of a porcupine, and it would make an unsatisfactory and unsightly shoe.

Now all these leathers are a part of the tanner's general scheme of production. Should we, for instance, eliminate the patent leathers from this general scheme, we could not use those poor skins to advantage. We could not get as large a return for those particular kind of hides, therefore, in order to make a profit on the entire run of hides, as a whole, we would naturally be obliged to increase the price of the other leathers made, such as the dulls and the colors. There is also one thing that should be considered in this connection, and that is that the tan-

ners have a large investment in their japanning plants. Now, should they not be allowed to continue the manufacture of patent leather, the overhead capital invested in these japanning plants must necessarily fall on the overhead expense of the other tanners where the other kinds of leather is made, and that you see automatically increases the cost of the other kind.

Now let us look a moment at the situation purely from the hide standpoint. There are in the country to-day large quantities of hides, notably southern, quoted to-day at 17c. and can be bought for less as against the price of 22c. for first quality hides, first class southern hides.

Now these hides, to be used to advantage, will have to be used probably from 60 to 75 per cent. in patents. If we cannot be allowed to use these southern hides, which are all right with the exception of the grain in patent leathers, we cannot use those hides to advantage at all. So naturally we must turn to the better qualities of hides and the burden of the purchase coming on these hides automatically will increase the price. There are certain runs of hides, also, being used for army work, on which there is only a reasonable percentage fit for army work. After the hides suitable are selected considerable percentage must be used in other kinds of leather, and of these other kinds, patent leathers play a considerable part. It is manifestly evident that if we cannot use the rejects from the army work in the various kinds for which they are best suited, that the burden of increased cost must fall upon the army work, and that we cannot allow.

There are a hundred million people in this country to-day. There are ten million whom we shall eventually have to shoe with army leather. That leaves ninety million civilians to be shod with civilian shoes.

Each Leather to Its Place

To my mind, the ideal way to shoe those ninety million civilians would be for the tanner to be allowed to put each hide in the place for which it is economically fit, then after that leather is manufactured into, say, fifteen per cent. patents, fifty per cent. dull blacks, twenty-five per cent. colors, and so on. Then, if, in the purchase of shoes, the retailer and consumer can be induced to make their purchases in the relative proportion to the output of the leather, we would be able to shoe our civilian population in the most economical manner possible.

Patent leather is as low as any of the prices and lower than most light leathers made from extremo hides. Now you naturally wonder why this is possible because you have it in mind that it must cost something to put on that japanned coat. That is true. It costs approximately three cents more per foot than it does to finish in a dull black, for instance. The reason it can be done is this: In tanning for patent leather, it is necessary to get the full stretch out of the leather and in tanning under that process we get so much additional spread or measure that it offsets the increased cost of the japanned finish.

Economy in Cutting Patents

There is a certain economy for the shoe manufacturer in cutting patent leather. In dull leathers or full grain leathers he must necessarily work his patents around some of the grain imperfections, while on the patent leather with these imperfections covered up, he gets a straight run across the side. If these same hides that are put in the patent leather should be put into the dull or colored leather, with all the grain imperfections that would necessarily be left on them, the cost to the shoe manufacturer of cutting vamps would be great deal more than from the same kind of leathers, the same skins manufactured in the patent leather.

I hope I have made my point clear to you which is that real conservation as applied to the leather business consists in a diversity of styles rather than in a contraction.

There is no "Cure All" for Ills of Human Foot

Another Contribution to the Discussion of the Construction, Functions and Performance of Our Pedal Extremities—The Flexible Shank Shoe Emphasizes the Need of Mechanical Aids

Editor, SHOE AND LEATHER JOURNAL:—

Sir,—As pioneer in the manufacture of arch supports, both in the States and Canada, permit me to present to you a few observations which relate more or less to an article appearing in your issue of November 15th, over the signature of V. E. Taplin, relative to "wrongly constructed shoes," "impossible foot appliances," and "an ignorant public."

While I would not attempt to promote any specific appliance made by other manufacturers, I am willing to substantiate, by adequate proof, any facts that can be properly maintained regarding foot appliances which afford relief to the human family.

I might say, in passing, that some twenty years ago the writer was a sufferer from Pes Planis (flat foot) and was compelled to take up the study of orthopedics for his own relief. The medical profession was at that time treating most cases of flat foot as indicating gout or rheumatism. Out of these investigations and studies came personal satisfaction and relief which eventually brought the writer into the manufacture of the patented Arrowsmith Adjustable Arch Prop, esteemed as the standard arch support the world over.

Referring to the above mentioned device it must be noted that it is quite, if not absolutely, rigid, forming a bridge from the heel to the ball of the foot. Said device is designed to uphold the longitudinal and the transverse arches and to reinforce in a mechanical way the affected arch ligament, which becomes weakened from various causes. Mechanical assistance, therefore, is very naturally indicated.



Arch Prop in Shoe

The advocates of flexible shank shoes have built their theories upon very specious foundation. For instance, the longitudinal arch of the human foot is absolutely rigid against pressure from above downward, although there is a certain lack of resistance against pressure from below upward. The Almighty made the arch of the human foot almost as rigid as the arch of a stone bridge and put a key-bone in the arch—the Astragalus—to maintain it. It is only when said key-bone—the Astragalus—everts, or drops inwardly, that the longitudinal arch of the human foot begins to fall. This is exactly what would occur to the arch of an ordinary stone bridge should the keystone of the bridge become dislocated or displaced.



Key-bone Displaced

All talk about "springiness" in the longitudinal arch of the human foot has not a shadow of truth to support it. There may be spring in the "springiness" of the walking gait of the human being. This does not come from the arch of the foot, but rather from the

ball of the foot forward, and other articulations. The writer's contention against "springy" arch supports has always been that outside of a seductive talking point for the salesman, there is nothing to commend them except that they may add additional strength to the steel shank already built in the shoe. If a customer really needs a device to sustain the longitudinal arch of the foot or to elevate it to its normal height a "springy" device or contrivance must prove largely illusory.

Anyone can demonstrate to himself the painful effect of a moveable bone anatomy. Let him press the knuckles of both hands together as in the cut, thus—



Let him rotate them, using sufficient pressure. The result will be very unpleasant. For a like reason a "springy" or "elastic" support is inadequate from an orthopedic standpoint. The moral is: "A flexible bridge would be a poor structure to cross over on." It seems that a quarter of a century ago the Paris shoemakers tried out flexible shank shoes; they were short lived. Recently American shoemakers have been vieing with one another in building shoes with a flexible shank.



Flexible Shank

Flexible shank shoes are often built on freaky lines, having little to commend them except the glove-fitting effect around the arch of the foot, and the straight inside shoe line which permits adduction of the great toe. The shoe with a curved inside line, or pointed toe, is the prolific cause of enlarged or bunion joints. The straight inside line will be the most prominent feature of the universal last when such a last is discovered.

Shoemen seldom take into consideration the fact that there is more than one arch in the human foot, or that the transverse arch must also be supported in most cases of flat foot. The difficulty in the anterior-metatarsal zone is seldom or ever corrected by anything short of an arch supporting device adjusted for that particular purpose. The flexible shank shoe does not relieve Mortons toe, neither can it re-locate the bones or elevate the fallen parts of the metatarsus. On the contrary it rather emphasizes the need of an adequate arch support as well as other mechanical aids.

Mr. Taplin presents a dorsal view cut of the feet of a Bagabo. Of course, almost anybody having normal feet can stand full weight on same, have somebody else spread the toes, and a frontal photograph will resemble closely the dorsal view shown in the cut referred to. Such foot attainment may be all right for uncivilized communities but they do not appeal to the refined tastes of our present day civilization. Neither does a shoe built on a line that will give a "parrot-toed" effect appeal to refined tastes. The uncivilized Indian walks largely "parrot-toed." To some extent it may be the natural posture for the Indian, but, from my own observation of the Indian on the plains, I am led to believe that the "parrot-toed" or so called natural posture of the Indian is mainly due to riding his pony incessantly from childhood without saddle, and holding on by digging his toes inwardly between the girth and the front legs of the animal in order to keep from falling off. A shoe built on toed-in lines will not even correct adduction of the great toe, although it furnishes room for the purpose. Anyhow the "toed-in" shoe wearer is an inelegant walker.



Running Walking Relaxing
(These positions are absolutely correct)

Now, relating to heels, high or low, the writer's investigations have shown him that the high-heeled countries of Europe have less foot trouble than the low-heeled or slippered countries. In fact, the Finns, who usually wear perhaps the highest heels, have very little arch trouble. So also the Swedes, French and Spaniards, except in avocations like the barbers, bakers, bartenders, etc., where
(Continued on page 87)

Rubber Footwear Notes

A REPORT comes from England that the British Government is limiting the transportation facilities for rubber to eighty per cent. of last year's production. This will mean, undoubtedly, a restriction of the output, as planters will not be inclined to gather more rubber than they can get rid of. Of course, there has been considerable restriction during the past year and it has not seemed to affect the market so very much. Nevertheless, those who have large contracts ahead are now trying to cover themselves with supplies of raw rubber. This will mean a strengthening of the market to a considerable extent, although there does not seem to be a prospect of an advance in prices at present. It is a peculiar thing in the history of this war that so essential a product as rubber has shown so little advance in price, while so many other products that seemingly are not dependent upon the war have advanced so remarkably. There can be no doubt, however, that the general tendency towards higher prices, created by existing financial conditions, will have an effect upon the raw rubber market in the near future, as well as upon other products.

Watching Productions

The United States Rubber Company has made an estimate of its probable production for 1918 and has notified its customers that its output will be pro-rated and distributed according to the purchases of jobbers in previous years. The other rubber footwear manufacturers of the United States are following a similar line. Recently they met together at the suggestion of the United States Government and estimated their daily capacity for the current year. The daily output was multiplied by the number of working days in the year and the total compared with the Government's requirements for the next twelve months. The amount of production exceeding the Government's demands was then released for civilian consumption. The result has been that the companies have had to pro-rate their whole trade on this basis of restriction. None of the companies will have anything for sale beyond the limited assignment arranged in this way for regular customers.

Stocks of Rubber Footwear

The severe winter has pretty well cleaned up all supplies of rubber goods. Stocks of manufactured goods in the hands of manufacturers, jobbers and retail dealers are at a lower point to-day than at any similar period in the history of the trade. For a considerable time past, the relations between the wholesale and retail trade have been more or less strained on account of the difficulty in procuring supplies. The break-down of transportation is no doubt accountable for a good deal of the trouble, although the real basis lies in the actual shortage of goods. Manufacturers complain that it is becoming more and more difficult to secure help. The situation with female help is somewhat improved, but for certain lines of labor, men are so scarce that a good many productions of the rubber factories have had to be cut out.

Tendency Towards Early Buying

The shortage of stocks, the tremendous rubber season and the difficulty this year of getting adequate supplies, will undoubtedly have the effect of promoting early ordering this season. Manufacturers are starting a week earlier in

News of the Rubber Footwear Trade at Home and Abroad—Present and Future Outlook of Rubber Trade. Buy Early the Watchword.

order to give themselves a proper chance to catch up. Without the orders coming in early, manufacturers find it impossible to adjust their operations to present conditions in material and labor. With a proper start it ought not to be difficult, however,

this year to keep up with the demand for rubber footwear. There certainly seems no chance of lower prices, but quite the contrary.

Cutting Out Cartons

On account of the difficulty in procuring card-board, as well as the lack of space necessary for the ordinary operations of rubber shoe manufacturing, most of the factories are curtailing considerably the use of cartons in connection with their lines. Heavy goods hereafter will be shipped in case or half-case lots. There is really no necessity for the cartoning of heavy goods, which are so manufactured to-day that they may quite conveniently be packed in boxes or large corrugated paper receptacles without injury or loss. This will mean not only less expense to the manufacturers, but will undoubtedly in the long run, prove a reduction of cost to the retail trade, as well as to the consumer because, after all, cartoning must be considered as an expense in connection with the placing of the goods on the market. Most retailers to whom we have spoken are quite content to have this change made.

The Non-Liability Clause

The peculiar conditions into which the rubber boot and shoe business has fallen recently have necessitated a great many changes in methods of doing business. The impossibility of securing materials of various kinds, the uncertainty of labor and the tying up of transportation, have all proved a source of worry and loss to the trade all around. Manufacturers last year protected themselves as against their jobbers with a non-liability clause, setting them free from responsibility for delivery of goods within specified time. This movement is extended this year to the jobbing trade, most of whom are stamping their orders and invoices warning dealers that they will not be responsible for the prompt and complete supplying of goods under existing conditions. Some opposition to this policy has developed amongst the retail trade as well as amongst the jobbers, but a good many regard it as the natural outcome of conditions over which nobody can have any control. A little reasonableness on both sides will no doubt lead to a satisfactory solution of what promises to cause considerable friction in connection with rubber selling this year. A certain amount has been experienced during the past year and if conditions keep up the difficulty of supplying goods is likely to be increased rather than diminished.

The Recent Rise in Rubber Prices

Any rise in prices is usually met with a certain amount of mental rebellion, whether it affects wholesaler, retailer or consumer. Human nature objects to paying a higher price for an article than it really has to. But, as we all know, war conditions have somewhat upset conventionalities and we have been trained for the last two or three years to expect almost anything in price conditions. The attitudes of retailers seem to be as varied as they are numerous. For example one will say: "Why should I be expected to pay a

(Continued from page 71)

Small Neutrals Feeling the Pinch

**Suffering in Many Ways Worse Than Belligerents
—Prohibitive Prices of Necessities— Churches
Raided for Candles—Plenty of Money—Stinted for
Food and Fuel**

IN many ways, says a Swedish correspondent of "World's Work," we are living under war conditions. It is not only the constantly rising prices one has to contemplate, but the actual loss of many necessities. We have bread cards and sugar cards and coffee cards, etc. You cannot get a single piece of bread in a restaurant without first having a coupon clipped off your bread card—just as in Berlin. Butter is so scarce that at times we have to go without for breakfast, and we are always using what they call "war butter"—that is, an abominable mixture of butter and flour. Coal is getting very scarce. The darkening of the streets has already begun and is likely to become more pronounced shortly.

Prices Gone Out of Sight

Since then things have grown infinitely worse. Prices have risen out of reach, of course. Last spring the maximum price of coffee was fixed at 55 cents a pound, but to get decent coffee—when you could get it at all—one had to pay 75 cents. By last fall coffee was practically not to be had.

Coal is now \$100 per ton; tea, \$8 a pound; chocolate, \$3 a pound; ham, \$1 a pound. Woollen clothing has increased more than 200 per cent. in price since the beginning of the war. Ordinary low-grade walking shoes used to be \$11 a pair last spring. They are now \$25. Lighting is an essential in a country where the midwinter day cannot be reckoned at more than four hours. Kerosene is practically unobtainable. So the people have had to go back to candles. The increasing demand is indicated by the following prices:—August, 1914, 15 cents a pound; January, 1917, 34 cents a pound; October, 1917, 58 cents a pound.

A very striking illustration of the state of affairs is furnished by an October issue of a local daily. There is a whole column of "exchange" advertisements on the back page. These advertisements deal exclusively with staple necessities, which have probably never before been mentioned in such a manner. The articles offered in exchange are:—Coffee, sugar, butter, firewood, pork, kerosene, candles, oatmeal, coke, soap, potatoes. The articles wanted are:—Kerosene, candles, sugar, coffee, rubbers, butter, milk, fruit, potatoes, alcohol, tea and wheat flour. Money is not offered in a single case. The articles are practically identical in both columns. This means that each one of them is regarded as so precious that no one hopes to be able to get it except in exchange for something else of equal value.

The Food Problem Critical

Grain is the main problem. The nation's store of it was confiscated by the government of 1916. Bread cards have been used for nearly two years. The ration allotted to each individual 50 ounces per week of 100 rye and wheat—which is 25 per cent. below the ration allowed in Germany. The baking of bread from pure wheat has long been prohibited. In the very best restaurants nothing but "war bread" made of mixed wheat and rye has been seen since the middle of 1916. In the northern part of Sweden they

have begun to experiment with bread made of 38 per cent. rye, 12 per cent. potato, and 50 per cent. reindeer moss. A normal crop will provide Sweden with two-thirds of her normal consumption, the crop of 1917 was 50 per cent. below normal. In other words, it gave the country just one-third of what it will need until the crop of 1918 has been harvested. This means that to escape actual starvation Sweden must try to find about 12 million bushels of wheat and rye somewhere during this winter.

If we turn to Denmark for a moment, we find coal shortage the principal trouble. Theatres open at 6.30 and close at 9.45 p.m. in order to save lighting. The restaurants close at 11 p.m. sharp for the same reason. The theatres are not permitted to play more than three times a week. All shops are closing at 5 p.m. In Copenhagen's biggest and finest department store, Illum's, you find the clerks wearing big straw slippers and woollen blankets, because there is not coal enough to keep the place properly heated.

In Sweden the railroad engines have long been using wood—which does not improve the speed of the trains. Express trains are a thing of the past. First-class carriages exist no longer. Sleeping births have to be obtained weeks in advance. Every train is overcrowded in the most uncomfortable manner. It is quite common to see passengers standing up through an entire day's journey. After dark there is just enough light on board to enable the conductors to see their tickets. The number of trains have been greatly reduced, while at the same time the traffic demands have become multiplied by the influx of foreigners. There are now 17 taxicabs operating in Stockholm. A single automobile tire brought \$540 in October last year, and gasoline was then \$2 a gallon.

WHAT CONSTITUTES GOOD BUYING

(Continued from page 35)

gets loaded up and the temperamental buyer becomes pessimistic and causes you all sorts of trouble and not infrequently losses.

Time and System in Buying

Buying of the right sort requires time and system, method and patience. It is not a thing that can be done in a moment, neither should it be done under necessity. Friendship or sympathy should not guide, but reason and judgment.

The shrewd, intelligent buyer should know his firms intimately and confine his purchases to a few known and well established houses. Some excel in one line and some in another.

If I were buying, I would not get my welts and McKays from the same house. I would select my oxfords from one, my pumps, perhaps, from another, my staples from another and my novelties from another, and so on. I have confined my observation to purchasing women's shoes, for their proper selection presents the greatest difficulty. Buying men's shoes is a more simple process, but let me tell you in conclusion, no truer adage was ever uttered than that "goods well bought are half sold."

Do not attempt to load up with what your trade will not buy and always leave room in your placing business to add a few new lines. The style problem will never be firmly fixed. Never plunge. Steady, even going wins in the end and, while the plunger may now and then make a nice clean up, he very often regrets exceedingly his rashness and consequent losses.

In Stock
Real Service



8196
Brown Kid Lace, 8½-inch
Last 25
Sizes, 2½ to 7
Widths—A, B, C, D
\$7.75



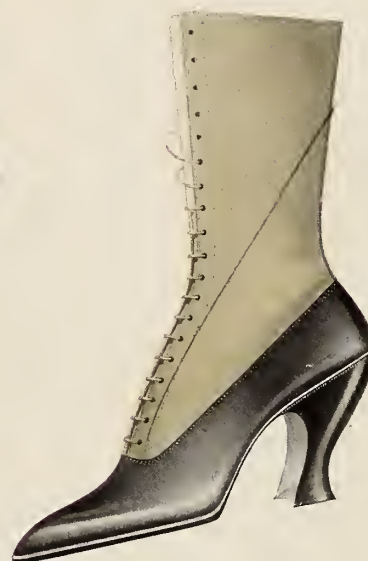
8202
Scal Brown Calf Lace
8-inch
Last 26
Sizes, 2 to 7
Widths—B, C, D
\$6.15



8200
Scal Brown Calf Lace
9-inch
Last 28
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



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
92-94 Sherbourne Street Toronto



9092

Kid Lace, Mat Top
8-inch Last 23
Sizes, 2 to 7
Widths—B, C, D
\$5.60

9096
Same as 9092. All Kid Lace
Last 26
\$5.85



9117

Kid Lace, Mat Top,
9-inch
Last 25
Sizes, 2 to 7
Widths—B, C, D
\$5.90

*In Stock
Order Now*



7039

All Velour Lace, 8-inch
Last 28
Sizes, 2 to 7
Widths—B, C, D
\$5.75



4007—Turn
All Kid Lace, 8-inch
Flexible Mock Welt
Last 22
Sizes, 2 to 7
Widths—B, C, D
\$5.70



4006—Turn

All Kid Lace, 8½-inch
Last 25
Sizes, 2 to 7
Widths—B, C, D.
\$5.85

*Prices Subject to
Change Without Notice*

*Blachford Shoe Manufacturing Co. Limited
92-94 Sherbourne Street Toronto*



Evolution of "Maltese Cross" Rubbers

An Interesting History of the Origin, Development and Achievement of This Celebrated Brand of Footwear—How "Maltese Cross" Rubbers are Made

BEFORE the advent of rubber footwear half a century or more ago, Canadians had to offset the rigors of their long winters and meet the inclemencies of the spring and autumn seasons with "oil tans" in heavy wear and waterproof "dubbin" in lighter footwear. Such a thing as waterproof leather was then practically unknown, the era of chrome leather not having as yet made its appearance.

The first efforts of our forbears to meet these untoward conditions with rubber footwear coverings would provoke a smile both as to the shape of the shoe and their tendency to smudge or gum everything with which they came into contact. The result was not only clumsy in appearance, but it ended with such inconvenience and uncertainty as for a long time prevented their general use, especially in connection with high-class leather footwear.

To a certain extent these crude attempts at waterproof foot coverings served the purpose, at least in keeping out the wet, but to those who regarded style and finish as at all essential, they did not make a very strong appeal. It thus happened that fifty years ago the output of a single factory in Canada was more than sufficient for the needs or at least the demands of the country.

With the wonderful development that took place in the rubber shoe industry of the United States in the last decade of the nineteenth century, especially encouraged by the increased knowledge of compounding and vulcanizing rubber, there came a most rapid development in the rubber shoe industry. In fact the progress made in this respect was greater than in the entire previous period.

It was at this time that the late

H. D. Warren, realizing the fact that Canada, as a field particularly adapted to this class of trade, would respond readily to the incentive of better styles, more scientific methods and more thorough workmanship, decided to organize and operate an up-to-date rubber footwear department in connection with the Gutta Percha and Rubber Co.'s plant at Toronto.

The very best equipment that could be purchased and the most expert craftsmen that could be secured for the production of this class of goods were brought over from the United States, and the effort undertaken to produce rubber shoes equal to anything turned out by the largest and best mills across the line. The head of the enterprise, the late H. D. Warren, had associated with him as enthusiastic collaborator, the present executive head of the concern, Mr. Chas. N. Candee, a man born and bred in the rubber business, and together they started to put "Maltese Cross" upon the map of rubber production in America.

They hit the psychological moment. Up to this time there had been considerable trouble with Canadian-made goods, variously stated to be quality of rubber, lack of uniformity of finish and attractiveness of style. The "Gutta Percha and Rubber Co." started in to remedy these defects and steadily refused to market a single pair of rubber shoes until they were absolutely sure they were "right" in these respects. They believed, from previous unfortunate failures in efforts of this kind, that it would pay to follow Davy Crockett's advice—"Be sure you are right and then go ahead."

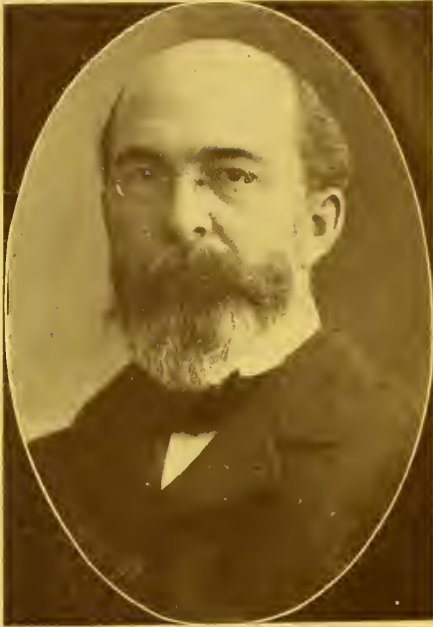
The results at the time and subsequently fully justified this policy, for from the first day that Maltese Cross

goods were put up on the Canadian market they have never had a setback, but have continued to set the pace throughout the Dominion as absolutely dependable rubber footwear.

There have been wonderful developments, however, during the time that has elapsed since the company first laid its goods before the Canadian shoe trade. The advance of their early lines upon their predecessors was regarded at the time as almost miraculous, but what a gulf there exists to-day between what was the pride of the Gutta Percha and Rubber Co. in 1897 and the wonderful array of lines that "Maltese Cross" distributors have to place before the buyers for the season of 1918, for Maltese Cross Rubbers have just come of age.

The same applies to the equipment of the Gutta Percha and Rubber Co., which has developed from a small two-storey mill to a plant that covers several acres. In the meantime the company's business has grown with leaps and bounds both as to lines and volume. This, as well as the marked growth of the entire rubber shoe business, in Canada, has been due principally to the improved character of the goods and the revolutionizing methods of production, for which nothing has been more responsible than the standards set and the methods inaugurated twenty-one years ago by the Gutta Percha and Rubber Co.

At this time a word or two with regard to the conditions and methods by which Maltese Cross rubbers are produced will interest not only those who handle them but all who distribute these high-grade goods throughout the country. Everybody, of course, is familiar with the origin of "caoutchouc" or raw rubber, which until recently, came principally from the Amazon district in South America or the Congo in Africa, where it was gathered by the aborigines and shipped to this continent. The crude methods of the Indians in the south who laboriously gathered the sap of the rubber tree cured it by smoking, adding now and then a stone or stick to give it weight, and its shipment in large globular chunks down the river to the seacoast for transportation abroad, have been the subject for frequent description by travelers or the basis at times of more or less sensational fiction. Today most of the best raw rubber



Late H. D. WARREN
First President and Founder

comes from plantations in the far east, such as Ceylon or the Malay Peninsula where it is scientifically cultivated and gathered, yielding a product free from the impurities and imperfections of the wild rubber of the tropics.

Gutta Percha & Rubber, Limited, staked its future at the very beginning upon the use of high-grade raw rubber, and has stuck to the principle consistently since that nothing is too good for Maltese Cross Rubbers. The very best that money can buy and the most that the hard, exacting climate of Canada calls for has been



CHAS. N. CANDEE
President and General Manager

the motto that has put this product where it stands to-day.

A representative of the SHOE AND LEATHER JOURNAL was given a flying trip recently through the company's shoe plant at Toronto and his description of the process of production will be profitable to all who are called upon to explain the uniform thoroughness with which Maltese Cross Rubbers are followed from start to finish through the various processes. As already stated the plant with its numerous buildings devoted to the various departments of rubber manufacture, including mechanical goods, belting, hose, automobile tires, etc., covers several acres. Although a jaunt through any of these buildings and a glimpse at the methods of production would afford abundant interest to our readers as illustrating the wonderful uses to which rubber is being put these days, and the marvellous chemical and mechanical processes that have been developed in the production of the various classes of goods, our concern at present is with the manufacture of Maltese Cross Rubbers. We will follow the various steps in production from the raw rubber as it enters the various storerooms in the basement until the goods reach the packing room ready to be shipped.

In these days of uncertainty of supply and transportation, the question of raw stock is a serious problem. On this account, manufacturers who desire to have an uninterrupted flow of production must think considerably ahead. The Gutta Percha and Rubber Co. carry a heavy stock of raw rubber, including the finest Para and other South American brands as well as the best of the cultivated varieties. One of the accompanying photographs shows a small corner of their raw rubber warehouse in which will be noticed the peculiar globular lumps of the South American article, known as Para biscuit, while further in the rear are the flat sheets of the Ceylon and other grades of raw rubber.

From the store-room the raw rubber is taken to the washing-room, where after being broken up, it is passed through corrugated rollers which tear it apart and wash and separate it thoroughly from all imperfections. The South American Indians are not averse to adding to their profits if possible by inserting foreign substances in the "biscuits," as the globular pieces of raw rubber are called. After washing, the rubber is thoroughly milled by being passed again through calenders where it is mixed with the compounding ingredients that prepare it for use in the



Late CAPT. TRUMBULL WARREN
Former President, Killed in France

mechanical processes that are to follow.

In the compounding room, litharge, sulphur and other ingredients are added to the rubber so as to give it the consistency and quality necessary for its adhesiveness and prepare it for the vulcanizing process to follow. The compounded rubber is passed through heated calenders and pressed into sheets of the proper thickness for soles and uppers, these sheets being cut and carried on canvas frames to the shoe-cutting department. One of the illustrations shows the cloth-drying room, where all the fabrics required for use in connection with



R. H. GREENE
Secretary and Manager Shoe Department

rubber in the manufacture of mechanical and shoe goods has to be thoroughly dried. In all these fabrics there is a certain amount of moisture, which must be extracted and the cotton or other fabrics are therefore passed through a cell-drying machine as shown in the picture, the fabric coming out on the other side absolutely bone-dry. For shoe purposes the fabrics are united to the rubber sheets by being passed through calenders and then these sheets of fabric and gum are taken to the cutting department.

In the cutting department, as shown in another of the illustrations,



Corner in Raw Rubber Store Room .



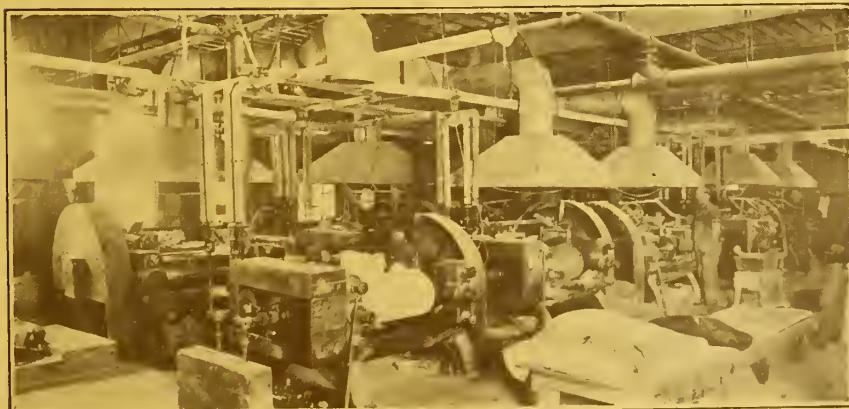
Rubber Washing Room

men are engaged in cutting various parts of the uppers and soles to be used in the manufacture of gum boots, lumbermen's, etc. These men become very skilful and quick with the knife and turn out a marvellous quantity of shoe parts in a day. These are put together in packages and taken to the shoemaking room.

In one of the shoemaking rooms is shown the men at work putting together the rubber boots over lasts. The process is entirely different from that of the ordinary leather boot factory, where the insoles are tacked to the last and the shoe is built by stitching, pegging or nailing. None



Compounding and Mixing Room



Milling Department

of these operations enter into the production of a rubber boot. The lining is laid on the last and the various parts of the shoe joined by means of rubber cement, the joints being rolled and rubbed very deftly and carefully to make sure of a perfect bond. The shoes when completed are placed in huge racks ready for the next process. The racks run on tracks.

The shoemaking room for the lighter lines constitutes another department several times the size of that devoted to the heavier lines. In this

department the work is almost entirely done by women and girls. Several of these may be seen in each alley deftly putting together the various parts of the shoe which are joined in very much the same way as are the heavier lines. The utmost skill and carefulness must be exercised to ensure a perfect bond between the parts.

With the marked development of the rubber shoe industry in recent years, there has come a tremendous expansion of lines. In nothing has this been more manifest than in the

production of what is known as tennis and sporting goods. Hundreds of these lines are now made by rubber shoe factories where they were formerly turned out in leather. The uppers for these shoes and for the lighter, fancy lines of ordinary rubber footwear, are put together by the fitting department, which occupies a whole flat of the rubber shoe factory. An idea of the size and importance of this department will be afforded by reference to the accompanying illustration, which gives a very fair idea not only of the number of employees, but the vast variety of machines used.



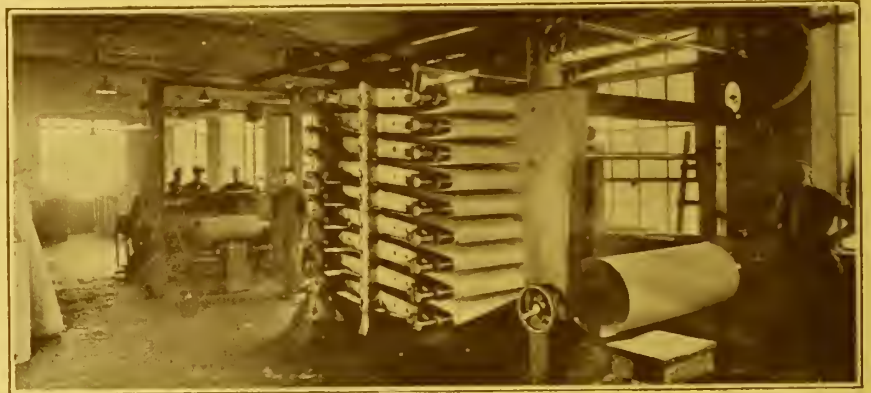
Section of Calender Room



Section of Calender Room

All the appliances that may be found in the ordinary up-to-date shoe factory and some others are required to-day to turn out some of the productions of the Maltese Cross brand that find so much favor, especially with the gentler sex.

The ordinary lines of rubber footwear, when finished in the shoemaking room are placed on large metal racks and carried to the varnishing room, where the shoes are given a coat of varnish. Years ago it was the custom to allow the shoes to dry thoroughly in the sun or dry slowly in



Fabric Dryers



Upper Cutting Room

revolving racks in heated rooms, but such is the demand these days for results that the drying is now all done by means of vulcanizers or hot-air driers. The racks are placed on cars and run over tracks to these vulcanizers, where several of them at a time are placed and the steam turned on. It takes seven or eight hours as a rule to complete the vulcanizing process and the goods come forth with the peculiar finish for which rubber footwear is noted. The heavier goods, such as gum boots, lumbermen's, etc., are all subjected to

what is called the "pressure cure" process. The racks, instead of being run into ordinary vulcanizers, are placed in huge, air-tight chambers from which the air has been exhausted and into which carbon dioxide gas has been pumped. Sometimes steam is used instead, but the objection to steam is the discoloring of the goods during the process. Throughout the curing the chamber is kept hot by means of a steam jacket. The "pressure cure," as it is called, eliminates the liability to faults in the goods such as blisters, and enables the curing to be completed in much less time. Usually less than ninety minutes will suffice to complete the "cure." The goods are then run on cars to the packing room, where they



Sole Cutting Room

are placed in different departments ready to be placed in cartons. The accompanying illustrations of one section of the packing department will give some idea of the large amount of goods passing through from day to day.

The Gutta Percha and Rubber Co. makes all its own cartons and we show in one of the illustrations a corner of this department, in which a large number of hands find employment. The carton part of the business has become so extensive and lately so difficult of operation on account of the lack of supplies, that



Sole Dieing Room



Heel Pressing Room

most of the rubber companies are considering the advisability on this account as well as the expense and space occupied, of putting only their finest lines in cartons. There does not seem to be any reason why lumbermen's and other heavy rubber boots should be placed in cardboard boxes. The excuse made years ago of their sticking together does not hold to-day, when the goods are so perfect in workmanship and finish.

At the beginning of this description we referred to the fact that nothing but the best rubber entered into the production of Maltese Cross Rubbers.



Boot-making Room

This applies, notwithstanding the fact that not a little of the rubber used by this concern is "reclaimed" or manufactured from waste rubber. This company has one of the most complete reclamation mills to be found anywhere in America; in fact it is larger than many of the reclamation mills operated by concerns purely devoted to this purpose. For a long time rubber once used disappeared into waste piles. To-day, the price of old rubber is such that it is carefully gathered and transported to reclamation plants in order that the material may be extracted and used

over again. Of course it is only certain classes of rubber scrap that are valuable for this purpose, but the nature of rubber as a rule permits it to yield itself readily to extraction and reconstruction. The Gutta Percha and Rubber Co. has a three-storey plant devoted exclusively to this industry. The waste rubber is first of all carefully sorted and then run through machines which disintegrate it thoroughly, breaking it up into small particles. These fragments are next passed through a machine which extracts the metal

products often to be found in waste rubber. Large magnets attract the pieces of metal as the broken up fragments of rubber pass through. Not a particle of metal remains in the mass, which is then passed through into chemical tanks for treatment. After the metal is carefully extracted the powdered scrap is screened and passed into chemical tanks where the fibre is broken down and eliminated by treatment with acids or alkalis. The pulp is then turned into devulcanizers and steam forced through it to thoroughly break up the fibre, dissolve the free sulphur



Upper Fitting Room



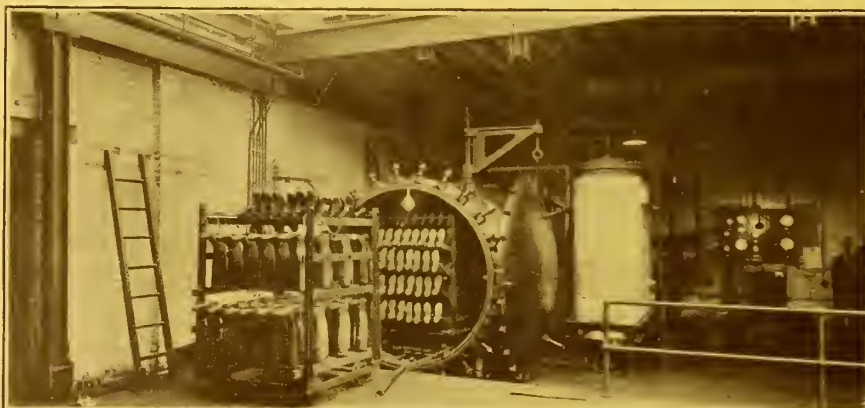
Shoe-making Room

and saponify the other substitutes that may be mixed with the stock. The mass is then passed into long troughs in which are revolving arms or spindles in which the product is freed from sand by a churning process. The freed rubber is then passed into washers and thoroughly cleansed, after which it is dried and sent to the rubber mill. It is claimed that for soles and similar purposes a certain percentage of reclaimed in the compound is much superior to the pure product, giving much greater wear.

Two other engravings illustrate the production of the celebrated "Tenax"



Varnishing Room



Pressure Cure Chambers

soles as well as the heels made by this company for use in the manufacture of leather boots and shoes. There is no doubt that this class of sole, as a substitute for sole leather, has come to stay. It has been demonstrated without a doubt that the wearing quality of Tenax, as well as its resiliency makes it a very effective substance for soling in all classes of footwear. The success it has already won is such that the company finds it difficult to turn out sufficient quantities to meet the demand. The heel department is a very extensive one, as evidenced by the large number of pressing machines seen in the pic-

ture. The demand for Maltese Cross heels is on a par with that for the rubber footwear itself.

One thing that impresses the observer in passing through the Gutta Percha and Rubber Co.'s plant more than anything else is that the policy to spare no expense in building, equipment, men or method necessary that the best results in the character and quality of the goods is faithfully carried out. The employees, from the superintendent to the youngest member of the operating staff, have upon them the stamp of Maltese Cross



Carton Making Department

efficiency and seem imbued with the enthusiasm of Maltese Cross achievement. Maltese Cross Rubbers ought to be good rubbers, for into them they are compounded not only the best of materials and the most intelligent of labor but the brains and skill of a highly organized rubber executive.

As usual the Maltese Cross lines for the coming season are fully abreast of the most modern ideals in rubber footwear. The lasts and patterns have been thoroughly overhauled and remodeled, all the old favorites being retained and many of them rehabilitated. The changing styles in



Section Packing Department



Reclaiming Devulcanizers

leather footwear keep rubber manufacturers on the qui vive and are often so sudden and so late that adequate provision for them is impossible. The Gutta Percha & Rubber Co., however, may be congratulated upon covering thoroughly the present range of fashionable shoes for men and women.

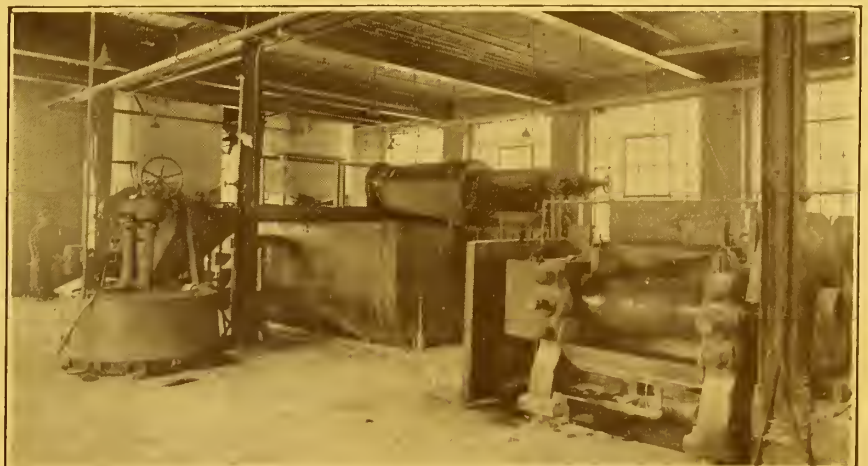
Amongst the new creations in women's is the "Vimy," a long, narrow last that meets the demand for a fancy shoe with a high vamp. As meeting a very much felt want last season, this is expected to be a very popular seller. Another new line in women's is called the "Lucille,"

a women's fine gaiter "croquet" with a cloth buttoned top. This has an advantage over the Excluder or ordinary "Button Gaiter" in that the rubber vamp is higher and it will be therefore much better adapted to deep snow and especially slushy weather.

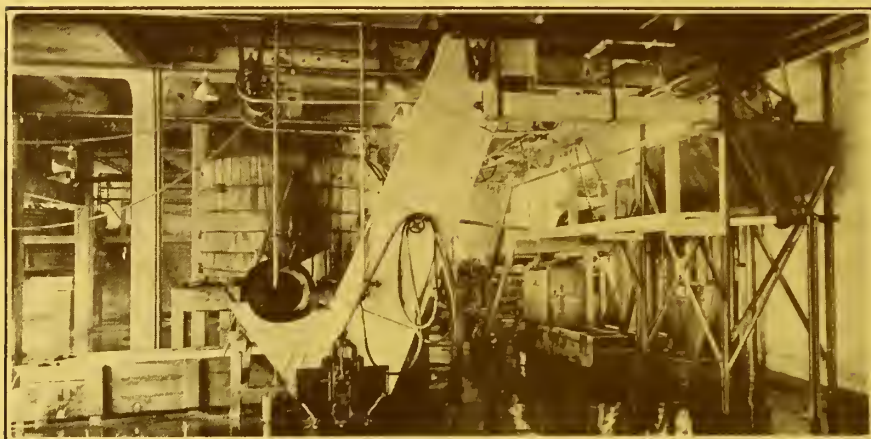
The new lines of "Efficiency" white goods in men's boots and lumbermen's are especially fine. These goods are made from the best tire rubber, and are calculated to stand weather and wear. They are made in five and three eyelet lumbermen's and boots, and as their name suggests they are

the last word in efficiency in this class of rubber shoes. The White Boot in the "Efficiency line" is handsome in appearance and has the quality for which "Maltese Cross Rubbers" have won renown. The "Bushman" with white waterproof duck top, duck bottom and rolled edge will compete in popularity with leather topped lumbermen's.

The NEW CATALOGUE of the Gutta-Percha & Rubber Co.'s lines is now out and will be in the hands of the trade at the same time as the SHOE AND LEATHER JOURNAL.



Chemical Tanks Reclaiming Department



Reclaiming Department

Monday,
February 25, 1918

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.
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., LIMITED, St. Hyacinthe,	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	Winnipeg, Mna.
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
MONTREAL
FORT WILLIAM
REGINA
LETHBRIDGE
CALGARY

HALIFAX
OTTAWA
WINNIPEG
SASKATOON
EDMONTON
VANCOUVER



Sifting Room Reclaiming Department



WOMEN'S MODELS



*W.B. Hamilton Shoe Co.
Limited.*

Largest distributors of **TORONTO**
"MALTESE CROSS"
Rubber Footwear

LITTLE GENTS'

MEN'S MODELS

MISSSES' and CHILDREN'S

LUCILLE
Women's Fine
Gaiter Croquet



"EFFICIENCY" LINE



BUSHMAN



SUPBERB



WHITE BOOT



WIDE AS THE PRAIRIES

is the reputation of

MAYBEE'S LIMITED

as distributors of

MALTESE
CROSS
RUBBERS

The WIDE RANGE and HIGH QUALITY of this brand and the excellent MAYBEE service are real standbys to Western retailers.

THE SAME applies to the full range of MAYBEE SHOES. This includes a most complete stock of OIL TANS, FELTS and other STAPLE LINES.

Your sorting orders can be completely filled from a wide selection of very best sellers — all ready for immediate shipment.

We have a reputation for close prices.

MAYBEE'S LIMITED

MOOSE JAW, SASK.

*Maltese Cross Rubbers will be delivered F. O. B.
Regina, Saskatoon, Moose Jaw, Lethbridge, Calgary
or Edmonton.*



Our Travellers

Are now covering Eastern and Northern Ontario thoroughly with complete samples of

MALTESE CROSS and STUB-PROOF BRAND RUBBERS

These brands are admitted by satisfied customers in every part of Canada to be the best fitting and most lasting rubbers that money will buy.

*In Style,
Appearance
and Wear*

they stand in a class by themselves. To back up these superior rubbers, we offer the trade a **rush delivery** service that really delivers. Our large stock at **Brockville**, with shipping warehouses at **Toronto** and **Montreal** as well, places every store in Eastern Ontario within a short shipping distance of our distributing points.

Then about **Shoe Assorting**. A very complete range of the most reliable footwear is in stock at all times, including Dr. Johnston's Hygienic Cushion Soles for Men and Women; Brovillo High Grade Welts for Men and Women; Elsie Janis Fine McKays for Misses and Children, and the J. A. J. Co. Solid Leather Footwear for the Whole Family.

We specialize on gloves and mitts that are real values

One of our six salesmen will see you soon. Don't buy till he sees you.

THE J. A. JOHNSTON COMPANY
BROCKVILLE, ONT.

Misuse of Leather Terms

Honest Advertising is the Foundation of Successful Retailing — Misrepresentation Does Not Pay.

A MISSOURI shoe retailer was recently fined \$100 and costs for using misleading terms in his advertisements. It transpired in the evidence that he had advertised women's shoes made from sheepskin, as kid. It was urged, and with some reason, that all light leathers of this class are termed "kid," but the court refused to see matters in this light.

The New York "Tribune" in commenting upon this circumstance says that the wholesaler and retailer keep these terms perfectly well defined when dealing with each other. The confusion arises when the goods are sold to the public.

It gives the following definitions of common shoe terms:

"Cabretta is a combination of goat and sheepskin that is sometimes produced in such a fine quality and of such a grade as to be easily confused, even by experts, with kid-skin.

"Dongola is a goatskin; therefore, to advertise or sell shoes as "Dongola Kid" is an advertising paradox. These skins come from Dongola, Africa, a famous trading station for goatskins.

"Gun Metal is a trade-mark name that applies to the finish of the leather only. It does not relate to a grade of leather.

"Kidskin is a term which should be rightfully applied only to shoes made from the skin of a kid. (In the shoe trade 'kid' and 'goat' are synonymous names for 'kidskin.') Genuine kid is a soft, pliable leather of exquisite quality, is not porous, and shoes made from it retain their

lines better than those made from sheepskin. It is just about twice as costly as sheepskin, and can be used, therefore, only in higher-priced shoes.

"Sheepskin is a porous leather, cheaper than kidskin, less durable, and when made into shoes does not keep in shape nearly so well as kidskin. The skins are larger and therefore cut to better advantage than kidskin, making the shoes cheaper.

"Vici Kid is a trade-marked name for goat or 'kidskin'."

DEATH OF URIAH WILSON

In the death of Uriah Wilson, of Napanee, which occurred on Saturday, February 2nd, we are vividly reminded that the men who link the shoe trade of fifty years ago with that of the present day are slowly but surely passing away. Mr. Wilson, with his two brothers, S. B. and John, started business in Napanee about the year 1863. In 1867 S. B. retired and the two brothers continued the business together until John died about a year ago. They were practical shoemen, having served full apprenticeship of

four or five years, for which they received small remuneration. In those days the shoemaker had to make the shoe complete from start to finish, which is very different from the specialization of our present fast working factory processes.

Mr. Wilson was member for Lennox from 1887 to 1904 and after the redistribution he represented Lennox and Addington until 1911, when he retired from public life.

Mr. Wilson was seventy-four years of age at the time of his death and still carried on the original business up to that time. Crown Attorney Wilson, Jas. T. Wilson, merchant, Dr. C. E. Wilson and John T. Wilson, of the civil service, are sons of the deceased. Mrs. Wilson predeceased her husband only a month ago. His many friends in the shoe trade will learn with regret of his death.



THREE ARTILLERY MEN FROM E. W. SMITH'S STORE, ST. CATHARINES.



Gunner Cyril Egg



Driver Wesley Milligan



Gunner Buschlin

Leather Trade Jottings

Leather Business Quiet but Picking Up—Hide Market Weak and Inactive—Shoe Manufacturers Again Under Way—Business Outlook Improving.

LEATHER business continues quiet, although there has been a slightly increased demand for some lines of upper and sole, particularly the lighter weights. In spite of the restrictions in the way of licenses, council tax, etc., on goods going into the United States, quite a bit of leather is crossing the line, particularly in harness and equipment lines.

American Leather

Business is picking up across the border. There has been quite a flurry over the prospects of a foreign demand for medium grades in black leather. There has been quite a local movement, several large shoe manufacturers having been operating during the past couple of weeks. This has given the market a firmer tone.

Hides and Skins

There is little change in the situation, sales being few and the market quiet. Light hides have shown some improvement in the past few days and the outlook is a little more hopeful from the dealer's standpoint. Native heavy steers are quoted at thirty cents, a drop of four cents from a month ago, and buff hides are quoted at eighteen cents, a drop of two cents. Of course the quality of the hides practically makes this difference. The foreign hide market continues dull, with practically no enquiries.

A Question of Labor

In writing the *SHOE AND LEATHER JOURNAL* on the subject ventilated in last issue, "Daily Press and Leather Prices," a prominent tanning concern says: "To-day the point we find in connection with the acceptance and declining of orders is the labor situation. The turning out of leather to-day is largely a question of putting it through, not so much a matter of hides or materials with which they are tanned. The output of a tanner is limited not by the number of vats or the size of his tannery, but entirely by the number of men he has in his employment."

Licenses for U. S. Exports

Among the commodities included in the revised list of articles for the exportation of which to Canada individual licenses must be secured are hides, skins, leather (except boots and shoes), belting, sole leather, upper leather, quebracho extract, rubber and rubber scrap, gutta-joolatong, gutta-percha and gutta-siak.

Leather boots and shoes and leather clothing require no individual licenses.

John Bull, Shoemaker

The other day the United States dipped into Great Britain's shoe reservoir, came up with 100,000 pairs of shoes and it did not even make a dent in the supply. One day's work, at full capacity, would have replaced the shoes. And there were still 3,500,000 shoes in the reservoir.

Great Britain has been on top of the army shoe problem since January, 1915. At one time there were five million

pairs in storage. For just one short period, in May, 1916, the stock fell off to less than 800,000 pairs, but that was due to a tremendous call from Russia.

Between November, 1914, and November, 1917, there were supplied to the army 24,500,000 pairs of shoes, 1,000,000 pairs of service boots, and 1,500,000 pairs of rubber boots. In addition, 10,000,000 pairs of shoes have been sent to Russia, 3,000,000 pairs to Italy and smaller amounts to Roumania and Serbia.

Limited Profits

An English comment on war shoe costs says:

"The cost of the shoes has increased from fourteen shillings to twenty-four shillings since the outbreak of the war, for the regulation riveted shoes issued to privates. The manufacturers' average profit is now placed at five per cent.

"It is now figured, contrary to general opinion, that the life of a pair of shoes issued to a private is about six months. This is due not only to the sturdy build of the shoe, but to an extensive repair system, whereby no worn shoes are discarded until absolutely worn out.

"Taking care of Kitchener's first million soldiers was the thing that proved to the war office the system was inadequate. In November, 1914, the government called Edward Penton, a business man, with expert knowledge of the shoe trade and shoe manufacturing.

"Penton first showed his capacity when he supplied the French army with something like two million pairs of shoes, obtained in England, while the British war office was still fumbling around."

Why the Tans?

A Canadian officer, familiar with the leather business, and who evidently reads the *SHOE AND LEATHER JOURNAL*, writing from the front says:

"I see in September 15th number of *CANADIAN SHOE AND LEATHER JOURNAL* an article on page ninety-three. Now in my opinion the Canadian side leather in a black grain would give better service than the present standard tan side leather. What is the advantage of snuffing the enamel of the grain off and making it a tan color when the first thing a soldier has to do here when he gets the boot is to blacken it, or be crimed if he does not, because it is a crime for any man to appear on parade here unless his boots are black. Then to get the black to take, most of them scrub the boots to get the grease off the surface. The English boots are nearly all a coarse pebble or small round grain, and while carrying considerable grease are practically free of grease on the inside of the shoe or flesh side of the leather. The enamel being on the leather makes it easier to clean and shine. The grain covers all surface defects which makes the leather sort better from the tanner's standpoint and cut better for shoe manufacturing."

Suggests Leather Imports

In discussing the shortage of tonnage the London "Shoe and Leather Record" says:

"We should like to make just two suggestions. In the first place, efforts should be made to import leather in preference to hides and tanning materials. The tonnage occupied by the latter is very great, and much of it could be saved during the war. In many other directions, too, we are importing raw and bulky materials which might be brought in in a finished or partly finished state, to the great saving of space in ships' bottoms. We are fighting for the preservation of civilization, not for the immediate or even prospective benefit of any particular trade, and it is our patriotic duty to sink every private consideration in order to win the war. The leather trade has done exceedingly well out of the war. Since hostilities commenced the tan-



“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

nage of leather has increased in bulk by thirty per cent., and profits have increased to a much greater degree. It is true that the trade has served the Government well in providing a constant supply of good leather, but it has been very well paid for its effort, and the time has arrived when tanners and carriers can afford to take a generous view in regard to the importation of leather, especially from India and the Colonies. Our other suggestion may also seem antagonistic to the interests of tanners, but we cannot help that. The use of leather substitutes of all kinds should be encouraged, and their manufacture developed. Tanners need not fear that the demand for leather will ever fall below the supply of hides. To-day it exceeds the supply, and substitutes of rubber, fibre, or the like are urgently needed."

How It Was Done

A prominent leather man who was very much exercised over the sensational article that appeared in a Toronto evening paper last month anent the drop in hides and leather, says he has discovered how it originated. He says the reporter who called on him did not seem to understand the hide and leather business sufficiently to know what he was talking about, but had apparently been "loaded" by somebody before calling upon him.

The leather man, by investigation, has since found out that the ball was started by a large Yonge Street retailer, who apparently follows these tactics before making an onslaught on the shoe market. He loaded up the young reporter, started the hue and cry about leather and shoes dropping and then went east to see what he could do with shoe manufacturers. He has boasted since of his exploit.

Prices High for Shoes and Leather

The American Trade Commission has issued the following preliminary report on the hide and leather situation: "Exceedingly high prices are at present being charged for shoes and other leather products, for leather itself, and for "packer" hides from which the better qualities of leather are made. This is in the face of the fact that very large stocks of packer hides are on hand.

"In view of this situation the Commission deems it its duty to submit now to the Congress a preliminary report on the hide and leather situation. The Commission submits this information for the use of the Congress in its consideration of pending legislation.

"A salient fact in the report is that the slaughter of cattle and calves in the United States increased during the past five years by 5,100,000 head, or practically 30 per cent., 1,500,000 of the increase being in calves. Such a record of slaughter of food animals ought not at the same time to mean that the country should be forced to pay abnormally

high prices for leather products made from the correspondingly increased take-off hides.

"Another salient fact is that the profits of the largest packers in their hide and leather business and of the many large leather manufacturers have been excessive during the past two years.

"The investigation of conditions in the hide and leather industry and in the manufacture and distribution of shoes and other principal leather products was undertaken by the Federal Trade Commission by its resolution of December 31, 1917. The investigation with respect to shoes, etc., has not proceeded far enough to warrant any statement, but a preliminary report is now made as to hides and leather, many facts bearing on this matter having already been ascertained in connection with the study of slaughtering and meat packing in the Commission's food investigation."

WAR AND THE CANADIAN SHOE INDUSTRY

(Continued from page 47)

in policy will be more readily grasped by the retailer than the consumer. Granting the desirability of a certain amount of changing styles in order to stimulate business, it is unreasonable for a retailer to expect the co-operation of the manufacturer under present circumstances, tolerating the fickle taste of a few consumers whose desire for originality blinds them to the necessity for conservation in this trying period.

The shoe industry in Canada is still in its infancy. It needs and it deserves the patriotic protection of the Government and the people because it has been operated under conditions which have called for the keenest sort of business intelligence. That it has progressed to its present important position in this country, is due to the optimism of the pioneers who have built plants in some cases in excess of even the normal requirements of the Dominion.

I am sure I speak for the manufacturers and retailers of shoes when I say that we look forward with confidence to the future of our industry even though the war continues for some time to come. We will no doubt be called on to exert great efforts consistent in their direction with the requirements of the country during a period calling for conservation of money and resources.—"Industrial Canada."

SHOE STORE ADVERTISING.—Our next number will contain a strong article on "Advertising Methods and Copy for the Town Shoe Dealer," by a merchant who has made a success of publicity in his particular sphere. He brings to the subject not only experience but a versatility that will make his ideas helpful to advertisers of all classes.



Some popular low cuts



Acme

Ability, Pliability
Reliability

"Acme" soles have "walked" into favour with the public. The tremendous increase in the demand proves that.

Outside of Dunlop "Traction Tread" Tires, no other product emanating from our factories has quite equalled the furore created by "Acme's" advent into Soledom.

In a field so new and so radical, only one fact could account for such an unusual success in such a short time—Ability, Pliability, Reliability.

Ability of "Acme" Soles to outwear leather.

Pliability of "Acme" Soles in actual use by those who search for boot and shoe comfort.

Reliability of "Acme" Soles when the count is being made of Squeaks, Cracks, Leaks.

Colors: Black, White, Tan. Supplied in sheets 3/16", 1/4" and 5/16" thick for repair purposes.

Specify "Acme" on all your Boot orders.

Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories, TORONTO

Branches: Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, Halifax.

Makers of High-Grade Tires for Automobiles, Motor Trucks, Bicycles, Motorcycles and Carriages; High-Grade Rubber Belting, Packing, Fire Hose and General Hose, Dredge Sleeves, Military Equipment, Mats, Tiling, Heels and Soles, Cements, Horse Shoe Pads, Plumbers' and Railroad Supplies, and General Rubber Specialties.

Pressure Cure of Rubber Footwear

A rubber boot or shoe is made by assembling upon a form or last the various pieces of unvulcanized rubberized fabrics and sheeted stock which form the lining, stay pieces, exterior waterproof and wearing parts of the boot or shoe. This work is done by hand, and the thoroughness with which the tacky stock is made to adhere by the process of hand rolling has much to do with the length of service obtainable from the goods.

Boot and shoe making is generally done by piece work and hurriedly, therefore there are liable to be some small places in the goods where adhesion is imperfect and any air confined between the plies, prevents contact and weakens the structure.

Such faulty work may not always be discovered by inspection, and is liable to develop unlooked-for failures in service.

The usual method of curing rubber boots and shoes consists in exposing them on racks in large, dry heaters where the temperature of the air is slowly raised by steam circulating in coils beneath the racks. Moisture and volatile products escape by natural ventilation through openings in the roof of the heater. The air, a poor conductor of heat, circulates slowly and without pressure. The working conditions are therefore not under positive control, and the time of vulcanization so long, usually from eight to ten hours. The fact that the goods, during vulcanizing, are under pressure permits the formation of blisters wherever air or moisture is present. The loss from this cause is at times very considerable, and difficult to remedy. Other faults of the dry heater system of curing are irregularity of color due to faulty circulation of the air; excessive space to handle the goods, because the cure is protracted unduly, and large cost for operation. Notwithstanding these defects and drawbacks, the dry heater has remained the standard method for curing footwear since the earliest days of rubber manufacturing.

The rubber boot and shoe industry is indebted to Hon. A. O. Bourn, of Bristol, Rhode Island, for the introduction of the first practical process for the pressure cure of footwear, which he developed in his own works at Providence, R.I. Since his invention several others have been perfected, the work chiefly of American manufacturers. These methods of pressure cure mark the most important recent advance in the boot and shoe branch of the rubber industry, because they bring under control and obviate many of the troubles and inconveniences inherent in the older process of curing footwear.

Manufacturers are now able, by these inventions, to control the vulcanized process and produce better goods with fewer "seconds." It is now possible to expel all air trapped between the plies in making, and under pressure to cure the shoe structure compactly together. Pressure cure, by direct steam, also allows the use of tough wearing and oil resisting mechanical stocks, such, for example, as automobile tire tread compound.

Other important advantages, due to these improved methods, are great economy of space formerly devoted to heaters, and a very important saving of time in vulcanizing. These points materially increase the curing capacity of a factory while the effectiveness of the process not only produces better goods, but permits the manufacture of boots and shoes of any desired color. This matter of freedom

in color selection is an important one from a trade viewpoint, adding markedly to the variety and attractiveness of the goods.

No data are available for ascertaining the reduction in cost attributable to pressure cure, over open cure for footwear. Undeniably a favorable margin exists which makes it possible for the manufacturer to readjust qualities and values; a matter of first importance to the users of the goods. That such a readjustment does take place may be illustrated by the authentic account of a pair of pressure-cured boots worn by a certain car inspector. The story is to the effect that he subjected these boots to 26 months of actual service, or 760 days of wear, walking in this period 5,728 miles. The boots were provided with soles of tough automobile tire tread stock, but their endurance is justly credited, in part, to the compactness attained by reason of the pressure used in curing. Such wearing quality would not be expected from the best rubber boot vulcanized by the customary process.

In the manufacture of mechanical goods the standard methods of cure have commonly been pressure methods by steam heat, applied either in an atmosphere of steam or by steam heated molds. The patented processes of pressure cure for boots and shoes are adaptations of these means to the special conditions of footwear manufacture by evolving certain general methods for removing trapped air and curing the goods compactly.

These methods may be considered in three groups:

1. Consolidation of structure of the goods by pressure of air or non-oxidizing gases and the application of their heat or that of steam.
2. Removal of vacuum of entrapped air and vulcanization by pressure and heat applied by air, non-oxidizing gases or steam.
3. Compression of the goods by inflation or otherwise, in a mold heated internally or externally, by steam, for vulcanization.—India Rubber World.

RUBBER FOOTWEAR NOTES

(Continued from page 51)

higher price now for rubbers on sorting lines when everybody expects prices will be reduced at the end of the season." Acting upon this feeling, he says: "I will not do it. I will get along with the stock I have and I will let customers go away before I will sort up on the new prices." Others take a more philosophical view. They figure that everyone knows prices are soaring in almost everything and that when the wet, slushy days of the break-up weather of spring comes, people must have rubbers and are willing to pay for them. "Therefore, I shall stock up on these prices and keep my store up-to-date." Others raise the price on lines they have in stock on which they bought at prices before the rise. The whole question seems to resolve itself into this: Is it better to accommodate your customers than to allow them to leave the store without procuring the article they desire? Right here that old threadbare adage: "A pleased customer is the best advertisement," may apply very effectively. In all this it is a matter for each individual retailer to work out in the way that he thinks will be to his best advantage.

THE QUESTION OF INSURANCE.—A prominent insurance man will, in our March 1st issue, place before retailers his views on fire insurance, its necessity and the methods of keeping down insurance costs, as well as giving a number of valuable suggestions as to how to prevent fires. This gentleman has a special knowledge of shoe and leather risks.



WHITE RUBBER FOOTWEAR

(See Illustrations on Opposite Page.)

That White Rubber is better than other colors is more than a fancy—it's a fact. Only the purest ingredients are used to manufacture White Rubber and that means the finished product has more life.

Our White Rubber line of boots and lumbermen will stand the acid test for wear. It is guaranteed to give the utmost in service and comfort.

Our pure White Rubber will not turn yellow, no matter how long in stock. It will not deteriorate; it will not crack; it will not sag or get floppy.

Our White Rubber looks fine; it feels fine; it IS fine.

Make your Fall trade a White Rubber trade and build up your business with the workman, because our White Rubber line will appeal to those who want heavy service footwear.

Canadian Consolidated Rubber Co., Limited

Head Office, Montreal

Branches at Halifax, St. John, Quebec, Ottawa, Belleville, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria



WHITE RUBBER FOOTWEAR



Canadian Consolidated Rubber Co., Limited

Head Office, Montreal

SERVICE BRANCHES THROUGHOUT CANADA



NORTH BRITISH QUALITY

Is so paramount that the British Government and Allies have been insistent on their armies being supplied with

North British Rubbers

This has made it a little awkward in fully supplying the Canadian Trade during the past season, but we are expecting during 1918 to be in a little better position to stand by those who have been so patient and loyal under trying circumstances all round.

The NORTH BRITISH RUBBER CO., Limited
43 Colborne St. - Toronto



ARTHUR CONGDON

The King
of
Western
Canada
Supply
Houses



A. N. DOUGLAS

We are Extensive Wholesalers of
BOOTS AND SHOES

And are exclusive selling agents and distributors in
Western Canada of the well known



MINER RUBBERS

The Rubber that sells with a guarantee.

The West is completely covered from our various warehouses at
Edmonton, Regina and Winnipeg.

Place your orders early for your Rubber needs, for early orders
mean an advantage in deliveries.

OUR SPECIALITIES

C. M. SHOES PETER PAN SHOES
(For Children)

MARSH HIGH-MERIT SHOES

Made in our own factory, and a shoemaking record of over forty
years insures their high standard.

Write us if our travellers do not reach you.

Felts, Larrigans, Shoe Packs, Sheep Sox, Gloves and Mitts

CONGDON, MARSH, Limited

86-88 Princess Street, - WINNIPEG

FACTORIES - GRANBY AND QUEBEC



THE NEW DUCK EXCLUDER

Warm Enough for Any Weather

TO produce an Arctic with the warmth and appearance of the regular cashmerette-top line, but with much greater strength and durability, was our object in bringing out this new Arctic. The uppers are made of heavy duck and backed with heavy fleece, giving more strength to the shoe without sacrificing warmth. This heavy duck is much stronger than cashmerette.

The intense cold weather of the past and present season, and the necessity for thrift in this, the most critical period in the history of the country, makes this a most economical line of winter footwear.

The extra strength of the duck top material, and the eyelets instead of buckles, mean added comfort and durability, and make them more economical than the ordinary line of Arctics and Excluders.



The Miner Rubber Company, Limited

Sydney, C.B., St. John, N.B., Quebec, Que., Montreal, Que., Ottawa, Ont., Toronto, Ont., Hamilton, Ont., London, Ont., Winnipeg, Man., Regina, Sask., Edmonton, Alta., Vancouver, B.C.

THE NEW DUCK ARCTIC



Strong Enough for Any Wear

THE New Laced Duck Arctic and Excluder. An Arctic that is stronger than the ordinary cashmerette line, that will shed water more completely, that will conform better to the shape of the foot and ankle (note the eyelets instead of buckles), that will not crack in the coldest weather, that does not sacrifice appearance. This is the New Laced Duck Arctic made only by this Company.

The duck upper is thoroughly rubberized, making it shed water more completely than any other Arctic or Excluder. It will not crack in the coldest weather. Instead of having buckles the new Arctic and Excluder are made with eyelets, making them conform better to the shape of the boot and the ankle. This gives them greater warmth and keeps out the snow.

This new line should appeal strongly to all your customers and many who are not yet your customers. If you have a good trade in Arctics and Excluders now this new duck line will enable you to do a still bigger business.



The Miner Rubber Company, Limited

Sydney, C.B., St. John, N.B., Quebec, Que., Montreal, Que., Ottawa, Ont., Toronto, Ont., Hamilton, Ont., London, Ont., Winnipeg, Man., Regina, Sask., Edmonton, Alta., Vancouver, B.C.

LEATHER vs. IRON

That nothing wears like leather, not even iron, has been exemplified in St. Thomas. The employees of the Nursery Shoe Co., and Ingram & Davey's hardware store recently pulled off a red-hot game of hockey. Each side had their rooters and hooters and the game was fast and furious from the very start. As proof that nothing wears like leather, the Nursery Shoe Company put six goals through, while the iron men were sweating themselves to death getting one goal.

Then, up in the north country, at Sault Ste. Marie, the Northwestern Leather Company's basketball experts came over to show the "Y" throwers of the pigskin how the game was carried on. As in the case of the St. Thomas people, the leather boys had it all their own way. When final time was called, the score stood 45 to 6 and every leather man in the place wore a smile as broad as a number twelve bootislong.

WAR TIME RULES FOR SHOE DEALERS

The Commercial Economy Board of the Council of National Defence asks the merchants of the country to lend hearty and active co-operation toward bringing about reforms which would result in releasing men and capital as they may be needed by the U. S. Government during the war.

In compliance with the above suggestion, the Connecticut Shoe Retailers' Association favors the immediate adoption of the following rules to regulate the return of merchandise and other abuses of trade, which tend to needlessly increase the cost of doing business, which in turn must be paid for by the consumer.

Any merchandise, which for some good reason is to be returned to the store, must be returned within a reasonable length of time, namely, five business days. This applies to goods returned for credit, exchange or refund.

(a) No goods will be accepted for return unless in the same condition as when purchased.

(b) No shoes that have been worn will be accepted for return.

(c) All shoes which have been made to order, or especially ordered, and which are not carried in regular stock.

(d) No shoes which have been altered in any way, such as having buttons moved or re-set with wire fastening, will be accepted for return.

Shoes that have been worn and actual defects in material and workmanship occur within a reasonable length of time, which has not been caused by accident or abuse, will be adjusted on the basis of making a proper allowance for the amount of service rendered.

Owing to the increased cost of laces, no laces can be furnished gratis, except to replace those actually defective at time the shoes are purchased.

(a) To make an immediate reduction in the number of package deliveries to two a day, with the exception of Christmas and during rush periods.

(b) To ask a charge for charge deliveries, that is, sending a special messenger to a customer who is unwilling to wait for the regular delivery unless caused by errors of store employes.

THERE'S SOME DIFFERENCE IN KID SHOES

To many retailers a black kid shoe is a black kid shoe, and they think that there is not a great deal of difference in the stock after all. If one model is priced fifty or seventy-five cents by one firm less than the quotation of another house, why it would be well to take the first as money they say will be saved. There is a vast difference in black kid or any other color, for that matter, and the sooner the average buyer recognizes it the better for his customers.

It is something like the man who does not smoke. To him a cigar is a cigar whether imported or domestic, whether it has a Sumatra wrapper or is a cull. It is "a smoke," and that is all he knows about it. The connoisseur of choice Havanas knows the difference.

"Look here," remarked a well known shoe traveler the other day. "Here is an eight and a half inch black kid bal, with plain toe and leather Louis heel, which I can sell to the trade at \$5.70. Here is a similar one in black kid which brings \$6.60. It is on the same last and both apparently seem alike, but the stock in the higher priced one comes from Brazil, and costs our factory laid down seventy-four cents a foot. The stock in the cheaper boot costs only sixty cents a foot. Now compare and feel the two, and note the difference. While there may have been a reduction of late on certain lines of kid, it is not on the stock that we use. I had the cheaper shoe made up especially to show my customers the difference in quality."

"Yes," spoke up another shoe man, "we have been offered some kid lately at a very low figure but, when a report gets around that shoes are going down in price, it is misleading. Here is a sample of the kid that has been offered us at a price. It is too light for our women's quality shoes and not heavy enough for our men's. It, therefore, is of no use to this firm for we keep up the standard of our goods, and our reputation to-day has been built and maintained on quality. There was a drop in the inferior grade, but the

When Mothers Buy Shoes

THEY are naturally anxious to get the very best, for mothers know—and fathers, too, for that matter—how very quickly and how often shoe buying time comes round again.

Mothers who know Hurlbut's have their minds at ease. By actual experience they have learned that for children there are no finer shoes made in Canada to-day. Just examine a **Hurlbut Welled Shoe**. Firstly, note the distinctive Hurlbut shape and make—that big, roomy, broad orthopedic last so essential to preserving the natural shape of the children's feet—the big extension sole, so thick and so flexible, that projects so well all round, protecting the uppers from wear.

Any mother can recognize a Hurlbut Shoe, although the imitators are getting very near to the shapes and styles of Hurlbut, but they can never get to that greatest of all Hurlbut features, the wonderful Hurlbut Welt, for that is patented. The Welt is the method of sewing on that thick, broad sole to the upper, so fast,

and so strong without laces or rivets. The Hurlbut Welt is the only tackless Cushion Insole Welt made for children.

And still another important Hurlbut feature is the Cushion Insole. That is a thick cushion of wool that our process enables us to insert between the thick outer sole and the inner sole. You can imagine how beneficial it is in saving the jar and the jolt. This Hurlbut Cushion Insole prevents little glad feet from becoming little weary feet.

With all these excellent features... it is rarely seen that Hurlbut's are best. But some mothers will say "They cost more." Yes, but only the first cost—because they last longer the longer they wear is reduced so greatly as to make them much the cheapest in the end.

And then there is the unique Hurlbut Repair Service—which adds months to the life of all Hurlbut Cushion Sole Shoes. When at last Hurlbut shoes do wear out, don't throw the uppers away! Mail the uppers to The Hurlbut Company, Limited, Preston, Ont. to be re-hustled—over the sole can be renewed! Families in big game fields appreciate the repair Hurlbut Welt!

If you wish to learn still more about this exceptional shoe, you should write to the makers for a most interesting descriptive booklet—and see the Shoe of self in almost any good shop. Made in 1917; to 1918.

They Cost More— **HURLBUT SOLE** **—But Wear Longer**

Shoes FOR Children

Made of Rubber Out. by The Hurlbut Co., Ltd.

A unique and instructive illustration of the advertising which is being featured in leading periodicals by Hurlbut Co., Preston, Ont.

quality that we use is the same as before, with no prospect of decrease. There is practically no kid of select grade on the market in the small skins. Tanners that were asking sixty-five cents for kid last spring when there was a boom on in leather, are refusing no overture for that kind. We have been offered that same kid for half price and even less, but we cannot use it, and do not want to lower our grade of shoes. The accumulation of some cheaper leathers has caused a confusion among the retailers. This together with the big stock which a number have on hand, makes it hard to induce certain merchants to place orders now. There is no doubt that the price of calf skins and kid skins is going up. We have been trying to place an order for the very high grade kid that we use, but tanners have refused to give us the quantity wanted, and booked us for fifty dozen only. Our prices will hold good as long as we have the material to make the shoes. The figure on our colored kid lines is based on that of to-day, ninety cents, although we have been using stock that cost us \$1.45 a foot."

Germany and Rubber Manufacturers

By
GUSTAV HEINSOHN

IN an article in the "India Rubber World" of February 1st this authority says:—"In 1913 the German rubber industry numbered approximately 600 manufacturing plants, of which 150 were companies of importance. The total authorized capitalization was about \$25,000,000, with a working capital of probably twice that sum, the authorized capital of 33 leading firms aggregating \$20,943,500. Not less than 40,000 operatives were turning out manufactured rubber goods to the value of \$80,000,000 annually, consisting of steam packings, rubberized fabrics, tires and tubes, hose, textile goods, belting and miscellaneous goods in lesser quantities. The tire product amounted to \$38,000,000, of which \$14,000,000 was exported, nearly half to France and England. German rubber exports led the United States almost three to one, the figures being \$33,769,500 and \$12,441,220 respectively. England, France, Italy, Austria-Hungary and Switzerland were the largest consumers, with Russia, Netherlands, Denmark and South America—chiefly Argentina and Brazil—also important. Crude rubber consumption was about 20,000 tons, of which one-fifth came from German colonies now controlled by the Allies.

At the present time the rubber industry of the United States numbers upwards of 650 manufacturing firms. Not less than 150,000 persons are engaged in manufacturing an annual product estimated at \$600,000,000, of which \$300,000,000 represents tires alone, tire exports for 1916 being \$15,211,943, of which more than half went to England and France. United States exports of manufactured rubber goods for 1916 amounted to \$33,934,348, or more than Germany's high-water mark in 1913. Crude rubber imports last year totalled 142,600 tons.

Although American exports of manufactured rubber goods have nearly trebled since the outbreak of the war, the gain in actual figures is but \$21,493,128, or a trifle over 3½ per cent. of our annual production. As Germany's total rubber goods exports are but 5½ per cent. of our production, and her total production but 13½ per cent. of ours, it is obvious that her rubber industry must undergo enormous expansion to become a serious menace, an expansion which would require many years to accomplish, the task being the more difficult in that Germany will emerge from the war virtually a bankrupt nation. The maximum war credit set by her financiers in 1914 as the safety limit was 80,000,000,000 marks, and already a total of 100,000,000,000 marks has been exceeded.

Getting Ready for Peace

While German rubber manufactures never made any considerable headway in our protected market, there is a vast difference between the Payne tariff of 1909 and the Underwood tariff of 1913. The rubber schedule ranges from 10 to 25 per cent., instead of 25 to 40 per cent., as formerly, and corresponding reductions characterize most of the other schedules as well. While its immediate effect was a general decrease in the value of imported materials for manufacture and an increase in imports of manufactured goods, the war soon stopped continued observation of its normal workings. With the coming of peace, the destitution of Europe will render the return of a like condition less rapid, but its eventual coming is as certain as is the upward revision of our tariff as a matter of protection. Meanwhile, let American rubber manufactures take a leaf from

the German book and checkmate German rubber combinations with one or more of their own. Such combinations need in no way conflict with the Sherman law, and, indeed, have the approval of the present administration. In South America, where we shall find ourselves on an equal footing with Germany after the war, they would help us immeasurably to build up adequate selling forces and banking facilities and by elimination of overlapping effort to make prices truly competitive. Germany still expects to recover her South American trade quickly, but antipathy is gradually creeping into that market also and low prices will be the weapon with which American possession of the business will be fought. So great will be the advantage of low-priced labor in Germany that even the greater output of our wonderful machinery and an export combination of maximum efficiency may not be able to cope with German producers.

Possibilities of South American Trade

The war has indeed opened the doors of South American trade to the United States. Our imports from Latin America, including Mexico, Central America, South America, and the West Indies, with the exception of British, Danish and Dutch territory, have increased from \$422,419,973 for the fiscal year 1913 to \$760,132,729 for 1916, or from 24.40 to 34.58 per cent. Our exports for the same period have increased from \$323,775,885 to \$411,193,859 although this represents a decrease from 13.13 to 9.49 per cent. of our total exports. While the balance of trade is against us more heavily than ever, it is no longer financed almost exclusively through England and the Continent. As a result of newly opened American branch banks and exchange of credits with Latin American bankers, the direct financing of exports and imports is now fairly well established and places our trade relations on a far more favorable basis than hitherto.

To the rubber industry the growth of our Latin American trade means less than to many other lines of manufacture. For instance, whereas the per capita consumption of rubber goods per year in the United States has reached about \$5.50, it probably does not exceed 25 to 50 cents in South America. During the two years up to the outbreak of the war the United States paid South America \$60,000,000 for crude rubber and sent manufactured rubber goods to the value of only \$1,500,000, as contrasted with Germany's \$7,000,000 for a single year. This is not far from the measure of Germany's South American trade in manufactured rubber goods which the war has given to us and which she will go to extreme limits to recover, particularly cables, hard rubber goods, steam packing and toys—lines in which she has specialized and been pre-eminently successful.

But in every respect South America is developing by leaps and bounds; the demand for rubber goods of every sort constantly increases with a rising civilization and the field is so broad now that both Germany and the United States may continue in it with gains rather than losses. Therefore, let American rubber exporters combine, not to prevent the economic regeneration of Germany, but to hold trade gains and develop legitimate competition. While business is by no means a philanthropic enterprise and our increasing capital engaged in export business must be protected, we may well remember our high purposes in entering the war, namely, to crush the Prussian military system, not German industry. Let us open the eyes of the German people to our virtues rather than to our faults and be as fair to them in business as in war, defending our own holdings while not seeking to prevent them from acquiring holdings of their own. By such an example of determination, tempered with tolerance, an export organization of the American rubber industry would do much toward influencing all the world powers after the war to reach amicable trade agreements that would establish honorable rivalries of commerce.



CHROMOIL



DON'T STAND STILL

The Shoe World moves. Get into the game with real wear and weather resisting

Larrigans and Shoe Packs

All who have tried them say they will sell and wear no other. They stand the test of fire and water.

Farm Boots and Trench Boots

Ask your jobber to show you these lines. They are going to be the sellers for the coming season.



**Palmer - McLellan
Shoepack Co. Limited
Fredericton, N.B.**

SOME DAY=====

BEST EVERYDAY SHOE wearers may ask for a shoe just a little different from "Every Night" or Sunday—something of like quality, with fineness of Style and Finish brought to a little higher degree. You can meet their demand with the

A U R O R A

The same Sisman thorough-going methods that have put the selling qualities into the

BEST EVERYDAY SHOE

have left none of those qualities out of the Aurora.

A demand for the one will follow the established Popularity of the other "as the night the day."

Your jobber can supply you with "EVERYDAYS" and "AURORAS."
You will find them reliable in every way.

T. Sisman Shoe Co., Limited, Aurora, Ont.

Statement of Resources and Liabilities

Some Suggestions as to Simple Book-keeping Methods for Small Shoe Stores—
A Right Start a Fundamental Necessity.

A SUBSCRIBER asks the SHOE AND LEATHER JOURNAL to outline a statement of "Resources and Liabilities" for use in an ordinary town shoe business. Later on we may present to our readers a more complete system of book-keeping for a retail merchant, but will content ourselves at present with outlining the proper start for a set of books for single entry. The law now makes necessary the keeping of proper accounts by those engaged in trade, so that there is not the widespread ignorance on this subject that obtained a few years ago.

Making a Right Start

The first essential thing for a man starting business, or for that matter in beginning any year of business, is to set forth as completely as possible a statement of his affairs showing both his resources or assets and his liabilities or debts. This can be done by any person capable of writing and should be understood by anybody who is fit to be in business. The law to-day has little patience with a man who begins business without a right and thorough understanding of his position in this respect and there are few wholesale merchants who care to sell even those who have the cash who are loose or careless in their business methods.

There are five books that every retail merchant should carry in connection with his business, and the first of these is the "Inventory." This should contain a complete list of his stock on hand, set out and extended at prices that are figured to be the wholesale value at the time the stock is taken. Old and unsalable stock will, of course, be written "down" to a proper basis.

The next essential is the "Cash Book," which should begin at the left with the balance on hand, followed from day to day by receipts from cash sales and from accounts receivable. On the right hand should be entered all monies paid out for any purpose whatever, expenses, rent, insurance, notes and accounts payable. The Cash Book should show the balance of cash on hand at the end of any day or period. It may include the cash in the bank and cheques may be entered on the right side, as though the actual cash were paid. In this way the balance will always be that in the bank added to that in the till or safe.

These Books Are Essential

A Day Book, or Book of Entry, as it is sometimes called, is the next essential. It should begin with a page devoted to the Accounts Receivable or Book Debts at the beginning of the year or term, arranged alphabetically, the indebtedness of each customer being extended and the addition at the bottom to show the total amount due the concern by its customers. On the succeeding pages should appear the credit transactions of the store, that is, the goods sold to customers on credit from day to day. This should be accurately kept and promptly entered, a separate book being used for goods sent out on approval if this be the policy of the store.

A fourth book called the Credit or Invoice Book should consist of a blank book, preferably a scrap book, in which invoices of goods received may be pasted as they come in

after being properly checked. The reason for using a scrap book is that it is always desirable to have the actual invoice or extension and entry right on the page. When checked, the amount of the invoice is extended to the column and the entry credited to the firm concerned. If the book is not ruled with a money column it may be ruled for the purpose. An ordinary blank book will do where the invoices are not numerous but the scrap book is better, as it will not bulge as it becomes filled with invoices.

A Bill Book is the next necessity and in it should be entered every draft or note as soon as signed, with the due date extended so that the merchant can tell at a glance what he has coming due. Most accounts are to-day settled by draft, whether sold on credit or cash, so that there are few open accounts. A list of the notes outstanding should be placed on the first page of this book when starting a new one.

A Ledger, of course, is a final essential, whether books are kept by single or double entry in order to show each individual account and its standing. Ledgers are ruled with accounts that show on the left or debit side, debts due to the concern and in the right or credit side, debts owing by the concern to the creditors. In order to properly start the ledger there must first be a statement of "Resources and Liabilities" and to this the first page of the Ledger may be devoted. The assets should be put in order on one side, and should be stated as follows:

RESOURCES

Cash Balance on hand
Merchandise (total stock)
Accounts Receivable (book debts)
Fixtures
Sundries

The liabilities should be placed on the opposite side of the page and stated as follows:

LIABILITIES

Bills Payable (total from Bill Book)
Accounts Payable (open book debts)
Sundries

The sundry liabilities should include small obligations such as portions of rent, and smaller debts not in open account, so as to complete the statement of actual indebtedness.

It is better even where the store is owned by the proprietor to charge a regular rental for its use—that which anybody else would be expected to pay—and to keep up the repairs out of this amount separately, the proprietor getting the profit, if any, apart from the business. It is also better for the proprietor to allow himself what he thinks his services are worth or those of his family, as wages, and to charge this week by week as he draws it. Further drawings may be made and charged direct to the proprietor's personal account, to be calculated at the end of the year in making up profits.

This system takes into account keeping books by single entry, the debts and credits being made from the various books to the individual accounts in the ledger. We may take up the matter in a future issue, showing how the double entry method may be applied and profit and loss shown by the carrying of the totals to the Merchandising Account.

SANITATION AND SHOES.—An interview will be given in our next issue with a retail shoe man who has given a good deal of thought to this question. He hits a new angle that will doubtless stir up the health authorities, as well as awaken retailers to the dangers that lurk in old footwear.

"FAIRSEX" FOOTERY

Is Easter Footery

The thought of one compels thought of the other.

An early Easter (March 31st) means early sales of Women's Spring Boots.

Are you equipped for the demands of your clients?

There are scores of smart "Fairsex" styles ready and eager to fill the gaps in your stock.

A few of the eager ones:

928—Dongola McKay 8" Lace Boot, straight Cuban Heel long vamp, plain, 2½ to 7E	\$3.25
929—Dongola McKay 8" Lace Boot, sport heel, toe cap, 2½ to 7E	\$3.25
917—Vici Flexible 8" Lace Boot, straight Cuban heel, long vamp, pointed, 2 to 7D	\$3.75
919—Vici Flexible 8" Lace Boot, sport heel, toe cap, 2½ to 7D	\$3.75
920—Vici Flexible 8" Lace Boot, straight Cuban heel, short vamp, plump fitter, 3 to 8E	\$3.75
930—Kangaroo McKay 8" Lace Boot, sport last, tip, 2½ to 7D	\$3.60
913—Brown Vici Flexib'e 8" Lace Boot, straight Cuban heel, long vamp, pointed, 2½ to 7D	\$4.00
914—Brown Vici McKay 8" Lace Boot, 12 8 sport heel, tip, 2½ to 7D	\$4.00
842—Brown Calf McKay 8" Lace Boot, sport heel, tip, 2½ to 7D	\$4.00
847—Brown Calf L.S. 8" Lace Boot, Neolin Soles, 2½ to 7D	\$4.50

And others just as good.

"Fairsex" Footery is "nimble" merchandise.

Better profits for you, and the best of service.

"Get acquainted with it."

J. S. TOWNSEND

HAMILTON

ONTARIO

The Type of Customers I Like to Call On

An Address Given to the Alberta Wholesale Trade Recently, Full of Humor and Good Horse Sense.—By E. CLOUGH, Edmonton.

THE natural answer is: The man who gives me a great big order every time I call, tells me I am a fine fellow, pays the house cash, throws me a big cigar into the bargain, and doesn't ask me for a dollar towards Mrs. O'Flanigan's pink tea. However, I think if we go a little deeper into the subject, we find that there are several types of men we like to call upon; some with very keen pleasure, and others with every satisfaction and gratification to ourselves.

Before, however, entering into these personalities, I think it only right to say that it depends very greatly on the traveling man himself whether he derives pleasure or otherwise in the course of his business calls.

In the first instance, the traveller should be absolutely on the square with his customer, his house and himself, for the interests of each are identical. Then he should be easy of manner, courteous of address, and affable always. Let your customer FEEL that you ARE pleased to see him, and be sure he will reciprocate, for pleasant manners are more contagious than grouchy ones.

Again, win your man's confidence by all your actions. Never advise him to buy something you think may probably advance at some time or other because you want an order badly, and have had a poor day; always be sure of your ground, and advise about what you KNOW, not what you think, and THUS you will gain his confidence, and he will come to regard you as a RELIABLE man—a man of weight—and he will also be pleased to see you, as you are to see him. He will look to you for advice in his business transactions, and give you a good share of his business.

Another essential qualification, or what may justly be denominated the distinguishing characteristic of a traveling man, is his ability to read, and read quickly, the character of the man he intends to attack—or victimize—whichever way my traveling brethren like to put it. And having summed you man up, approach him according to his idea, not yours. Always put yourself in the other man's place; and this, to my mind, is one of the chief points as to the success or failure of the traveling man, as to whether you are capable of grasping his ideas and acting accordingly.

Now, the customer I will give first place to, is the man who knows his business thoroughly, is perfectly conversant with all the latest market quotations, knows the origin of most of the articles he sells, and can form a fairly just estimate of the possible advance or decline in prices according to the shortage or superabundance, as the case may be. I say it is a pleasure to meet such a man, for when you do advise him as to purchases, he knows a good thing when you offer it, and doesn't say: "Ha! Ha! is that so? Is anything else going up?" No, he gives you a fair show, and if you have the goods, there is no long argument; he orders according to his requirements. This man may be solemn or jovial, but he is STRAIGHT and business-like, and it is a real pleasure to call on him.

Then, secondly, there is the warm-hearted, jovial type of man, who greets you heartily and shakes you warmly by the hand, and incidentally remarks: "Hello, Clough, old boy!" How goes it? What awful crime have I committed

that you should blow in again so soon?" The merry twinkle in his eye and the broad smile on his face all proclaim you a welcome visitor, and you feel you are really and truly delighted to see this man, and you intend to do all YOU CAN FOR him, and incidentally do HIM for all you can—of course, quite in an honorable way. Now, an opportunity presents itself to let him see that you are more than an ornament in his store; he is very busy, crowded out with customers; hop behind the counter and wrap a parcel or so, or if your ability extends beyond this, help him in other ways to get his store clear, so that he can give you prompter attention. I never knew a man yet who did not appreciate such a service, albeit so little; he will be so pleased with you and with himself that when you at last get to "Z" in your catalogue, he will say: "What a pity there are not more letters in the alphabet; now, what else shall I stock up on?" It does not make any difference to your pleasure in calling on such a man as this if he be not so conversant with the markets or so well versed in his business as the other man I have described; but in such a case, give him of your best; use your knowledge for his good; it is the more incumbent on you to see that he secures himself for future needs by protecting him against rising markets; and bear in mind in serving such a one well, you are not only doing him a good turn, but are building up his confidence and esteem for you, which must inevitably result in better business to all parties concerned in the transactions. And he will say to himself on your next trip, which he has looked forward to and now hails with delight: "Here comes the guy who saved me \$50 over that last buy; he has never yet advised me wrongly; I'm going to give him a great big bumping order." By such actions we create that mutual confidence which is so essential a factor in successful business undertakings.

There is yet another class of customer whom it is a pleasure to call upon, although he is not of the sort who are over-enthusiastic in their greetings; but he starts off with a grouch or so, telling you that your house is NO GOOD, that you are the worst man in the universe; but he is all right at heart, and you find out after a few minutes at cross-purposes that it is only your credit man again, and that this time he has trodden on his corns, a little harder than the case really necessitated. Well, having settled this matter, and telling your customer that you will fire the credit man at the first opportunity, he returns to his normal state, and you find you have a thoroughly genuine man to deal with, who down in his heart knows you are his friend, and that he is as pleased to see you as you are to see him; and he goes through your list with you and accepts your advice, knowing you are doing what no traveling man is EVER supposed to be capable of, i.e., speaking the truth; and you finally emerge with a good, bumping order; and then cut he comes from his shell and says: "Oh, Mr. Clough, can you spare time to have a bit of supper with us to-night? It is my sixteenth child's birthday, and the wife and I would much like you to spend an hour with us?" I, of course, accept with celerity (thinking of the fifty cents I shall save, BUT forgetting the present I have to send afterwards), and spend a very delightful evening with him, his wife and his sixteen children, all of whom always want to pull your moustache to see if they are real hairs. That, boys, is the reason I have had mine shaved off; so now you are in the secret. This is a class of man I always like to call on, as it helps to break the monotony of a travelling man's life, and I want to tell you merchants, both wholesale and retail, and also you credit men, that our life is no sinecure, and we do not lie on a bed of roses all the time, but in the winter often in a room which is precariously near to zero; and a pleasant hour or so, spent as I have described, helps him to maintain that brightness and cheerfulness of character he at times is very far from feeling.

Now there is yet another class of man whom I like to call on—once in a life-time—but of these I shall say little,

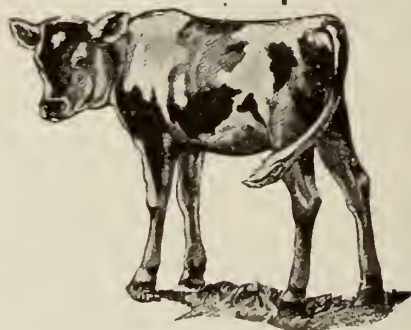
JOHNSTON'S TAN CALF

Standardized Shades

ALSO

Small Kip Sides

Smooth and Willow
Finish



Johnston's Leathers hold high place in the fine Shoe Trade of Canada.

They are favored for their close grain, advantage cutting and perfect adaptability to Shoes that appeal to discriminating taste.

H. B. Johnston Co.
774 Dundas St. E.

as I am pleased to say I know very few. But I would like to say this for their benefit. Did you ever stop long enough to consider whether a traveling man could really do you a good turn, help you to make a few dollars by his advice and knowledge? If not, pause, stop and consider, and then think of the many lines you have paid a bigger price for than your near competitor through sneering at the traveler's advice and saying: "Oh, yes; everything you have to sell is going up, I suppose."

I should like to say a lot more, but my time is strictly limited to ten minutes, and I intend to keep to the second, so I will conclude with a little "Don't" for the benefit of some of my brother travelers, and I wish any it concerns to take it in good part, for it is well meant and in all sincerity and brotherly love: DON'T, when you alight from a train with a competitor, rush to the only store you know he calls on (you having perhaps two or three in the town). You will never do yourself any good or gain the confidence of that customer, and he is not pleased to see you, for he can sum you up with the same amount of intelligence that you possess, and the fact that you rush in all out of breath, advises him that the other man is here also; and whereas you emerge from the store with a forty-dollar order, the other man's share is nearer a thousand. Have confidence in your own ability to be first or last, and use your personality, for personality counts for a great deal.

There is a story of a traveling salesman who tried to sell pills in the market places of the different cities, but he tried in vain, there were no buyers. Someone told him that it was personality that sold goods, and as he did not possess any, he could effect no sales. This timely and sound advice was taken, and in due time he again visited his cities and told his audiences about the creation of the world, of the wonders of nature; he told them about the plesiosorus and the becthisorus; he commenced a peroration on the boldness of enterprise, the dexterity of stratagem, the moderation of hope and the indefatigability of effort; and everybody thought him a great man, and his goods sold like wild-fire. He hadn't the goods, but personality effected sales. So you who have the goods, how much greater will your success be if you only throw in a touch of personality; possess it to the full, and you will not need to dodge in before the other fellow. There is room for us all in this world, and our duty is (and it should also be a pleasure) to strive to help each other, and our mutual interest will assuredly benefit. Above all be faithful to your house, to your customers and to yourself, and success will assuredly be yours, for the interests of customer, house and self are identical.

NEW PENSION FUND OF THE CANADIAN CONSOLIDATED RUBBER CO.

It will be interesting, not only to the shoe, leather and rubber trades, but to other manufacturers, to know that the Canadian Consolidated Rubber Co. have recently instituted a pension fund for their employees, which went into effect on the 1st of January this year, and that they are possibly the first Canadian manufacturers to adopt a system of this character. It goes to show that manufacturers are recognizing that employees are worthy of more consideration than merely to get a day's or week's work from them and then forget about them. The company, in establishing this new plan, have endeavored to work out a comprehensive system that will be as equitable as possible for all their employees. It is under the supervision of a pension committee consisting of not less than five nor more than seven, which shall be appointed by the Board of Directors of the company to serve during its pleasure and shall be known as "The Pension Committee."

The pension fund shall consist of appropriations of sums of money set aside from time to time by the company

Shoe Style Notes

Hints as to Styles from Large American Centres—What the Large Retailers are Doing and Anticipating.

Several high-class New York shoe stores, noted for style leadership, show quite a number of black patent-leather shoes.

Colored patent has not so far proven popular, but the prediction is made that it is coming. Makers of patent, colt and kid are also growing in demand.

The height of women's shoes for the fall of 1918 has been definitely fixed by the Commercial Economy Board of the United States at nine inches. The suggestion of eight and a half inches, made by the National Shoe Manufacturers' Association, was vetoed.

Oxfords are scheduled for a big run as soon as the fine weather starts. So say shoe fashion leaders in New York, who also predict that the demand will extend far into summer. It is claimed that the revulsion from high-cuts started by Government regulation will boost low-cuts.

Large buckle styles are being talked up for spring wear. Some makers of high-grade women's shoes are anticipating a strong demand for these ornaments in Colonial designs.

New buckle designs in bright nickel are shown in fluted and striped effects resembling cut-steel in appearance. Bright nickel, rather than colored ornaments, seem to be the vogue, although jet and colors to harmonize with brown and gray shoes are seen.

Considerable cloth-top models are to be seen in the fashionable Metropolitan shoe stores. Combinations of brown and fawn and gray buck are seen to a considerable extent. Gray buck Oxfords are a feature.

and no contributions shall be required or received from any employees. All employees of the company engaged in any capacity whatever are eligible to pensions. These include all male employees who have reached the age of sixty-five years and whose term of employment has been twenty years or more and all female employees who have reached the age of fifty-five years, whose term of employment has been twenty years or more. The annual amount of the pensions shall be equal to one per cent. of the average yearly wage for ten years prior to the retirement, multiplied by the number of years employed, but such pension shall not be more than \$5,000 nor less than \$240 per year. For example, if an employee's average annual wage for ten years is \$1,000 and he has been in the service thirty years, he would receive one per cent. of \$1,000 or ten per cent. multiplied by thirty, which will equal \$300 per year or \$25 per month. The payments will continue until the death of the employee. There is provision made for employees whose services have been interrupted by sickness or circumstances over which they have not had control.

In giving this notice, we feel there are two parties to be congratulated in the installation of this new plan. These are the employees of the Canadian Consolidated Rubber Co. and the Canadian Consolidated Rubber Co. itself.

The Shoe Repair Man

RECENT REDUCTION IN PRICE OF TAP SOLES

Repair men are welcoming the recent reduction in the scale of prices for tap soles, top lifts and light-weight spready stock. The price of cut soles has been such that their use was dropping off by repair men, who preferred to do their own cutting, from sides, backs and bends, many of them feeling that this was the more economical method. However, the present scale of prices will possibly bring cut stock into more general use and it will also encourage the use of lighter stock, which will conserve heavier leathers for army use. It is subject to the usual cash discount and, of course, in these war days, it is also subject to price change without notice.

Women's	X	4	L	2.25
Women's	C	4	L	1.65
Women's	C	3½	L	1.45
Misses' and Youth's	XXX	5	H	3.45
Misses' and Youth's	XXX	4½	M	3.10
Misses' and Youth's	XXX	4	L	2.75
Misses' and Youth's	XX	5	H	3.10
Misses' and Youth's	XX	4½	M	2.80
Misses' and Youth's	XX	4	L	2.55
Misses' and Youth's	X	4	L	1.80
Misses' and Youth's	C	4½	M	1.45
Misses' and Youth's	C	3½	M	1.25

TAP SOLES

Description	Grade	Height per doz. pairs	Substance	Price per doz. pairs
Men's	XXX	6	H	\$7.85
Men's	XXX	5½	HM	7.25
Men's	XXX	5	M	6.60
Men's	XXX	4½	L	5.95
Men's	XX	6	H	7.25
Men's	XX	5½	HM	6.75
Men's	XX	5	M	6.05
Men's	XX	4½	L	5.00
Men's	Spec.	6	H	5.10
Men's	Spec.	5½	HM	4.70
Men's	Spec.	5	M	4.30
Men's	X	6	H	4.40
Men's	X	5½	HM	4.20
Men's	X	5	M	4.00
Men's	X	4½	L	3.80
Men's	X	4	L	3.50
Men's	C	6	H	3.00
Men's	C	5½	HM	2.80
Men's	C	5	M	2.60
Men's	C	4½	L	2.40
Men's	C	4	LL	2.20
Men's	C	4	LL	2.00
Men's	S. B.	6	H	5.25
Men's	S. B.	5	M	4.65
Men's	B	6	H	3.95
Men's	B	5	M	3.30
Boys'	XXX	5½	H	5.50
Boys'	XXX	5	M	4.95
Boys'	XXX	4½	L	4.45
Boys'	XX	5½	H	4.95
Boys'	XX	5	M	4.55
Boys'	XX	4½	L	4.20
Boys'	X	5	M	3.10
Boys'	X	4½	L	2.85
Boys'	X	4	L	2.60
Boys'	C	5½	H	2.35
Boys'	C	5	M	2.15
Boys'	C	4½	L	1.90
Women's	XXX	5	H	4.40
Women's	XXX	4½	M	4.00
Women's	XXX	4	L	3.55
Women's	XX	5	H	3.85
Women's	XX	4½	M	3.50
Women's	XX	4	L	3.25
Women's	XX	3½	LL	3.00
Women's	XS	4	L	2.50

TOP LIFTS

Description	Grade	Height per doz. pairs	Stance	Size	Price per doz. pairs
Men's	XXX	5½	H	Large	\$2.70
Men's	XXX	5	M	Large	2.50
Men's	XXX	4½	L	Large	2.25
Men's	XXX	5½	H	Medium	2.45
Men's	XXX	5	M	Medium	2.20
Men's	XXX	4½	L	Medium	2.00
Men's	XXX	5½	H	Small	2.35
Men's	XXX	5	M	Small	2.15
Men's	XXX	4½	L	Small	1.90
Men's	XX	5½	H	Large	2.30
Men's	XX	5	M	Large	2.15
Men's	XX	4½	L	Large	1.90
Men's	XX	5½	H	Medium	2.10
Men's	XX	5	M	Medium	1.85
Men's	XX	4½	L	Medium	1.65
Men's	XX	5½	H	Small	1.90
Men's	XX	5	M	Small	1.70
Men's	XX	4½	L	Small	1.50
Men's	X	5	M	Large	1.40
Men's	X	5	M	Medium	1.25
Men's	X	5	M	Small	1.10
Men's	C	4½	L	Large	1.00
Men's	C	4½	L	Medium	.90
Men's	C	4½	L	Small	.85
Men's	SB.	5¼	HM	Large	1.60
Men's	SB.	5¼	HM	Medium	1.40
Men's	SB.	5¼	HM	Small	1.15
Men's	B	5¼	HM	Large	1.20
Men's	B	5¼	HM	Medium	1.10
Men's	B	5¼	HM	Small	1.00
Boys'	XXX	5	H	Large	1.80
Boys'	XXX	4½	M	Large	1.65
Boys'	XX	5	H	Large	1.55
Boys'	XX	4½	M	Large	1.35
Boys'	C	4¾	L	Large	.80
Women's	XXX	4¾	HM	Large	1.10
Women's	XXX	4¾	HM	Medium	1.00
Women's	XX	4¾	HM	Large	.90
Women's	XX	4¾	HM	Medium	.80
Misses'	XX	4¾	HM	Medium	.75
Misses'	XXX	4¾	HM	Small	.70
Misses'	XX	4¾	HM	Small	.60

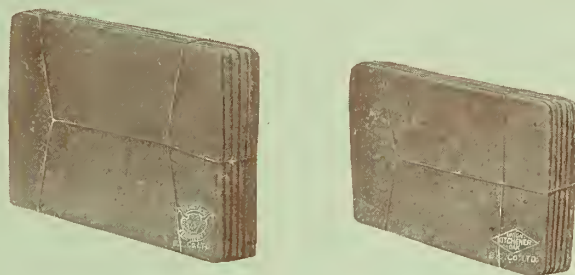
XXX—Highest Grade. XX—Medium. X—Coarse

C—Culls. SB—Slightly Branded. B—Branded

(Continued on page 86)

STILL GOING STRONG

There is no let up in the growing popularity of



JUMBO BLOCKS

From day to day they are increasing their lead in the race for popularity with the Shoe Repairers

Their claim is justly based on **Economy of Time and Material.**

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 and satisfy yourself that "JUMBO BLOCKS are a big feature for Repair Work."

The Breithaupt Leather Co., Limited

Tanners of Hemlock, Union and Oak Sole Leathers
Also Makers of Jumbo Blocks and Cut Soles

HEAD OFFICE, KITCHENER, ONT.

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

"Classic" Shoes

for Women



The lasting power of attraction, the fine fitting qualities and dainty elegance of "Classic" Shoes create a magnetism that draws and holds the best trade.

GETTY & SCOTT, Limited
GALT - ONTARIO

A LITTLE HISTORY OF THE EDMONTON SHOE REPAIRERS' ASSOCIATION

The Shoe Repairers' Association, of Edmonton, appear to be a live body of men, both socially and from a business point of view. The Association was organized in October of 1916 with a total membership of thirty-one out of a possible fifty. They immediately took energetic strides and by canvassing the other members of the trade, in a day or two had seventy-five per cent. of the shoe repair men glad to acknowledge their connection with the Association. At a recent meeting, a committee was appointed to make a

topics take up the entire evening. They are possibly the only shoe repairers' association that have a purchasing fund, from which supplies can be obtained in large quantities. These are then re-sold to the members at practically cost



H. Bennett, Purchasing Secretary, Edmonton



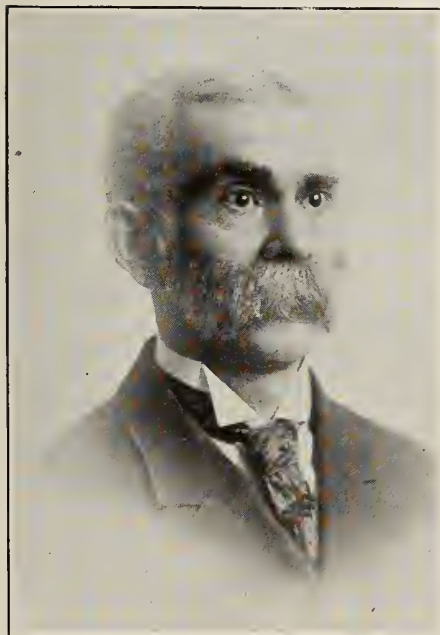
W. Rigg, Chairman Purchasing Com., Edmonton

further canvass, the aim of which is to have an association card hanging on the wall of every shoe repair shop in the city. Meetings are held twice a month with an average attendance of twenty, when plenty of good live business

price. They claim that there is good financial advantage in this. They have an annual smoker and pay the expenses out of the general funds. This is always considered a free event, for which no charges are made. Their financial situation is in excellent shape both in the general fund and the purchasing fund and they have never found it necessary to levy on the members.

While the Association is not considered a benevolent organization, the friendly spirit existing is shown by the two following illustrations. A member who died recently had a small account standing against him with one of the whole-

OFFICERS OF THE REPAIRMEN'S ASSOCIATION, EDMONTON, ALTA.



W. Barnhouse, Vice-President, Edmonton



W. T. Terry, Secretary-Treasurer, Edmonton



W. Swanson, President, Edmonton

ale houses. The Association paid this off and also made a grant to the widow. Another member was recently placed under trying circumstances through the illness of his wife and five children, which occurred all at the same time. The Association made him a loan, which he has since been able to pay back.

The very healthy condition of this Association is worthy of emulation by other similar organizations. Below is a list of the prices charged by the Edmonton Shoe Repairers' Association.

Price List

Men's half soles and rubber heels, sewn.....	\$1.85
Men's half soles and leather heels, sewn.....	1.85
Men's half soles only, sewn.....	1.35
Men's half soles and rubber heels, nailed.....	1.60
Men's half soles and leather heels, nailed.....	1.60
Men's half soles only, nailed.....	1.10
Men's rubber heels.....	.50
Men's leather heels.....	.50
Men's full soles, rubber or leather heels, sewn.....	2.50
Ladies' half soles and rubber heels, sewn.....	1.60
Ladies' half soles only, sewn.....	1.10
Ladies' half soles and leather heels, sewn.....	1.40
Ladies' half soles and rubber heels, nailed.....	1.35
Ladies' half soles and leather heels, nailed.....	1.15
Ladies' half soles only, nailed.....	.85
Ladies' rubber heels.....	.50
Ladies' leather heels.....	.30
Boys' half soles and leather heels, 4 to 5, nailed.....	1.40
Boys' half soles and leather heels, 1 to 3, nailed.....	1.25
Boys' half soles and leather heels, 11 to 13, nailed.....	1.10
Boys' half soles and leather heels, 6 to 10, nailed.....	.90
Boys' leather heels.....	.40
Girls' half soles and leather heels, 11 to 2, nailed.....	1.00
Girl's half soles and leather heels, 6 to 10, nailed.....	.85
Men's toe caps, from.....	.60 up
Men's new heels.....	1.00
Men's toe pieces, from.....	.30 up
Men's heel plates (Blakey's), per pair.....	.10
Ladies' toe caps, from.....	.50 up
Ladies' new heels, from.....	1.00 up
Ladies' toe pieces, from.....	.25 up
Patches, from.....	.15 up
Buttons fastened, from.....	.15 up
Tan shoes dyed, from.....	.35 up

RECENT REDUCTION IN PRICE OF TAP SOLES

(Continued from page 82)

SOLID SIZES

Men's.....	Size 7, 10% less than list
Men's.....	Size 9, list price
Men's.....	Size 11, 15% more than list
Men's.....	Size 13, 30% more than list
Boys'.....	Size 1, 10% less than list
Boys'.....	Size 3, list price
Boys'.....	Size 5, 15% more than list
Women's.....	Size 3, 10% less than list
Women's.....	Size 5, list price
Women's.....	Size 7, 15% more than list
Misses' or Youth's.....	Size 13, 5% less than list
Misses' or Youth's.....	Size 1, list price
Misses' or Youth's.....	Size 2, 5% more than list

List supplied through courtesy Breithaupt Leather Co.

TORONTO REPAIRMEN'S ASSOCIATION

The regular bi-monthly meeting of the Toronto Repairmen's Association was held on Thursday evening, February 14th. This meeting was well attended and various subjects were discussed enthusiastically by all the members present. A communication was received from the Hamilton Association inquiring about taking steps to form a Canadian federation of the various associations throughout the country. The Toronto Association has always been very strongly in favor of this step, and while they have been agitating it for some time, they have not taken any definite action, because they feel the time is not just ripe for this federation and while much discussion took place concerning the Hamilton communication, nothing definite was done beyond appointing a committee to confer with the Hamilton people and see what could be done. It is felt that there is a certain amount of educational work to be done amongst the various associations before a successful federation can be organized and it is a matter as to what local association will take the initial step. There are several organizations that possibly have a prior right to this, but up to the present time none of them have felt that they can go ahead with the work. However, it is quite possible that in a short time this larger organization will be an actual fact.

They also received a communication from Calgary, making inquiry about how to proceed towards the formation of an association there.

The recent drop in the prices of cut stock came up for a very great deal of consideration and, naturally, all the members are pleased with this cut. The discussion was quite informal, because there was no action to be taken. Friendly expressions of the reasons, whys and wherefors of the drop were given, but what pleased the members most was the cold, bare fact that a 12 per cent. cut had been made in the prices.

Everything is progressing very favorably for the banquet to be held at Young's restaurant at the corner of Yonge and Queen streets, Toronto, on Wednesday evening, March 6th. A goodly number of tickets have already been sold and a number of good speakers connected with the leather trade, both in the city and from outside points, are expected to be present. A splendid toast and entertainment list has also been provided.

The Association expressed its good wishes to Mr. Van Blaricom, late editor of the SHOE AND LEATHER JOURNAL, who always took a very great interest in the affairs of the Association, in which body he had absolutely one hundred per cent. of friends.

Several very pleasing musical numbers were rendered during the evening by Mr. Ozark on the guitar, songs by Mr. Warburton and Mr. Hendry, song and recitation by Mr. Mason, Mr. Smallwood presided at the piano.

Mr. S. Burnett, financial secretary of the Toronto Shoe Repairers' Association, recently wrote to the Military Hospitals Commission concerning vocational training for returned soldiers and particularly its relations to the shoe-making and shoe repairing industry. The following, taken from the reply, will throw much light upon this important subject:—

"The period of training given is more or less indefinite, depending on circumstances. It is usual to give the man six months and then if at the end of that time if the reports of his employer are favorable, to grant him an extension at the end of the six months if necessary.

"This department does not supply the men with tools after they leave school, where they take an elementary course during convalescence, and it appears to us that the shop in which they were training could well afford to at least

(Continued on page 99)

NO "CURE ALL" FOR ILLS OF HUMAN FOOT

(Continued from page 51)

slippers are largely worn. There is much foot trouble in England, Holland, Denmark and the Central Empires owing to footwear which has little or no heel elevation. Of course there is a limit to the height of the heel for proper locomotion, but a too low heel is an extreme that ought to be avoided.

Now, with regard to muscles, Dr. Immanuel Lundquist, one of our best orthopedic specialists, says: "There are but few muscles in the foot per se. The principal of these are known as Lumbricals; other muscles, whose tendons have their insertion in the bones of the foot, are muscles of the leg, whose functions are to flex, extend or rotate the foot, but have no office, except a slightly auxiliary one, in maintaining the curvature of the arch."

In other words, all this twaddle about muscles of the feet is mostly for advertising effect. Mr. Taplin quotes Prof. Nutt as saying: "The defective muscles must be made strong by properly selected exercise rather than weakened by props which take away the work that the muscles ought to do." This is discouraging to the mechanico-orthopedist until he reflects that the muscles of the feet are mainly flexor muscles reaching down from the calf of the leg, or lying close to the anterior metatarsal bones, and are almost negligible in size as compared with the other muscles of the human body. To massage these can be of little benefit when one takes into consideration first their minuteness, and second, that the longitudinal arch is not upheld to any extent by the muscles of the foot but by a strong non-elastic ligament running from the heel to the ball of the foot. This ligament is the strongest in the human body and when it refuses to sustain the contour or arch of the longitudinal arch, mechanical aid is clearly indicated.

Then again it is probable that at least 40 per cent. of arch and other foot troubles are of stomachic origin. Through a lack of proper assimilation of foods there is created uric acid. In other words, the uric acid may form combinations such as bu-urates of sodium, which accumulate and find lodgment in the extremities, especially the feet, causing excruciating pain and oftentimes making walking out of the question. The gouty condition of the Englishman's feet is often spoken of as "the rich man's disease"—the result of the sin of gluttony. Therefore the food specialist should not overlook the question of alimentation so closely allied to foot ailments.

Mr. Taplin quoted Major (Dr.) Munson, President of the Army Shoe Board and Director of Field Service School for Army Officers, Fort Leavenworth, Kan., as saying: "Above all things, patent devices intended to support the foot arch should be avoided by soldiers with a tendency to weak or flat feet." Now while there are a number of features to be favorably considered in the Munson last, brought out under Dr. Munson's name, it is not the "last word" in the shoe art. For example, Dr. Edgar L. Crain, lecturer to the New York College of Chiropody, took up for the writer the matter of availability of arch supports for the United States Army. While engaged in this work Dr. Crain took footprints on the Arrowsmith



Arrowsmith Footprint Device

Footprint Machine, of some 700 soldiers at Fort Slocum, N.Y. In doing this he found many Munson shoes fitted too long, too short, too wide, or too narrow. He also found many soldiers wearing the Munson shoe fitted properly who were suffering painful foot troubles. In fact, Dr. Crain has requested the medical authorities the privilege of treating with arch supports and other devices one hundred of the worst cases. He guaranteed to put 60 per cent. of them on their feet in three weeks, and to "hike" them in contest with the best soldiers in the United States Army.

The writer believes that orthopedic sense will some day inspire the medical fraternity to oftener prescribe mechanical means for the effectual relief of foot troubles, and shoemakers who now oppose reasonable mechanical relief, except that which is claimed by them for their own product, will come to acknowledge that there is no such thing as an absolute "specific" either in shoes or in arch supports. That the man who insists upon his special product as a "cure all" for the ills of the human foot will be accounted a faddist.

Finally, the writer notices that Mr. Taplin refers to arch supports generally as "foot props." In doing this we feel somewhat

obligated, as the writer has the distinction of being the inventor of the word "prop" as applied to the Arrowsmith Adjustable Arch Prop and the Arrowsmith Arch Prop Shoe. The word prop was chosen as a trade-mark for publicity purposes, because of its brevity and significance. That it has become a household word is implied from Mr. Taplin's use of it in his article of November 15th.

Very respectfully,

JAMES WILSON ARROWSMITH.

LIVE METHODS IN LIVE TOWN

R. F. Scott, shoe merchant, Preston, is enterprising and aggressive. Three years ago he launched into the footwear game in that busy, hustling town, acquiring the business formerly conducted by C. Musselman. Mr. Scott has met with success, for he commenced with only a small capital



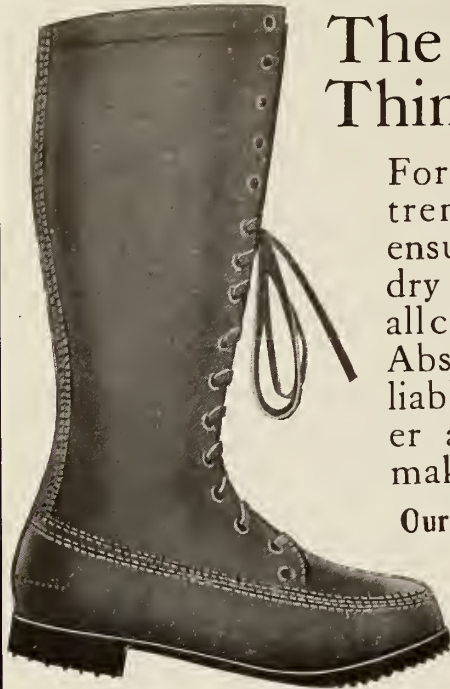
The inviting front of R. F. Scott's shoe store, Preston, Ont.

and to-day does a thriving trade. He had a valuable experience both in the retail end and on the road. For six years he was in the employ of F. L. Hamilton & Son, Galt, Ont., and then took a position as traveler for the Galt Shoe Mfg. Co., covering Western Ontario for two years.

His store is 21 feet wide and 60 feet deep. The shelving and fixtures are finished in mahogany and in the centre are placed opera chairs back to back and an attractive silent salesman faces the entrance. A wrapping table and cash register are across the back. Mr. Scott believes in live, go-ahead methods. His store is run on well-conducted lines and the stock departmentized so that at the end of each stocktaking, every section must show what business has been done. "A cash business" has been the motto of the establishment and cards to this effect are placed in prominent positions, which makes it much easier for the salesmen to get the money. A fine profit is made on shoe findings and a table devoted to this line is located prominently near the main entrance. A good repair shop is conducted, and Mr. Scott says it is not only a profitable adjunct, but new customers are brought to the store through this service. Mr. Scott handles traveling goods and has developed a fine business in this connection. He has a splendid stock-keeping system, always knows where he is at and believes in possessing accurate figures on which to base his cost of doing business and know precisely actual profits.

Mr. Scott states that any manufacturer or wholesaler using the SHOE AND LEATHER JOURNAL, who expects direct results from his advertisements should describe minutely the particular style of shoes shown and above all, give the prices.

Asked if there was much demand on the part of the people of Preston for the shoes made right in their own town, Mr. Scott said: "We do only a small business on their line of shoes, and we think the manufacturers are to blame. The local firms sell goods to their employees, who in turn, secure shoes for their friends and, in this way, the retailer loses the sale. If the manufacturer would look upon this matter from the standpoint of the retailer as well as his own, I feel certain that both would be better satisfied with the results."



Seventeen-inch leg, full leather sole, sewed or nailed on, also hob nailed.

The Only Thing

For use in the trenches to ensure warm, dry feet under all conditions. Absolutely reliable in leather and shoe-making.

Our Own Make

Write for full information to

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

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, 45 Front St. West, Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

LOGAN'S

*"The
Leather
of
Quality"*

Lyons Brook,
N. S.

When you want dependable, well-seasoned

SOLE LEATHER

you will find nothing like

LOGAN'S

Quality in the hide, quality in the tannage and quality in the finish, make up the Logan character.

Office and Tanneries:

LYONS BROOK, N.S.

NEWSY NOTES FROM THE COAST

Until the forepart of the month, Vancouver has been enjoying unusually pleasant weather, which has had some effect in deterring the sale of rubbers, but a recent snowstorm, cold spell and then rain has brought the desired weather to clear out this stock.

Messrs. Dicks, owners of several gents' furnishing stores in Vancouver, are adding extensive stocks of men's and little gents' footwear to their new store lately opened.

It is reported from Vancouver that the repair men are kept busy right up to full pressure.

J. T. Brown, one of the oldest shoe and repair men on the Coast, is contemplating giving up business. He has disposed of his present stand to Mr. Fitch.

D. Taylor, of Broadway East, has moved into larger and more convenient premises near the old stand and has installed a modern power finisher.

A. H. Stebbing, Alma Road, has recently installed a power finisher.

H. Harvey, the pioneer maker of loggers' boots, has disposed of his factory to Mr. Christie. The new owner is well known in the west, coming here from Winnipeg some years ago. He was also in business in Nanaimo, coming from there to Vancouver a few months ago.

W. Gibson, who joined the 68th C. F. A. with the first draft and who dislocated his shoulder when he was thrown from his horse, is able to be around again. His friends say this is one result of dismounting without orders.

It is reported that A. Hollister, who sold his business a few months ago and went to California, has joined the ranks of the benedicts.

Sergt. McConnell, a practical shoemaker and an Englishman by birth, has charge of the shoe repair instruction department at the convalescent hospital here. Sergt. McConnell is a returned soldier, having been severely wounded

while in France. Just now there is accommodation for about half a dozen soldier students, but it is the intention to erect new quarters at the adjoining hospital, where twelve or fourteen men can be accommodated. It is proposed to give nine to twelve months instructions in shoe repairing, which, it is thought, will enable many of these men to be sufficiently master of the business to earn a very comfortable living. Sergt. McConnell had a business of his own in Vernon, B.C., before he enlisted. He is very much interested in his work and reports that the men are applying themselves very readily to the new business.

SUCCESSFUL CONFERENCE HELD IN CALGARY

The heads of departments, salesmen and credit men of the Calgary and Edmonton branches of the Great West Saddlery Company held a two-days' conference in Calgary recently, which was inspiring and instructive. The sessions were marked by spirited addresses and a profitable interchange of thought and opinion. R. J. Hutchings, Calgary, vice-president of the company, spoke on "A salesman's responsibilities and opportunities." He stated that the salesman was the link between the house and its patrons and among the strongest elements in successful selling were integrity and fairness. G. Campbell, of Edmonton, and F. Eastwood, of Calgary, devoted attention to the shoe findings department, in which they are particularly interested. They dwelt upon the importance of service and quality. Other addresses were delivered by Messrs. W. H. Thompson, manager of the Edmonton branch; Brownlee, assistant manager of the Calgary branch, and Bravener superintendent. In the evening the delegates were tendered a splendid dinner in the Board of Trade rooms, R. J. Hutchings being the host. Edmonton will be the scene of the next annual conference.

1874

The Old Reliable
Pioneer House



1918

Up-to-Date
in Goods and Service

RYAN AND RUBBERS

For nearly half a century have been synonymous terms in the West. We have studied and filled the requirements of the Western Trade until we know its needs to an EYELET in

FELTS, OIL TANS AND RUBBERS

Our specially selected lines have back of them the RYAN BUYING EXPERIENCE that make them QUICK and PROFITABLE SELLERS.

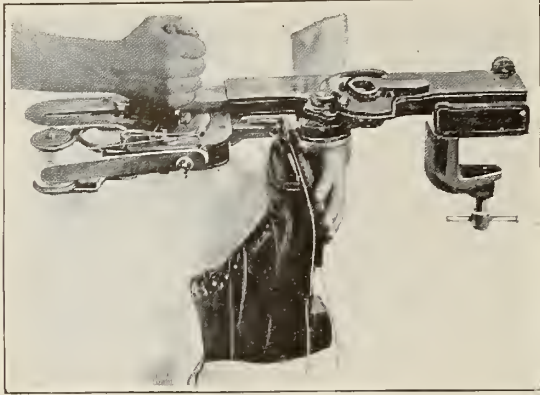
THE RYAN SERVICE

RYAN SHOES are backed up by RYAN SERVICE. The THREE GRACES of wholesale shoe selling are Quality, Price and Service, and the greatest of these is SERVICE.

WHEN IN TROUBLE CALL RYAN'S

THOMAS RYAN & COMPANY, LIMITED
WINNIPEG 44-46 Princess Street MANITOBA

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher

Hand Power

Stitches Neolin and Fibre Soles
Indispensable to Repairmen

WRITE FOR PARTICULARS

C. PARSONS & SON
LIMITED

Repair and Shoe Store Supplies
79 Front St. E. Toronto, Ont

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.

**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.

"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.



1



2



3



4



5

Also Manufacturers of Cobbler Outfits,
Lasts and Stands, etc.

Montreal Shoe Retailers Meet

Interesting Gathering of Shoemen at Commercial Metropolis—Subjects of Interest to Trade Discussed—Mr. Dildene, of Ames-Holden-McCready Co., Gives an Address

A LARGE and representative gathering of the Retail Shoe Merchants' Association was held on the evening of February 13th at the Prix Courant Building. The chair was taken at 8 p.m. by Mr. Geo. E. Gales, who in a brief speech explained the objects of the gathering. Several interesting discussions took place and a good deal of feeling was displayed with regard to the recent heatless shut-down. The following resolution was passed unanimously:—

Resolved, that the members of this committee request the Quebec Provincial Board of the Retail Merchants' Association of Canada, Inc., to offer the Prime Minister of Canada and the Fuel Controller their full co-operation to put into operation any measure that may be thought advisable to help the present difficult situation with regard to the supply of coal and to beg to suggest that if possible the closing days be Sunday, Monday and Tuesday instead of Saturday, Sunday and Monday, so as to permit the retail merchants of the province of Quebec engaged in the various lines of trade affected by the proposed regulations to serve the consuming public of their week end requirements under best advantage, as otherwise we are of opinion that the proposed regulations may not be productive of the very best results, taking into consideration the full interests of all the consumers.

At the conclusion of the regular business of the meeting Mr. R. E. Dildene, of the Ames-Holden-McCready Co., was introduced and gave the following address:—

The War and Shoe Conditions

So many things have happened to change and to upset established business methods since the war started that we are all getting used to the idea that conditions are abnormal. For this reason there is grave danger to all business men that they will not realize how important it is that they should understand conditions thoroughly and adjust their business policies accordingly for their own safety.

It is not only changes that have already taken place with which we have to contend, but we are confronted with new problems almost every day.

It may be some satisfaction to know that if your problems seem to be large ones, you are not alone, for practically the same difficulties are being encountered in all lines of trade, and not only by retailers but also by manufacturers

and jobbers. This subject is too large and the situation too complicated for anyone to attempt to cover the whole ground in a few words. For that reason I believe that if I can leave with you just one valuable thought or idea that will be helpful to you in your business, it would be much better than to attempt to present many facts which might be told.

Most of the problems which business men are trying to solve to-day are due directly or indirectly to the great advance in prices for merchandise. For example, take the matter of stock investment. If before the war you were carrying \$20,000 worth of stock, you must now carry \$30,000, or an increase of 50 per cent., providing you are maintaining the same volume of sales in pairs, and consider it necessary to carry the same amount of stock in proportion to your sales.

Very few merchants have been in a position to finance such an increase in their stock investment. Manufacturers and jobbers are in the same position and they cannot afford to help the retailers to carry this increased stock investment by extending credits or terms. In fact, manufacturers and jobbers are finding it necessary to curtail credits and shorten terms. There is only one answer to this problem, and that is to reduce stocks. It is a strange but also a fortunate fact that in times of necessity we find it possible to do things which we thought impossible before.

No doubt most merchants have thought that their stock was no larger than required for their business, but it is a fact that 90 per cent. of the shoe stocks in this country have always been from 25 to 50 per cent. larger than necessary, and there are really a good many merchants who have carried and are still carrying to-day two or three times the amount of stock they need. Practically every merchant can reduce his stock, without affecting his sales, if he makes a real intelligent effort to do so.

A great many merchants have been and still are fairly successful in spite of the fact that they carry too large stocks, but such merchants could be very much more successful if they gave this subject more attention. On the other hand, too large stocks are the fundamental cause of a large proportion of failures in business.

When a merchant starts in business, he invests a certain amount of money in that business because he feels that he can make it pay him better than to invest the money in some other way.

Everybody knows that if you have some money that you are not using you can make a perfectly safe investment in Government Bonds, which will pay you interest of 5½ per cent. a year. If you cannot make more than that in your business, it would be much better to have your money in Government Bonds, where there would be no risk and no hard work attached to looking after it.

When a man invests his money in a business where there is considerable risk, and where it requires some brains and hard work to look after it, he should expect the investment to earn a higher rate of interest, say at least 8 to 10 per cent. Therefore, if you have \$10,000 invested in your busi-

SOME NEW LOW CUTS.



Plain Pump



Gray Kid Oxford



Patent Fancy Oxford

ness and your net profit is not at least \$1,000, or 10 per cent., your business is not really successful. You may be able to get along from year to year and make a little money, but you are not making enough to warrant the risk or the hard work in connection with it.

Every shoe retailer should turn his stock at least twice a year; that is to say, if you have a \$10,000 stock at cost prices, your sales should be about \$30,000 a year, but that is not really enough.

The most successful shoe merchants are turning their stocks three to four times a year, and I know of merchants who are turning their stocks as high as six times.

This may seem like an impossibility to a merchant who has been in the habit of turning his stock from once to twice a year, but I can assure you that it is being done, and that it is possible for any merchant to do it who gives this subject enough time and attention.

The three principal causes of excessive stock are—buying too much in advance, buying too many similar lines, and buying too large quantities of lines that move slowly.

One of the most successful merchants I have ever known told me some of his methods in buying by which he has kept down his stock. He said: "Every time I place an order, I have in mind the thought that I am not going to buy more of any line than enough to last me for four months."

The man confines his buying to as few houses as possible, because then he is not liable to buy too many similar lines.

He finds it to his advantage to buy from houses that carry stock, because that makes it possible for him to place sorting orders frequently and get quick delivery.

Instead of carrying a reserve stock he lets the manufacturer or jobber do it for him.

Every dealer is obliged to carry certain staple lines which do not sell in large quantities. Such lines run into money



A New
Patent
High Cut.

if they are bought in case lots. This merchant does not buy them that way. He carries about 12 or 15 pairs of such a line in assorted sizes and sorts in sizes as he sells them.

IT WAS "ROUGH AND COLDER"

In Montreal the other night three well-known shoemen in quest of an evening's enjoyment and instruction set out for one of Montreal's theatres where the attraction announced was "Fair and Warmer." It was during one of the arctic spells which made this all the more appealing to the Montreal manufacturer and his two Ontario shoe jobber friends who, fully protected against the zero weather, bundled into one of the cosy little boxed in sleighs for which Quebec is famous. At the corner of Guy and St. Catherine streets a sharp turn on the part of the driver spilled the bunch on the roadway

and threw the horse on his back. A policeman promptly sat on the horse's head and calmly asked the shoemen, as they brushed the snow from their clothes, what was their hurry and where they lived. The man at the head of the expedition made things right with the cop by explaining he was a "Star" representative, as well as by giving him a handsome pour boire. The names and a sketch of the incident has been forwarded the SHOE AND LEATHER JOURNAL, but we could not get it past the censor in time for this issue.

BOOT ON THE OTHER FOOT

An indignant correspondent, who is evidently a confirmed old bachelor, but who has certainly got mixed in his shoe ideas, writes a strong letter on the women's shoe question. He says he saw a picture in a Toronto paper recently in which several society women were shown wearing puttees and high leather leggings, a la militaire. He asks how far this foolishness is to be carried and naively complains that just as we are becoming accustomed to short skirts and dainty ankles a conspiracy is started to hide these feminine attractions from sight. We would simply say to our correspondent that he should read the SHOE AND LEATHER JOURNAL and he would discover that the fiat has gone forth to shorten the height of the shoe as well as the skirt and that the chances are that dainty ankles and fine turned calves will be more than ever in evidence this summer.

LEATHER WILL BE HIGHER

One of the largest manufacturers of women's shoes in Ontario said to the JOURNAL representative the other day: I have just had a call from an American leather salesman who tells me that his concern, as well as others in the light leather line, are not producing more than ten per cent. of their capacity on account of the scarcity of raw skins. It seems impossible to get sufficient high-grade goat and calf. Colored stock in both calf and kid is practically off the market and our regular light upper leathers are costing us just now ten cents a foot more than we paid at the beginning of the season, but the prospects that we will be paying in the near future at least twenty per cent. advance over the prices that prevailed when samples went out. As far as we are concerned we do not see any daylight on this leather question. The talk of cheap hides does not affect this part of the situation and in any case the ordinary hides, on account of the grubby, hairy quality, are not worth more than is being asked and will not reach the leather stage for months to come.

DO YOU MERELY "SELL" YOUR TRADE

"Ten dollars; thank you—that's just right, come again."

While this a mighty welcome sound which every retailer likes to hear repeated often, that's not all there is to successful salesmanship. Simply making the sale isn't enough.

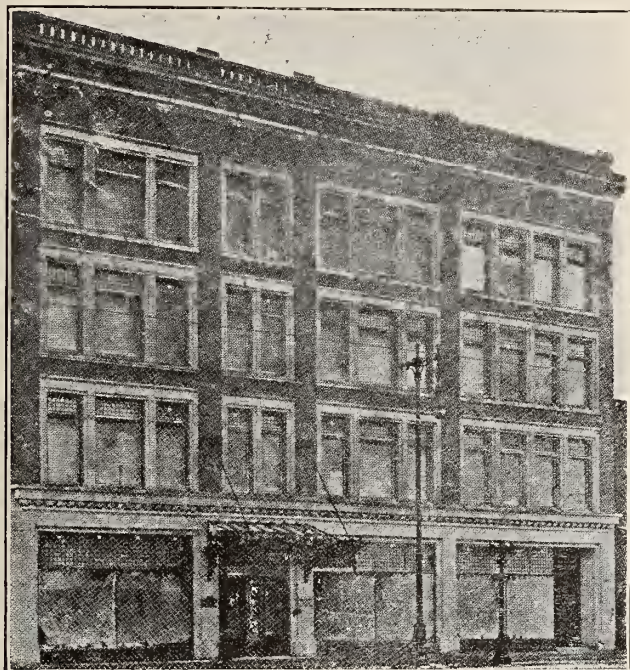
Every merchant will tell you what you certainly know—that it's the customer who is made a repeat customer who builds up a business. Transient trade won't supply enough volume to keep your business growing.

The test of really successful salesmanship is making customers stick. You as a retailer can purchase your goods so well and sell them so attractively that your store will be known as the home of attractive and bona fide values—but you and your salesmen must surround every sale with the halo of courtesy, attention, service, interest and anxiety to please.

If the customer feels that you have put forth your best efforts and thoughts to please him, that person will appreciate what you are offering. The merchandise purchased will seem doubly desirable and the wish to return to your store will be triply strong next time anything is needed.

A GROWING SASKATCHEWAN ENTERPRISE

The West is a great country for growth of all kinds and commercial development with in the few years had not been by any means the least worth consideration. Mr. G. A. Maybee, formerly a partner in Nation & Shewan, Limited, of Brandon, Man., entered the wholesale business in Moose Jaw in 1908 with Mitchell & Hembroff, now of Vancouver. In 1915 the company was reorganized as Maybee's Limited, and in the following year moved from Main street to 25 High street, which was better suited to their growing business. So great was the development, however, that they removed last month to the Allan-Cumming Block, one of the most commodious business quarters in Saskatchewan. By this move it more than doubles its floor space, the building being over five storeys in height. Business last year was ex-



The spacious and well appointed new home of Maybee's Limited, wholesale shoes, Moose Jaw, Sask.

ceptionally good and with the prospects of largely increased crops during the coming season the firm is optimistic as to the future.

Mr. G. A. Maybee, the energetic president of the concern, has had a long experience in the shoe business and is an enthusiastic westerner. He is ably supported by M. S. Maybee, vice-president and W. B. Riley, secretary-treasurer. They handle a very extensive range of goods in both leather, shoes and rubber goods, handling Maltese Cross rubbers exclusively for that territory. Their splendid shipping facilities make them a convenience to retailers doing business in Saskatchewan and Alberta. They are considered live wires in the western field.

DOINGS DOWN BY THE SEA

At the International Fisheries Commission session held in St. John, February 5th and 6th, Dr. Smith, commissioner of fisheries for the United States, presented samples of leather tanned from the skins of different fish. He said that in view of the increased demand for leather and the decrease in the supply owing to the scarcity of animals a new source had to be found. The samples produced were tanned from the hide of a shark and the grey fish. From these it was shown what science can accomplish. These samples showed that from the outside skin a stiff durable leather is produced and tanned in different colors. The leather is suitable for suit-cases and hand-bags.

Hon. William C. Redfield, commissioner of commerce

for the United States, said that in one instance a boy's boots had been returned to the department after having been worn by the boy for three weeks and in contrast with cow hide boots, the toes were not stubbed out. He said that 3,000 square feet of leather have been tanned from an eighty-foot shark.

It is reported that a new boot and shoe store will shortly be opened on Charlotte street, St. John, New Brunswick. Local parties are interested in launching the new enterprise.

Many friends of Edward J. Fleetwood, a well-known and popular wholesale dealer in boots and shoes, will regret to learn that he fell recently on some ice and fractured his ankle. He is still confined to his home and may have to lay up for some time.

William Pierce, of the repair department of the firm of Waterbury & Rising, Ltd., was recently made the recipient of a wrist watch by his fellow employees. Mr. Pierce severed his connection with the firm and enlisted in a military unit. O. W. Chesley made the presentation and referred to the pleasant associations which had marked the relationship of the young man with the entire staff.

A. Dillion, manager of a boot and shoe store in Digby, N.S., was recently elected as a councillor. The contest was very close and Mr. Dillion is receiving the hearty congratulations of a host of friends.

The boot and shoe store of John R. Buchanan of St. Stephen, N.B., was recently quite badly damaged by fire and water. The fire originated from an overheated stove in an adjoining store. Mr. Buchanan placed his loss at \$500, which is covered by insurance.

The Red Front Shoe store in Moncton, N.B., owned by L. H. Higgins, was destroyed by fire recently. The fire started in what is known as the Victoria block and did damage to the extent of over \$30,000.

DEATH OF J. NORMAN GIBSON, TORONTO

The many friends of J. Norman Gibson will regret to learn of his death, which occurred on January 30th, at the home of his brother, Mr. W. C. Gibson, near Smith's Falls, Ont. The late Mr. Gibson was in his forty-second year and was the son of Mr. Wm. Gibson of Smith's Falls. He came to Toronto some years ago and in 1907 joined the staff of the Blachford, Davies Co., and later was appointed city traveler. Previous to this, he was associated with Mr. C. C. Allen, shoe merchant, of Carlton Place, who later came to Toronto and brought Mr. Gibson with him. The funeral was held from the residence of his brother, Mr. W. G. Gibson, of Kitley, on Friday, February 1st, to the public



The late J. Norman Gibson, Toronto

vault, Smith's Falls. Rev. Mr. Flewker, of the Methodist Church, Lombardy, conducted the service at the house.

Mr. Gibson was well known in the shoe trade and made many friends. He possessed a sunny, amiable disposition that won the goodwill of those with whom he associated.

NEW PREMISES FOR LEWIS & CO.

Constantly growing business has forced Ed. R. Lewis leather merchant, Toronto, to secure new premises at 45 Front street east, affording greatly increased warehousing facilities.

Mr. Lewis attributes his success largely to the fact that he brought to his present business fifteen years of practical experience in the various departments of the tanning industry.

Associated with him is his brother-in-law, Robt. E. Bennet, also a man of some practical training.

The firm, which henceforth will be known as Ed. R. Lewis & Co., look forward with a confidence justified by past experience and well warranted by the position held in



Ed. R. Lewis, Toronto

McNeely, Philadelphia (glazed kid); Boston Woven Hose & Rubber Co., Boston (fibre soles); Henry Gitterman, New York (fancy fabrics); Duclos & Payan, St. Hyacinthe (chrome



Robt. E. Bennett, Toronto

and boot-side leathers and fibre counters), and C. Galibert & Son, Montreal (chrome calf tanners).

Lewis & Co. go to manufacturers of leather goods, such as boots and shoes, harness, fancy leather goods and boot binding. Businesses of the kind conducted by this firm are numerous and prosperous in the United States and fill an important place in the trade.

VISITS CANADIAN AND AMERICAN MARKETS

Mr. Hugh White of the White Shoe Co., Toronto, recently visited Montreal, Quebec, Boston and other shoe manufacturing centres. Mr. White says the prices of shoes remain about the same and that the Boston shoe manufacturers are just getting settled from the upheaval incidental to the United States entering the war, an experience Canada underwent some two or three years ago.

the trade by the houses they are fortunate enough to represent, including Helburn, Thompson Co., Salem, Mass.; Donnell, Carman & Mudge, Boston (sheepskins); Perkins &

JOHN McENTYRE, LIMITED
LEATHER and SHOE GOODS
28 St. Alexander Street
MONTREAL

PLANTS
 Rubber Cement Factory
 26 Gladstone Ave.

TANNERY
 1704 Iberville St.

ST. HYACINTHE SOFT SOLE SHOE COMPANY LIMITED
 63 LAFRANCOISE ST. ST. HYACINTHE, QUE.

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

W. H. Staynes & Smith, HIDE and LEATHER FACTORS
Leicester, Eng. and at Kettering, Northampton
 Bristol, and Norwich.

CASH ADVANCED ON CONSIGNMENTS
 Cable "HIDES" Leicester.



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.**

WINNIPEG JOTTINGS

Mr. Roy Graham, of the ladies' shoe department of the T. Eaton Co., Limited, has recently joined the Depot Battalion and is taking a sergeant's class instruction. Roy is a good fellow. He formerly came from Halifax and is equally as popular in the west as in the east in shoe circles. He has been with the T. Eaton Co. for over three years.

The Bell Shoe Store has moved further down into the centre of the city to larger and more convenient quarters.

Kilgour Rimer & Co., of Winnipeg, report sorting trade as picking up considerably since the turn of the year. The rubber shoe trade has been phenomenal and they expect a general inclination on the part of dealers to order early this season.

The shoe sale recently held by the Avenue Shoe Store is reported to have been quite a success. Evidently the genial proprietor, Geo. Douglas, knows how to "clean up" as well as "clean out" a stock.

Congdon, Marsh Co., Limited, have had a good year and say that the outlook in the west is good for 1918. They believe that retailers have been buying so conservatively during the past nine months that they will have to get into the market. They are expecting a great demand for rubbers on account of the shortage last season.

F. H. Meinzer, of the Miner Rubber Co., dropped off at Winnipeg on his way east after an extended business tour through the west. Mr. Meinzer is enthusiastic with trade conditions of his company in the great west.

Friends of Thos. Ryan will be happy to know he is getting back much of his old time vim and vigor. He has been sending to a few of his intimates in the shoe trade a little advice Abraham Lincoln once gave to a friend. Here it is: "Do not worry; eat three square meals a day; say your

prayers; be courteous to your creditors; keep your digestion good; exercise; go slow, and go easy; maybe there are other things that your special case requires to make you happy, but, my friend, these, I reckon, will give you a good lift." Sounds good, too, doesn't it?

DEATH OF GEO. BLAKE

Mr. Geo. Blake, who for a number of years conducted a shoe business at 630 Queen street west, Toronto, died recently at the Toronto General Hospital. Mr. Blake was an Englishman, forty-one years of age, who had been a resident of Toronto for the past ten years, and was an active member of Euclid Avenue Methodist Church. He is survived by his wife, three daughters and a son.

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 Stitch-down Shoes.

Humberstone Shoe Co.
 Humberstone, Ont.

**VISUALIZE THIS
 TRADE MARK**



**IT SYMBOLIZES THE
 BEST IN FELTS**

A PAIR OF FORTY-NINERS

We give on this page an illustration of a rubber shoe made nearly seventy years ago by the Ford Rubber Company of New Brunswick, N.J., which illustrates the peculiar style of footwear at that time. The rubber itself shows no sign of ever having been worn and is practically in as good shape as ever, after having almost reached the three score years and ten. It is an evidence of the fact that they made good goods in those days. Shoes at that time were made with straight soles and rubber shoes, of course, were made to fit them.



The manufacture of rubber footwear in those early days was much simpler than at present, although many of the improvements in methods, as well as styles found in to-day's product, were a serious hindrance to the development of the business.

ANNUAL "CLASSIC" BALL

The event of the past month in shoedom was the ninth annual ball of the Benefit Society of the employees of Getty & Scott, Limited, makers of "Classic Shoes," Galt, Ont., which

was held on Friday, February 8th, in the city hall. This social affair is an event looked forward to with much pleasure by the members of the society and their friends and this year it was fully up to the standard of enjoyment of any of those of the past. It is one evidence of the flourishing condition to the society, due to the energy and progressiveness of its officers and members. It is also an evidence of the enterprise and thoughtfulness of Getty & Scott, who are up-to-date in social welfare as well as shoe ideals.

CHANGES IN AMES-HOLDEN-McCREADY WESTERN BRANCHES

Mr. F. M. Morgan, for over thirty-two years connected with the Ames-Holden-McCready Co., has resigned his position as manager of the Winnipeg branch. He was at one time manager of the Edmonton branch and before that represented the firm on the road. For some time Mr. Morgan has not enjoyed the best of health and feels a rest is needed. He will be succeeded by Mr. E. P. Hall, manager of the Edmonton branch and Mr. N. M. Lynn, of the Winnipeg branch, will manage the Edmonton house.

The Toronto Star says: "If men and women had the right kind of footgear winter would lose a large per cent. of its terrors." What we want is that the "Little of Everything" column's paragrapher tell us just what is the right kind of footgear for men and women.

J. Leckie Co. Limited, Vancouver, have been appointed distributing agents for the Miner Rubber Co. Limited, for the Province of British Columbia.

SEND US HIS NAME.—The "Shoe and Leather Journal" is opening an Honor Roll for the shoe and leather trades, which have sent so many men overseas to fight our cause of world democracy. We would be glad of photos or even names and addresses of these already over or going over. Send us your know.



WE show here a few of the "Styles" of Government War Time Shoes to be placed on the market in England. The prices range from \$1.85 to \$6.30. — Courtesy of the Daily News, Toronto.

DEATH OF C. E. CLARKE

The trade will be shocked to learn of the decease of Mr. Chas. E. Clarke, of Clarke & Clarke, Limited, Toronto, following so closely as it does the recent sudden death of his brother, F. G. Clarke, on Christmas day last at Baltimore. Undoubtedly the death of the latter and the attendant cares resulting from his unexpected demise sat heavily upon the



Late Chas. E. Clarke, Toronto

surviving partner, although he was apparently in good physical condition until less than a week ago, when he was stricken with an internal hemorrhage. He was removed to the hospital where a transfusion of blood had to be resorted to in order to make good the impaired vitality. The case was not, however, regarded as hopeless, but the strain was evidently too much and Mr. Clarke passed away early Monday morning, February 18th.

This makes the third of these brothers so well known to the leather and shoe trades who have met with unexpected deaths inside two years. A. R. Clarke, who went down with the Lusitania and afterwards died from exposure, F. G. Clarke who expired on his way south two months ago, and C. E. Clarke who, after an illness of less than a week, has passed on.

The late C. E. Clarke entered the leather business with his brothers, A. R. and F. G., when the concern of A. R.

Clarke & Co. removed from Peterboro to Toronto over thirty years ago. Later, when the business was divided and the new concern, Clarke & Clarke, Limited, was formed to specialize in the sheepskin business, the two younger brothers, F. G. and C. E., became associated together in the building up of the large business.

Mr. Chas. E. Clarke has had charge of the selling end of the business practically from the beginning, the manufacturing having been in the hands of the late F. G. Clarke. It is singularly unfortunate that both of these able heads of the business should have been removed within the short period of two months. The eldest son of the late F. G. Clarke, Mr. Norman Clarke, who has been for the past couple of years in France serving his country, and who has been severely wounded, has just returned. He was connected with the business for some time before going to the front and will doubtless be able to arrange the organization so that the business will go on as smoothly as usual. Both families have the deepest sympathy of the trade in this double bereavement.

GEO. F. HENNESSEY, LEAVING CANADA

The many friends of Mr. Geo. F. Hennessey, while congratulating him on his new appointment, will regret to know he is leaving Canada. Mr. Hennessey is ordered to report at Boston at an early date. He has been seventeen years with



George F. Hennessey, manager of Kitchener branch of United Shoe Machinery Company of Canada, Limited, seated at his desk

the United Shoe Machinery Co., five of which were spent in Montreal, two in Toronto and three in Kitchener. The first seven years' service was at the Lynn office. Mr. Hennessey does not know exactly where he will be located, but it is expected somewhere in the Western States. This is an illustration that "the world do move," and you cannot keep a good man down. Congratulations to George F. Mr. Hennessey's successor in Kitchener is Mr. Sydney J. Davies of the Montreal office.



The new plant of Duclos & Payan, St. Hyacinthe, Que., specializing in the making of fibre counters

AMONG THE SHOE MEN.



J. F. Ball & Co., Ltd., shoes and men's furnishings, Orillia, Ont., have made assignment to S. A. Crighton.

E. Freehette & Co., shoes and men's furnishings, Montreal, have made assignment.

The premises of John R. Buchanan, shoe dealer, of St. Stephen, N.B., were damaged by fire recently.

Walter McKay, who for a number of years has successfully conducted a boot and shoe business in Fredericton, N.B., is offering his business for sale. It is his intention to engage in another line in the same city.

Geo. H. Anderson, manager of the Amherst Central Shoe Co., Limited, of Regina, Sask., was a business visitor recently to Boston and other eastern points. He also attended the annual meeting of the directors of the company at Amherst, N.S. Mr. Anderson says the war has stirred things up a little among the shoe men of Boston and vicinity.

The annual salesmen's convention of the Canadian Consolidated Rubber Co. was held on Tuesday, February 19th, at the Ontario Club, Toronto. The management finds these annual meetings are productive of excellent results. They create enthusiasm among the salesmen and keep them in close touch with new lines, trade conditions, etc., and afford opportunities to get into personal touch with their men in a way that is bound to prove beneficial.

Kibler Bros., of Kitchener, will open a new shoe store in Listowel at an early date. W. A. Kibler will take charge of the new store. It is predicted that they should do a good business there as Mr. Kibler is well known in that section, his father having conducted a shoe business there before moving to Kitchener. Their Kitchener store will be conducted as usual under the management of N. O. Kibler.

Geo. Weaver, shoe merchant, of Trenton, Ont., recently had a very unpleasant experience. Jos. Cyr and A. U.

Michaud entered his store ostensibly to purchase footwear, when at a sign from Michaud, Cyr dealt Mr. Weaver a blow on the head with a large bolt tendering him unconscious. Michaud then rifled the till. Cyr was caught at the time and turned King's evidence, but his accomplice escaped and was arrested later. The two have been committed for trial at Belleville.

Canadian leather and shoemen, who have enlisted for the colors have been brought prominently to the front in different ways at various times. The latest we have heard has been from Capt. Kenneth Marlatt, of Oakville, who leads all others in the number of recruits obtained at a Boston recruiting depot, to which Capt. Marlatt is attached. Between December 8th and February 2nd 1,287 men were examined at that depot; 798 were accepted and 643 despatched. This is another evidence of the worth of good Canadians.

From Newfoundland we learn that the H. Grace Boot and Shoe Factory has just closed a fairly good year of manufacturing, but even down on the island by the sea, the complaint of the high cost of raw material, freight rates, etc., is as great as it is here in Canada.

R. Newman & Co., Dunnville, suffered considerable loss by fire recently. Upwards of \$9,000 damage was done, while the insurance covered only a little more than half of this. It appears the fire originated in the repair department of the store. The adjoining store was also damaged by water and smoke.

R. M. Fraser, representing Breithaupt Leather Co. in Montreal and district, says he finds business very good just now. He has recently placed some very nice orders with the various firms for their army contracts.

W. A. Miner, president of the Miner Rubber Co., has



A NOVEL Show Window, illustrating the use of Actress Pictures with Shoes.

just returned from a business tour extending through to British Columbia. Mr. Miner was very much impressed with the possibilities of development in the Pacific province. "Business men in British Columbia," he says, "are realizing a change in conditions and all lines of trade are busy, including the lumber industry, which have large orders for ship-building and also aeroplane material." Good business in these lines will naturally affect the shoe and rubber trades for the better.

R. B. Griffith Company, of Hamilton, were recently victims of a system of wholesale robbery that has been going on from the T. H. & B. freight cars and sheds at Montrose, Victoria and Niagara Falls, Ont. Several arrests have been made in connection with these robberies.

Mr. V. E. Taplin, shoe merchant, at 310 Yonge street, Toronto, spent a week recently with his parents at the old home in Huntsville. Mr. Taplin says there is snow enough in Toronto and he will keep away from the northern town in winter after this.

J. Cassie and J. W. Stevens, shoe merchants, of Brantford, were brought into police court recently for breach of the boot and shoe store act, having kept their stores open after seven o'clock at night for the sale of shoes. On the promise of these dealers not to have their establishments open again for other reasons than the repairing of shoes, the cases were dismissed.

The Hartt Boot & Shoe Company, of Fredericton, N.B., purpose going on with extensions to their plant. Various concessions which they asked from the council have been granted by that body.

The work of transforming the old Pacific Hotel building at Owen Sound into a shoe factory for the King Shoe Co., is progressing very favorably. It is stated that this building will be very suitable for a factory of this kind. It is expected the alterations will be completed before March 1st and the company will be turning out shoes by that time.

Croskery's Shoe Store, of Cobalt, Ont., will be known in future under the name of McDonald & Croskery. Mr. D. A. McDonald has taken an interest in the business and it is the intention of the new firm to have one of the finest shoe stores in New Ontario.

Walter Francis, representing Gale Bros., Quebec, was at the King Edward, Toronto, recently and says he has no complaint to make about business in his line.

S. Gilman, traveler for M. Finkovitch, Inc., Boston, "The House of Job Shoes," was in Toronto early this month looking up business for his firm.

Bertram Packard, of L. H. Packard Co., Limited, dropped off at Toronto to make a few business calls on his way to London, Ont., and other points west.

Waldo E. Stewart, of Richard Young & Co., New York City, made a business trip through central Ontario recently. It goes without saying that Mr. Stewart always does business for he possesses just enough of that genial disposition that makes trade come his way in abundance.

Reports from manufacturing centres seem to indicate that there is no reason to expect any general break in the prices of shoes. Occasionally, a manufacturer who may have a heavy stock of certain leathers, or may need some ready cash will offer some slight concessions, but the general trend is to firmness in prices of all lines of shoes.

Mr. De Montigny, one of the best known shoemen in the province of Quebec, has purchased the interest of Percy Milburn in the Lillian Shoe Company, of Maisonneuve. Mr. De Montigny recently conducted a retail shoe store on East St. Catherine St., Montreal.

Mr. Dowling of Dowling & Creelman, Brandon, Man., was in Montreal and other eastern points recently on an inspection and buying trip.

F. S. Evanson, Prescott, Ont., was a business visitor in Toronto recently. Mr. Evanson, in addition to being

mayor of that town, is one of its live general merchants and carries a big stock of boots and shoes.

J. A. McLaren of McLaren & Dallas, was a business visitor in Montreal, Quebec and Boston recently. He reports that while some manufacturers may be a little busier than others, all are very confident and there is no sign of depression.

TORONTO REPAIRMEN'S ASSOCIATION

(Continued from page 86)

loan the necessary tools, seeing they got the man's services gratis.

"There is absolutely no guarantee to the employer that the man will complete his term. The man's own interest should be sufficient to warrant this, as his future depends upon his application and efficiency.

"In case the man does not show sufficient aptitude or should prove in any way objectionable, the employer would have a perfect right to notify this department and have him moved at once.

"There is absolutely no redress given the employer against loss or damage to material caused by the pupil. Surely the man's time would more than make up for this. For instance, what do you do in the case where you are paying an apprentice?

"There are fully equipped schools for the learning of shoe repairing in several of the hospitals where a man gets a very fair knowledge and at least a ground work during convalescence. These institutions do not attempt to take in outside work or interfere in any way with the trade, and will not do so as long as the men are given every opportunity to follow up and improve themselves after discharge by being placed in the various industries such as the members of your Association operate."

HAMILTON REPAIRMEN'S ASSOCIATION

The Hamilton Repairmen's Association continues in a very flourishing condition. Their regular meetings are well attended and business that is of importance both to the local association as well as wider circles was discussed freely. They are now considering the formation of a federation of the various societies in the province, which will ultimately extend to the whole Dominion. Of course, only initial steps are being taken, no really active work being done up to the present. The Association held a progressive euchre party on February 11th. A very fine musical programme was arranged in addition to the games.

A fire took place in the repair shop of Mr. Plumb, in Hamilton, some time early in January. The damage was not great, being in the neighborhood of \$60.

The friends of Mr. Pilling, a member of the Hamilton Shoe Repairmen's Association, will regret to learn of the death of his wife. The funeral took place on January 27th. Mr. Pilling has a business at 643½ Barton street east.

CONDENSED ADVERTISEMENTS

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

WANTED—Boot and shoe salesman for ground north and east of Toronto. Must have road experience and be a hustler. Engagement for 1st March or sooner. Apply with references and stating experience. Box A21, SHOE AND LEATHER JOURNAL.

WANTED—By a firm making Women's High-grade McKay Shoes, a commission salesman for the Provinces of Manitoba, Saskatchewan and Alberta. Give previous experience. Box 11, SHOE AND LEATHER JOURNAL.



“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	G	PAGE	P	PAGE
Aird & Son.....	4	Getty & Scott, Limited.....	84	Perth Shoe Co.....	17
Ackerman, B. F., & Co.....	18	Gutta Percha & Rubber, Limite l.....	55-62, 66	Palmer-McLellan.....	76
Ames-Holden-McCready, Limited.....	20			Palmer, John C.....	24
Adams Shoe Co.....	23	H		Parson, C., & Son.....	90
Amherst Boot & Shoe Co.....	35	Hamilton, W. B., & Co.....	63		
B		Humberstone Shoe Co.....	95	R	
Bell, J. & T., Limited.....	7	Hurlbut Shoe Co.....	6	Robinson, James.....	9, 33
Breithaupt Leather Co.....	83			Robson Leather Co.....	68
Beardmore & Co.....	I.F.C.	I		Root-Heath Co.....	90
Beal, R. M., Leather Co.....	88	Independent Rubber Co.....	25-29	Ryan, Thos.....	89
Blachford Mfg. Co. Limited.....	53, 54	J		S	
C		Johnston, H. B., & Co.....	80	Sisman, T., Shoe Co.....	76
Cote, J. A. & M.....	4	Johnston, J. A.....	65	St. Hyacinthe Soft Sole Shoe Co.....	94
Collis Leather Co.....	10	K		Schmoll, Fils & Co.....	100
Can. Consolidated Rubber Co.....	38, 72, 73	Kaufman Rubber Co. Limite l.....	11-15	Staynes, W. H., & Smith.....	94
Cobourg Felt Co.....	95	Kilgour, Rimer & Co.....	34		
Clarke & Clarke.....	88	L		T	
Clarke, A. R., & Co.....	O.B.C.	London Shoe Co.....	36	Trickett, Sir H. W.....	19
Congdon, Marsh, Limited.....	74A	Lewis, A. C., Leather Co.....	95	Tetrault Shoe Mfg. Co.....	21
D		Logan Tanneries.....	88	Townsend, J. S.....	78
Davis Leather Co.....	5	M		U	
Duclos & Payan.....	88	Miner Rubber Co.....	74B, 74C	United Shoe Machinery Co.....	37, I. B. C.
Davis, A., & Son.....	18	McLaren & Dallas.....	30, 31		
Dunlop Tire & Rubber Co.....	70	Martin Corrugated Paper & Box Co..	24	W	
E		McEntyre, John.....	94	Wickett & Craig.....	32
Evans, John R., & Co.....	22	Maybee's Limited.....	64	Wright, E. T., & Co.....	8
E-Z Walk Mfg. Co.....	90	N		White Shoe Co.....	32
Edwards & Edwards.....	90	North British Rubber.....	74	Wobourn Machinery Co.....	10
F					
Foerderer, Robt. H., Inc.....	53				

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

Two reasons why Patents will be popular this year.

Patent Leather Shoes, owing to the degree of satisfactory wearing qualities attained in the manufacture of Patent Leather, are no longer considered merely a luxury line, but they fill the requirements of staple shoes.

For economic reasons the public will demand stylish shoes of good wearing quality at moderate prices.

This demand can best be supplied with Patents.

Clarke's Patent Leather is absolutely reliable.



☐ A. R. Clarke & Company ☐
Limited

Toronto

Branches; Montreal and Quebec

Ontario

\$1.50 a Year

Toronto, March 1, 1918

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE CAPTAINS

Features:

Have
Canadian Women
Ill Shaped Feet?

Dollar Day in London

Do Winter Sales Help
or Harm?

Shoe and Leather
Conditions



W. A. HAMILTON, TORONTO

(See Page 47)

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

“Measuring the Value of Turnover” Frank Stockdale



Prepare for Easter Business

The advantages to be derived from an In-stock department were never more necessary than in these days when even a small shoe stock runs into a considerable amount of money. Test our ability to fill your requirements for Easter trade from our

In-Stock Department

We have devoted time and energy to the building up of this department with a view of giving the best possible service.

Send for our In-Stock catalogue
and reap the benefits this department has to offer.

Slater Shoe Co., Limited
MONTREAL



BENNETT

TRADE MARK

“WEARS with COMFORT”

Makes the *new* shoe feel like *an old friend*

“FITS and STAYS FIT”

Keeps the *old* shoe looking *new*

Made from the best fibre, manufactured by us *especially* for counters. Moulded by scientific *process* that *fits* them *perfectly* to *your last*. Water and oil proofed as chemists can make them, yet *flexible* and *comfortable* WITHOUT SACRIFICING ONE BIT OF WEAR.

If you doubt, send for samples and test them YOURSELF.

Made and sold only by

BENNETT LIMITED
MAKERS OF SHOE SUPPLIES
CHAMBLY CANTON, QUEBEC

Sales Office—59 St. Henry Street, Montreal



*One of
Canada's
Modern
Shoe Plants*

The Plant in which are manufactured

PARIS *(Men's Welts—Women's McKays)*
PATRICIA *(Women's Welts and Turns)*
METROPOLITAN *(Women's McKays—Men's Welts)*

These Popular Brands are noted in Canada from ocean to ocean for their **SPLENDID STYLE**, their **FINE FINISH**, their **SUPERIOR QUALITY** and **REASONABLE PRICE**, four features that make the selling of shoes a pleasure—the features that mean **SATISFACTION** to retailer as well as wearer.

Test our Excellent Delivery Service.

Daoust, Lalonde & Co., Limited
Montreal

Branch—The Metropolitan Shoe Co., 91 St. Paul St., Montreal



The Largest Tanners of Calf Leather in the
British Empire

DAVIS LEATHERS

Made from the very
BEST RAW SKINS.

Under DAVIS' SUPERVISION—
backed by half a
century of experience.

Each skin receives
*special individual
care and treatment.*

Uniform in Tone and
Finish.

Texture, Silky, Even
and Firm.

Cutting Quality and
Economy Unexcelled.

Davis' Calf Keeps
its Shape.

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

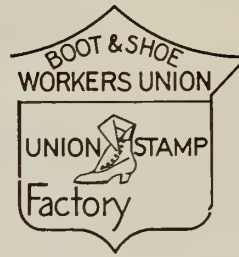
Our Veals are popular with all who appreciate quality---Black Diamond Veals, Diamond Mat Veals, Boarded Veals.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.





SEE THE STAMP?

When you purchase shoes from the salesman on the road, insist on the Union Stamp being in evidence.

When the customer turns to you for evidence on the Union Made product, show him the stamp of the Boot and Shoe Workers' Union.

Keep the Stamp before your trade, not only on your footwear, but in your advertising and general publicity.

For the patronage and trade of the Union man of your community is one of the most valuable assets for your business.

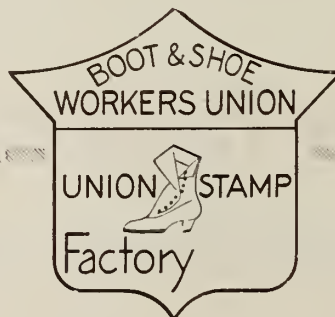
Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - - Boston, Mass.

JOHN F. TOBIN, General President

CHAS. L. BAINE, General Sec.-Treas.





BELL Shoes, in appearance and finish, please the most critical customers; in fit, the most particular; in service, the most exacting; and in price they are the most economical, because they are the best.

They contain the features that insure satisfaction and permanent patronage.

Sort now for early Spring trade.

J. & T. BELL

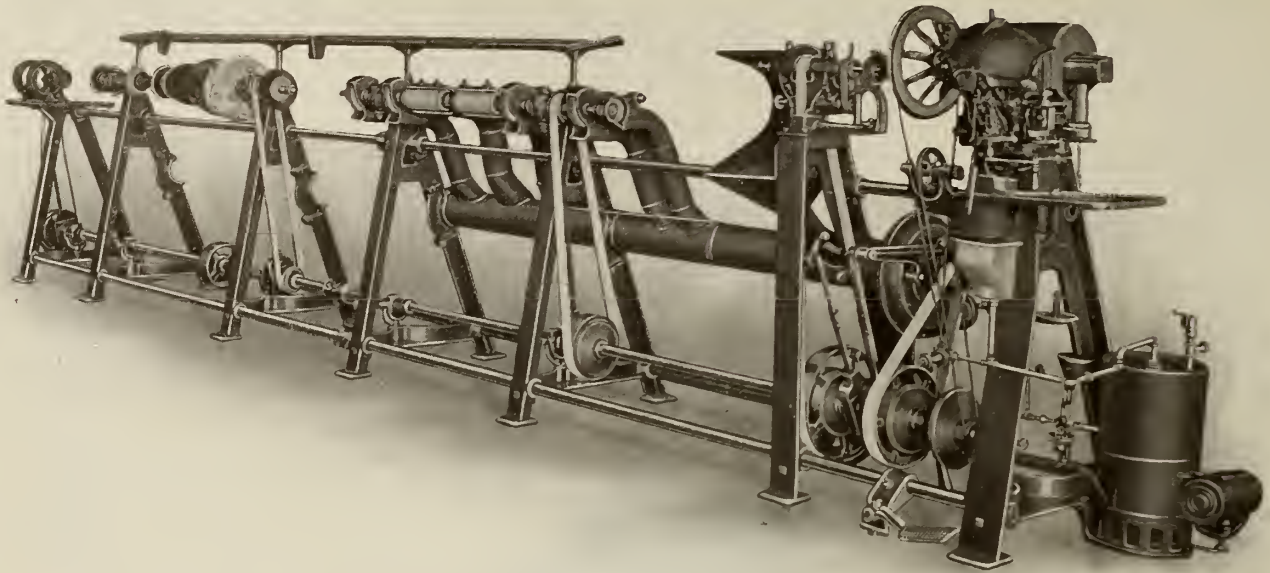
LIMITED

MONTREAL

*SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA*

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes



22-Foot GOODYEAR REPAIRING OUTFIT—Model N

USMC

SERVICE

MEANS

SATISFACTION

Our GOODYEAR STITCHERS of various types have been running continuously for a period of fifteen to twenty years, and are still running satisfactorily.

DO YOU know of any other shoe repairing machine with a record like that? Of course there have been parts renewed, but the cost of the renewal of parts is very small. ALL parts are duplicate and you do not need a machine shop to fit the parts when they arrive. THEY FIT THE MACHINE. It is not necessary to send the machine to the factory for repairs. We send an expert mechanic, who is a shoeman, TO THE MACHINE to do the work in the repairer's shop.

THAT IS GOODYEAR SERVICE

Write us for more particulars of the Outfits that are ALWAYS ON THE JOB.

United Shoe Machinery Co. of Canada, Limited

MONTREAL - - QUE.

TORONTO
90 Adelaide Street West

QUEBEC
28 Demers Street

KITCHENER
179 King Street West

We not only talk Service—

We Serve

The word Service has almost become hackeyed and in some cases may have lost some of its meaning.

We have used the term for many years, and with us its meaning has rather been broadened than narrowed. But we like the expression "WE SERVE," for that is what we really do.

We serve you with one of the largest and most carefully selected stocks, from which you may select the very topmost sellers in every line you carry, and we serve you by keeping these lines

In-Stock at our warehouse

From which we can ship your orders—large or small—within the 24 hours of their receipt. That's how WE SERVE.

James Robinson

Montreal



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED

ADAMS SHOES



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

An A 1 Sorting Line ready
for prompt shipment. Write,
phone or wire.

The Adams Shoe Co., Limited

TORONTO

Mail Sales Department

CANADA

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 & V O G E L
85-87 South St. Boston, Mass.

We Put the "Stay" in Staples

The Ackerman staple shoes have the staying power. Their excellent wearing qualities make a lasting impression with your customers, and make permanent your reputation for reliable footwear.

Their style and finish are something rarely found in a staple shoe, and their price is what the ordinary shoe buyer expects to pay.

Stay with Ackerman's for
Men's, Boys' and Youths'
Serviceable Shoes

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONT. Western Branch: REGINA, SASK.



Penetang

"Tete de Boeuf"

Hemlock



A Firm, Pliable Hemlock Tannage manufactured from South American Dry Hides.

This product is well known for its uniformity of finish and texture. Our Penetang Tannery is situated on the shores of Georgian Bay, at the very rim of Northern Ontario's wonderful hemlock forests.

The pure water used in beaming and the Hemlock Liquor of the Northern Woods, make possible the production of a fine tanned sole leather which cuts profitably and wears like iron.



Penetang Tannery



Our Hemlock Taps and Jumbo Blocks are cut from this famous tannage.

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, ONTARIO

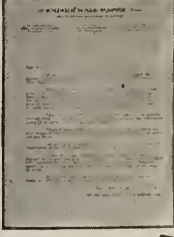
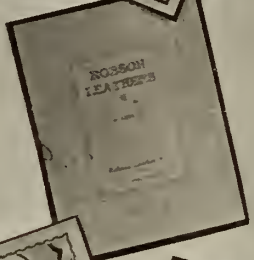
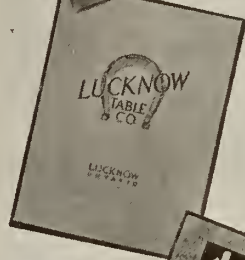
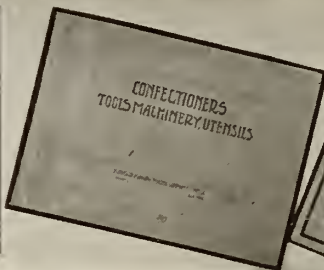
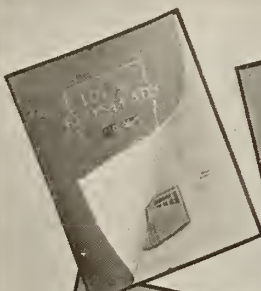
Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

REPRESENTATIVES:

Montreal, R. M. Fraser and John McEntyre.

Quebec, Lucien Borne





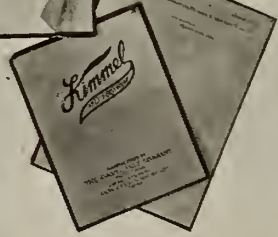
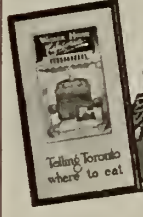
IF YOU WANT GOOD PRINTING

At reasonable rates
and a SERVICE that
cannot be excelled

WE CAN SUPPLY THEM

Are you using up the
postage you are pay-
ing for on your letters
these days?

Use a little GOOD
PRINTING to back
your letters.



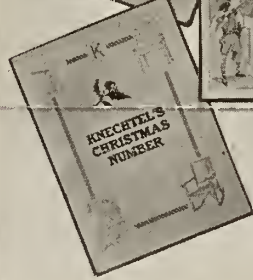
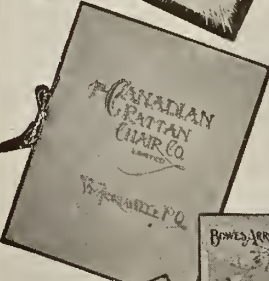
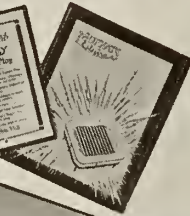
The Acton Publishing Co.

Limited

TORONTO

MONTREAL

COLOR WORK A SPECIALTY



The Happiest Boys on the Road
are the Chaps with
INDEPENDENT RUBBERS

They get the glad-to-see-you reception and larger-than-ever business from the men they sold Independents to last season, and for a string of seasons—because the goods were right.

And the men who never came to the sample room other trips are coming this year.

“Independents” come in a range that covers every Rubber Footwear need.

They have proven absolutely dependable.

“Independents” have all the points—Weather Resistance, Wear, Appearance.

Travellers for the leading Jobbers are now showing these lines.

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.,		
A. W. Ault & Co., Limited	- - - -	Limited	- - - -	Regina, Sask.
White Shoe Co. - - - -	Toronto, Ont.	James Robinson	- - - -	Montreal, Que.
McLaren & Dallas - - - -	Toronto, Ont.	Brown, Rochette, Limited	- - - -	Quebec, Que.
The London Shoe Co., Limited	- - - -	T. Long & Brother	- - - -	Collingwood, Ont.

INDEPENDENT RUBBER CO., Limited
 Merritton, Ontario

ASK YOUR JOBBER FOR LADY WHITE BOOTS

*See that he is ready to supply
you with them this Spring*

A Pleasing Announcement

to the many enthusiastic dealers in LADY WHITE BOOTS.

This Best Looking, Best Fitting, Best Selling canvas boot, the same style and shape so popular previous years, can still be had at practically the same price, in spite of the doubled cost of Sea Island Duck, as well as the more pointed toe lasts with higher heel, also the lower 12/8 heel; but the SURE SELLER will still be the original LADY WHITE, made on identically the same Lasts and Patterns as before.

LADY WHITE stands high in the Jobbers' estimation. Read opposite.



1918 LADY WHITE

Made of Sea Island Duck. Exactly as illustrated. Thirty-six pairs to the case, assorted as follows: 2 to 5; 2½ to 6 and 3½ to 7. We don't break cases or send sample pairs, but will send sample cases on approval.

We have the same boot in Grey and Champagne colors

REMEMBER—If you don't get the style of a boot right, you can't give it away. Women are paying for the style of a shoe more than the wear, and LADY WHITE gives them the wear as well.

If your jobber doesn't carry LADY WHITE BOOTS write us

CHAS. E. SLATER

491 St. Valier St., QUEBEC

10 High St., BOSTON

A Jobbers' Opinion of "Lady White"

An anxious appeal that LADY WHITE be made the same exact style and shape as last year and an offer of a 50 case order was his best recommendation for the original LADY WHITE Boot. His customers liked them. Their clerks found them the Best Fitters and Best Sellers.

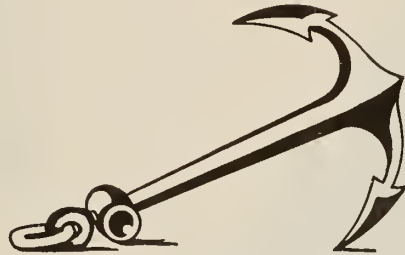
"A TREMENDOUS SALE and a largely increased demand for the better grades of White Canvas Boots up to \$5.00 a pair," is what H. B. Scates, of Filene & Son, prophesied at the Boston Style Show.



Tetrault Welts



A SURE ANCHOR



No ship sails without a dependable anchor. The two great qualities of a good anchor are **CATCHING** and **STAYING** power.

TETRAULT WELTS

are the **SURE ANCHOR** of successful shoe retailing. They **GRIP** at every point. They catch on **STYLE** and **PRICE**. They hold on **FIT** and **QUALITY**.

They are a sure guarantee of permanent sales and adequate profits when all others fail.

*Make fast to Tetrault's—
They never drag*

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

Life-Buoy Footwear



“Life-Buoy”

SUPERIOR QUALITY RUBBERS

Our salesmen will call on you shortly with a complete line of samples, prepared to receive your orders for

FALL PLACING

Remember, “Life-Buoys” have built a wear-reputation that holds your rubber trade.

Wait for our travellers.

The Kaufman Rubber Co. Limited

KITCHENER, ONT.

BRANCHES

VANCOUVER
EDMONTON
SASKATOON
REGINA
WINNIPEG
LONDON

TORONTO
OTTAWA
MONTREAL
QUEBEC
ST. JOHN
TRURO

CHARLOTTETOWN



J 347 E

Forest Brown Kid, Welt Boot,
Juanita Last, 9-inch Height,
Three-quarter Fox, Lace, Plain
Toe, 2¼-inch Leather Full Louis
Heel. AA, 4½ to 8; A, 4 to 8;
B, 3½ to 8; C, 3 to 7½; D, 2½
to 7.

\$7.25**IN STOCK****SATISFACTION**

The satisfaction in offering customers "Style Shoes of Quality" is but begun in the real pleasure these customers will always take in the wearing of them.

Their style immediately commends them to women of fashion; their smoothness and gracefulness of fit is a "Style Shoe of Quality" characteristic; their quality, both of material and craftsmanship, is of a very high standard, set 35 years ago, and still faithfully maintained. "Style Shoes of Quality" hold their shape. By reason of this they wear and retain their original stylish lines much longer.

Here are two "Style Shoes of Quality" which have just been placed in stock for you. Try their qualities and see in how many points they are really superior and how they will bring you daily satisfaction and profit.

Ask for new In-stock Catalogue. It's ready.

"The Name That Stands For Quality"

UTZ & DUNN CO.
ROCHESTER • NEW YORK

DENVER OFFICE

218 Charles Building, Denver, Colo.
Tiger & Voorvaart, Representatives

NEW YORK OFFICE

200 5th Ave., 5th Ave. Bldg., Room 405
S. A. McOMBER, Representative

LOS ANGELES OFFICE

19 Story Building, Los Angeles, Cal.
G. C. McATEE, Representative

**J 0374 B**

Women's Welt Boot, Black
Glazed Kid, Arlington Last, 8-
inch Height, Three-quarter Fox,
Diplomat Lace, Imitation Tip,
1¾-inch Leather Heel. AA, 4½
to 8; A, 4 to 8; B, 3½ to 8; C,
3 to 7½; D, 2½ to 7.

\$4.75**IN STOCK**



OUR "SEA" BOOT

Stands the Test of Hard Wear



Hip, Stormking or Short

Our latest production in Men's Pure Gum Boots. Strictly high grade and constructed to give wear where wear is needed most.

The SEA BOOT is making a big "catch" among fishermen. Those who are looking for the very best quality in Rubber Boots find that the "SEA" BOOT gives unequalled satisfaction and service.

Write our nearest branch for further particulars

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 and 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

Subscription in Advance
\$1.50 Per Year
Foreign, \$2.00

AN ERA OF HIGH PRICES

IT is a matter of history that, after every great war, prices have continued high for some years. This proved to be the case in every war in the last century and this. After the Napoleonic wars at the beginning of the nineteenth century, prices of staple commodities remained high for over six years. During and after the Crimean war of 1854-5, living was high for four or five years and following the Franco-German war of 1870-1, notwithstanding its brief duration and the comparatively small destruction of life and property, the pinch was felt not only by France, but by the other countries selling the belligerents goods. Even the Boer war, though more or less localized within the British Empire, had a similar effect upon staple products at home and abroad. To some extent, this is the result of the accelerated demand for certain classes of supplies affecting others more or less remotely, but it does not happen altogether from the working of the natural law of supply and demand.

The tendency in a time of stress is to hoard gold. Everybody, even the soldiers, want to be paid in gold and few have the inclination to hand it out. A gold famine is the result, as even governments take on this attitude and refuse to permit the exportation of gold. This forces the exchange of commodities through currency channels and people have to take payment or discharge debts in what is considered inferior or depreciated money. According to the confidence of traders in the ability of banks and governments to make good on their promises to pay, currency is discounted or depreciated. When there is plenty of money, prices go up.

To-day currency has been expanded to an extent never dreamed of in former wars. The needs have been so colossal and imperative that promises to pay have had to take the place of actual gold, which is the world's standard of exchange, and so great has become the accumulation that a dollar to-day will not go half as far as it would four years ago.

It has been somewhat simply explained in this way: When our ancestors landed in this new world, they found that the Indians had a recognized basis of barter or currency called "wampum." It was nothing more or less than beads made from shells. These shells were difficult to procure and there was considerable work in their preparation. They were, therefore, recognized as a standard of value and so many were given for a skin, a sack of corn or other products. The white people had to adopt this basis of barter with the Indians and even amongst themselves until a better method was developed.

One day a trader who saw an opportunity and made use of it came along with a sack full of "wampum" that he had manufactured which was as good in appearance and usefulness as the original article. He made a fortune, but the value of "wampum" went down and the value of skins consequently went up. In other words, a trader had to pay four times as much in beads for his skins as before. The currency "depreciated."

This is exactly what has happened in the past three years. So much credit business has been done and so much currency forced on the market through the production of the necessities of the nations at war and for which they have had to pay by promises that it takes two dollars to buy a dollar's worth of value in the principal commodities.

Now, this must go on, for the war expenditure, even after war ceases, will go on. The interest on these tremendous loans, the cost of demobilization and the stupendous costs of reconstruction and rehabilitation will have to be largely met by credit. It will take the dollar a long time to catch up on this depreciation even if the demand for goods falls off, for all classes will continue to feel the effects of this high cost of living. The man, therefore, who buys goods at to-day's prices is making a safe investment.

"Measuring the Value of Turnover"

An Address Given in Toronto Under the Auspices of the Toronto Ad Club by Frank Stockdale, the American Retail Merchandising Expert

"THE merchandising game is based on the figuring of profits. That is its foundation and whether you are an advertising man, salesman, buyer, department manager, decorator, bookkeeper, or whatever part of the merchandising plan you fit into, the effect and value and result of your effort depends upon a knowledge of profits, and when we look over the wide merchandising field and see the large number who have not yet got a firm grip upon the matter of profits we must certainly be convinced that it is no easy job. We are pioneering and there is a great opportunity for knowledge along this line.

"As we go into our merchandising establishments and study the subject, we realize that a great deal depends upon how a man does a thing. Profit is the thing that determines how you are going to merchandise. The thing to consider is 'Am I getting under my load or is my load dragging me down?'

"Another thing to consider in regard to profits is to adopt methods instead of principles, and the thing we want to watch in studying merchandising problems is that we don't throw the principle away.

"The principle of handling percentages and the principle of applying specific facts to specific things instead of applying general facts to specific things are the ones to study. Every last percentage should be based on the same thing because we want percentages for the sake of comparison.

Percentage and Sales

"All percentages should be based on the sales, and the average man who tries to get percentage of expense on the cost of goods sold gets tangled up. It takes a firm big enough to keep an expert accountant on the job to keep things straight."

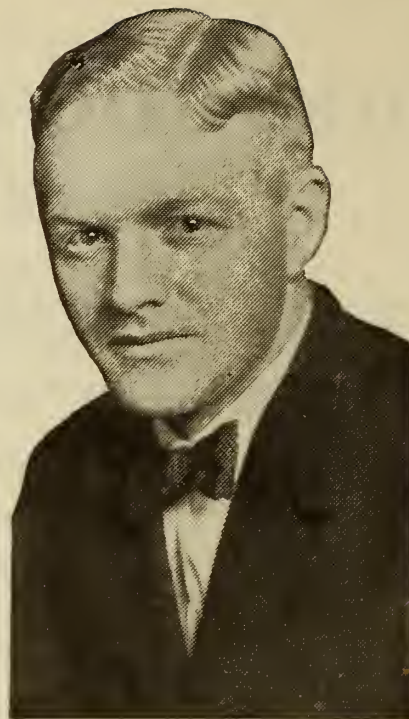
To illustrate the point Mr. Stockdale drew a large circle which presented the sale and marked out percentages for margin, cost of merchandise and net profit. On this basis Mr. Stockdale stated that any percentage quoted would be a percentage of the circle and there was no likelihood of becoming tangled up because it would be based on the sale.

"The two highest retail authorities in the United States and hundreds of merchants recognize this method," added Mr. Stockdale.

"Nine out of ten merchants with whom I have come in contact, who mix their percentages, never have percentages that tell them very much. If percentage is 'a sign of relationship' you must keep the relationship based on some one thing. When you change your base of percentage you have changed the whole thing and you are going to get tangled up somewhere."

At this point Mr. Stockdale emphasized that turnover was distinct from volume. "Volume answers the question, 'How much do I sell?' Turnover does not answer that question at all as I am using the term. Turnover answers the question, 'How long does merchandise stay in my store?' That is a fundamental point to be kept in mind."

Mr. Stockdale proceeded to illustrate the method of figuring turnover on the basis of securing the facts and figuring it out for them. A problem was worked out, taking



Frank Stockdale

an inventoried stock on February 1st as worth \$2,000. Sales for the year preceding were \$6,000. The margin was taken as 33 1-3 per cent., which made the cost of merchandising equal to 66 2-3 per cent. of selling price, which in turn is equal to \$2,000, that is, the goods are worth at selling price, \$3,000. Dividing the worth of stock at the selling price into the selling value it was evident that the stock turned twice during the year.

Referring to this method of working the problem Mr. Stockdale pointed out that it was necessary to know at certain periods of the year how much stock was on hand in order to strike an average which is required in working the problem of the number of turns. On this basis the above method of working the problem is incorrect owing to the fact that the average for the previous year was worked into the figure for this year. Mr. Stockdale emphasized that the closer the average figures ran per month or week of the present year the more accurate would be the result indicating the number of turns of stock per year.

"The usual method is to estimate as closely as possible what the stock is at the end of each month during the year. These figures added and divided by twelve give the average stock carried through the year. If the merchant has \$2,000 at inventory time the chances are he has from \$2,500 to \$3,000 worth throughout the year," said Mr. Stockdale.

"The average merchant gets only half as many turns as he thinks he gets."

Referring back to the correct method of doing the foregoing problem Mr. Stockdale indicated that the sales at cost were \$2,000 while the average stock carried was probably about \$3,000, which works out to 1 1-3 turns of stock per year.

To Discover Turnover

A rule was given for figuring turnover as follows: "Divide the year's sales at cost by the average stock carried.

"In measuring the value of turnover we want to realize that turnover effects only one kind of expense directly. The two kinds of expense are (1) Time or carrying expense and (2) Labor or selling expense. The total expenses of the store are divided into time and labor expenses. Time expense is expense that is directly affected depending upon

the length of time the merchandise stays. Labor expense is expense that goes up and down, depending upon the amount of labor necessary to sell the merchandise. We carry merchandise and we sell merchandise, the operations are separate and should be made distinct."

Proceeding to outline some of the expenses in a store in their proper category as expenses, Mr. Stockdale referred the audience to the following list. Under the heading of Labor or Selling Expenses he included: Clerks' salary, owner's salary, advertising, delivery, bad debts and part of general expenses. Under the heading of Time or Carrying Expenses he included: Rent, insurance, taxes, heat and light, interest on investment, depreciation and part of general expenses.

"It is obvious that these expenses go up and down depending upon how long the merchandise stays," said Mr. Stockdale. "Some lines turn much faster than others and so this difference in turnover exists in every store."

Applying the expense percentages outlined above to an actual case, Mr. Stockdale illustrated a store in which the expense of doing business was \$1,460 and the yearly sales were \$6,000. This was on the basis of two turns per year. On the basis of \$6,000 total sales he worked out the following expenses, on the basis of average percentages found to exist in business:—

Clerk's salary	\$ 366
Advertising.....	156
Owner's salary.....	180
Rent (at 3 per cent.).....	360
Heat and light.....	60
Insurance and taxes.....	144
Delivery.....	36
Bad debts.....	24
Interest.....	360
General expenses.....	162
Depreciation on stock and fixtures.....	198
	\$2,046

Illustrating the difference in these expenses where less stock was carried and yearly sales were the same, Mr. Stockdale continued as follows:—

Relation of Expense to Turnover

"Suppose I put in as much stock in this department as will last a year and I get one turn. The average stock carried is the average sales for the year. Instead I carry only half as much and get the same sales, therefore I am using only half as much space. Expenses of lighting, rent, insurance and taxes are only half the above figures and in the latter two cases only their share of expense is borne."

Following out the method defined of securing the cost of doing business, Mr. Stockdale divided the \$2,046 expenses by the \$6,000 total sales which indicated 34 1-10 per cent. "It is evident the goods in that store have to bear a high profit," said Mr. Stockdale.

"If I carry as much stock on an average as I sell in the year, my interest is six per cent., therefore my interest charges in expenses would be 6 per cent. In regard to general expenses, if I turn over my stock twice a year in one case and only once in the second case, that stock must bear its proportion of telephone, etc., expenses for a year where it only turned once and for six months where it turned twice. The same thing applies to sweeping and taking care of the store, therefore we will have to double some general expenses."

Mr. Stockdale defined general expenses as "the place where all expenses are put that the merchant does not know what else to do with."

Referring to the matter of rent, Mr. Stockdale pointed out that if the rent was \$360 on the space where \$6,000 worth of merchandise was sold which turned once a year, the rent on some other department selling an equal amount of mer-

chandise which turned a different number of times would be on the same basis. Thus if the stock turned eight times the yearly rent would be \$45 on the basis aforementioned.

Making a comparison of the cost of doing business as between specialty stores, Mr. Stockdale stated that in the jewelry store stock turned on an average of about once a year and that the expense of doing business was in the neighborhood of 34 per cent. Compared with this he cited the case of the grocery store which turned its stock eight or ten times and had an "expense of doing business" of about 18 per cent.

"If you take the store facts as we have worked them out," said Mr. Stockdale, "you will find fact after fact that will prove that what we have done is sound to the core. There is only one reason why it costs more to sell goods in the jewelry store than in the grocery store and that is the dull seasons with their large selling expenses. Turnover is not the whole thing in business, but it affects all these time and carrying expenses."

"I was in a dry goods store where about two-thirds of the merchandise was sold during the months of October and November, but they could not turn off their help during the other seasons. That is a similar condition to the one found in the jewelry store. At holiday time the jewelry store is at the high peak and that means extra selling expense. The whole matter is a question of the 'peaks in business.' People eat every day, hence the continuous turnover in the grocery store."

Pushing the Lines that Show Profit

Addressing the heads of departments in particular, Mr. Stockdale continued, "it means to you that when you have a line in your store that is bearing a real profit, that is the line for you to push, that is the line to buy and that is the place to put the effort that counts. You want to co-operate with merchandise men in holding these stocks down to where they ought to be and the chances are that in doing that thing you are doing more for that store than if you would sell half the merchandise sold in the store, in your department. Stocks have to be held down until there is a profit.

"We find stores turning stock seven times a year in competition with stores turning three times a year in the same line, and the three time stores are having to draw each year on the fund they have laid away in years gone by. As far as managers and buyers of departments are concerned there is a great opportunity to make money by holding stocks down. I know you have to have variety to make sales, but you can get so much variety that no matter how many sales you make you don't make any profit."

Addressing the retail merchants in particular, Mr. Stockdale continued, "A man comes along selling merchandise which you have to sell for a certain margin of profit. Perhaps it does not average up to what your marginal profit is. You say you would lose money every time you sell it, but the chances are if that article has been on the market for any length of time and merchants are distributing it widely, the ease of selling will bring down the cost of doing business so that you would have a profit. I am not advising you to take everything that comes along. You want to judge between men that bring along the right proposition and the wrong proposition. Judge not only between advertised and unadvertised lines, but judge between advertised lines and other advertised lines, because there are advertised lines and advertised lines. You see a man getting along fast every once in a while, and the reason very probably is that that man is keen enough to know what to push and what to sell, and he is keen enough to let the other fellow take the big sales on certain lines while he takes the sales on the lines that show the real profit. I feel very keenly the fact that one merchant can out-general the other because he lets one fellow sell the goods that make the profit. When real profit gets

down to 3 per cent. it does not take much to make a difference between a merchant and storekeeper."

During the discussion which followed, the question was asked as to what depreciation consisted of. Mr. Stockdale in answering divided depreciation into two general divisions, depreciation on fixtures and stock. Referring to the dry goods trade he pointed out that loss through soiled edges of cloth, ends, etc., was depreciation and not mark-down.

Answering another query Mr. Stockdale stated that the U. S. authorities quoted in regard to the matter of "basing all percentages on the sale," were Paul H. Nystrom of the U. S. Rubber Company, recognized as one of the leading retail investigators, and W. Salmons of the staff of "System."

Answering Some Questions

Answering a question in regard to the providing for a definite percentage of markdown when it was a condition of the future, Mr. Stockdale replied that the only way of judging the future was to judge the past. "Everything is uncertain when you project into the future," said he.

"Sometimes you received goods in much more favorable condition than at other times. You might not have markdowns this year the same as last," was the statement of one merchant in the audience.

To this Mr. Stockdale replied that merchants would have to take into consideration past experiences in regard to markdown.

"Should markdown be classed as part of expense?" was next asked.

Mr. Stockdale replied that this was immaterial for the reason that markdown applies only to a limited number of articles in most stores.

"Don't markdowns affect the percentage of gross profit?" was asked.

"They do," said Mr. Stockdale, adding that where merchants have found it necessary to mark down goods by a certain percentage, that same percentage should be added before computing the net profit.

"If you don't take into account your percentage of markdown you are going to get left," added Mr. Stockdale.

Another query from the audience was as to whether the warning to "keep stock down" applied to present or normal conditions. Mr. Stockdale replied that it applied to normal conditions and also to abnormal conditions when the market is found to be going down.

"Why don't markdowns come under depreciation?" was asked.

"The only reason for keeping them separate is so as not to lose sight of them in the shuffle," replied Mr. Stockdale.

Referring to the grocery business in this connection he pointed out that if there was any particular waste in the store it should be put in a separate account in order to distinguish things. At this point a grocery merchant injected a little humor into the situation by asking why the merchant should keep groceries until they are classed as waste.

Dealing further with the subject of markdowns and depreciation and their relation, Mr. Stockdale pointed out that if there was no considerable amount of markdown it might be classed as depreciation, but if a large amount it should be kept separate so that it would always be before the merchant. He added that there was practically no depreciation on stock which turned over eight times a year.

"Does the rule applying to turnover apply to long-time sales?" was asked.

"Be careful when you talk of turnover to distinguish between capital and stock turnover," said Mr. Stockdale, adding, "a man's capital turnover is undoubtedly slowed down by long-time sales."

"Are there any recognized margins of profits in the U. S. courts?"

"No," was the answer.

"Do you advise getting rid of lines of goods which do not show profit even if they have advertising value in the store?"

Mr. Stockdale replied that it would depend upon what it was costing him, and added that he knew of stores that kept lines for their advertising value only.

"Could these lines be placed on a paying basis?" was asked.

"There is no line that cannot be made to pay if conditions are right," replied Mr. Stockdale.

Returning to the question of departmentalizing the store, the question was asked as to whether it would be advisable to get rid of that section of the store whose departments merely "broke even" and to maintain only that portion of the store which showed a profit.

Mr. Stockdale replied that it would not be advisable. "I would first endeavor to put those departments on a paying basis, and then if all efforts did not avail I would cut them out unless certain lines were absolutely necessary from an advertising standpoint."

ANOTHER ADDITION TO THE SHOE AND LEATHER HONOR ROLL

Although perhaps not very widely known to the shoe and leather trades, Carl L. Breithaupt, of Kitchener, is none the less a member of these trades, if in no other way at least by right of birth.

Carl, who is now in training with the Signallers at Seaford Camp, Sussex, Eng'land, went overseas last summer.



Carl L. Breithaupt, Signaller, now Overseas

He was educated at the Kitchener High School, Ridley College and had completed one year at North Western College, near Chicago. He has already spent many vacation months in the Breithaupt Tanneries and on his return hopes to study the chemical and theoretical side of tanning at the School of Practical Science.

He is the son of John C. Breithaupt, secretary of the Breithaupt Leather Co., Ltd. We are sure the entire shoe and leather trade wish Carl "Godspeed" and a safe return to enjoy the results of victory.

Have Canadian Women Ill-Shaped Feet?

THE average woman who enters a shoe store has been educated for some inexplicable reason to the false idea that her shoes must be stamped with a certain number. She will go into any other store and allow her fancies and foibles to become playthings of sales people, but when she goes into the shoe store, she sits down with an air of decision and says, "I want such and such a shoe and a number four, please."

She goes to buy a hat and has her mind set on a turban or a toque, but comes out as happy as a queen—with a Gainsborough. She will go into the coat department with the determination that it is to be a three-quarter length straight away creation and she will come out as pleased as punch with a full length belted article that is as different as noon is from midnight. And so we might go on without end in blouses, waists, skirts and everything else. Who ever heard of a woman kicking because a skirt was two inches shorter than the one she has been wearing in these days of grace?

But with the shoe store it is different. I saw a salesman spend three-quarters of an hour the other day trying to convince a lady customer that a 5½A was a better fit and a better looking proposition than a 5B. She came into the store and said she wanted a certain kind of a shoe which she saw advertised. The salesman looked at her foot and went to the shelf and produced the shoe that he thought would fit her properly. It was put on and laced up and she stood up in it and tried it out in every way. It was a perfect fit and looked it. She was quite satisfied until she happened to ask the size and was told it was a 5½. "Oh!" she replied dismay, "I never wore a five and a half shoe in my life," and she commenced to wiggle her toes about in it to show how sloppy it was. The salesman explained to her that it was practically the same sized shoe as she had been wearing and she replied very hotly that the old shoe was only a five. "But," said the shoeman, "it is a 5B and the new shoe is a 5½A, which makes them practically identical. It is taking off the width and putting it on the length, that is all." He tried to explain, but she was obdurate. Then he showed her that the old shoe was short and made her foot look stubby. She put both shoes on and off several times and was quite undecided, but finally took the 5½A. The salesman showed a good deal of patience and courtesy and offered to sell her the 5B, but finally convinced her.

Now, why should all this fuss and effort be necessary? Why should women not look upon their feet in the same way as other parts of their anatomy to be made as attractive as well as useful as possible? It is all a matter of tradition and education. You

An Interesting Interview With a Prominent Shoeman Who Makes the Statement that Canadian Women are a Quarter of a Century Behind the Times in Shoe Ideals—He Says They Still Bow to the Fetish of Shoe Sizes, While the American Woman Buys a Shapely Shoe in Spite of the Size

know how sensitive people are who come in from the "country" to the city with regard to their feet and hands. They have a morbid dread of their bucolic origin being traced to these extremities, so they crowd their feet into short boots and their fingers into gloves two sizes too small for them in

the hope that the work of the plow and the constant tramp of the kitchen will be obliterated. It is a curious thing that the more genteel people are, the less thought they give to these foolish questions. I know a wealthy English lady of the most aristocratic stock, who comes in regularly and buys a stylish shoe in 7C. We have one-tenth less trouble fitting this finely bred woman with a pair of shoes than we have with any of the store girls, who ape the latest foot fads.

American women are getting away from the size fetish very largely. They are now buying shoe like their dresses, for their looks largely, and as the long, slim foot looks best with the attractive costumes that are now universally worn, real stylish people seldom ask the size. That is one thing the high cut, fancy shoe has done for the shoe trade. Women seem to think more of the shoe than its length and those who are really stylish will try on one after another without a thought of even asking the size. What we need in Canada is more education along this line. We are now well up in the shoe game. Shoes are made here that would do credit to any store on Fifth avenue, but one is surprised at the stub-toed, hobbling effects seen on our streets. We are soon going to have a race of bunion-toed, flat-footed cripples if our women keep up this backwoods idea of having their shoes fitted by numbers.

They have advanced so far in the States to-day that a woman comes in to be fitted with shoes, not to buy a pair that she thinks will maintain her reputation among her friends for small feet. After all, what a piece of humbug it all is. For the sake of half a dozen acquaintances, a woman will cram her toes into an ill-fitting shoe and make her feet look like camel's pads to the thousands who see them on the street. Let us hope the next ten years will see our emancipation from this silly and hurtful idea.

Mr. H. B. Scates, of Filene & Son Department Store, Boston, in his opening address at the recent Style Show in Boston, made the statement: "There is going to be a tremendous sale of white canvas boots this coming summer season."

1 DOLLAR DAY BARGAINS GALORE AND STILL MORE AT THE SIGN OF THE "WHALE"

Your dollar! It's Double Duty here tomorrow—London's Dollar Day. We urge you to make our store your headquarters for the day. Join the happy throngs of satisfied shoppers and come here tomorrow for your foot's best bargain. There never was a better time to economize than on London's Dollar Day. Your dollar will stretch like two, and with every purchase you'll receive full value and satisfaction. The mighty Whale sure stretched prices, and Dollar Day gives them another cut. Keep your eyes open for the mysterious Mr. and Mrs. Dollar. Who knows, you may find them here.

At the Morrison Shoe Co.

Dollar Day

Women's Gummatal and Kid Lace Boots
Extensive sale, multi-styles, sizes 10 1/2 to 4 1/2 only
DOLLAR \$1.00

Big \$ Day Special

Women's Rubbers, medium round-toed with high heels, sizes 5 1/2 and 6. On sale 8 days at 10 a.m., and the price will be, per pair, 29c
(One pair to a customer)

Look for the mysterious Mr. and Mrs. Dollar among the crowds. If either of these mysterious shoppers is caught at this store the lucky person will be presented with the best pair of 16-00 shoes in stock.

RUBBERS AND RUBBER BOOTS

Get them now at the Whale of a Shoe Sale and more dollars. Look what's doing in our Rubber Department on 8 Day:

Men's High Quality Rubbers	70c
Youth's Rubbers, 11, 12, 13	50c
Children's Rubbers, 5 to 10 1/2	47c
Ladies' Fine Quality Rubbers in all styles	80c
Women's Rubber Boots, 13 00 value	85c
Men's Rubber Boots, 13 00 value	85c
Women's Rubber Boots, 13 00 value	85c
Men's Rubber Boots, 13 00 value	85c

SPECIAL FOR THE SOLDIER BOYS

Military Shoes, worth \$7.00 4.95
Children's Leather and Rubber Shoes, \$1.50 value 1.00
Women's Low Cut Stetson-Front Overalls, \$1.50 value 1.00

SHOES FOR BOYS AND GIRLS

You will make no mistake in buying Footwear here for boys and girls. We offer you the best selection in the city at the low prices.

Children's Ommatal and Fine Kid Lace and Button Shoes, \$2.00 value	\$1.49
Boys' Neck, Sergeable Ommatal Lace and Button Shoes, \$4.00 value	\$2.98
Men's Kilt Kilt Brown High Walking Shoes, \$2.50 value	\$1.99
Boys' Neck, Sergeable Ommatal Lace and Button Shoes, \$2.50 value	\$1.99
Men's Patent, Ommatal Kid Shoes, values to \$2.00	1.00

THE PEOPLES SHOE STORE

131 Dundas Street.

WIN A PRIZE

Drawings by Cashier Morrison Shoe Co.

Dollar Day Shoe Bargains

Shoes at \$1.00 Per Pair

Dollar Day Shoe Bargains

Shoes at \$1.00 Per Foot

Dollar Day Shoe Bargains

Shoes at \$1.50 Per Foot

Dollar Day Shoe Bargains

Shoes at \$2.00 Per Foot

Dollar Day Shoe Bargains

Shoes at \$2.50 Per Foot

Morrison Shoe Co.

AND 6 MARKET SQUARE

Women's Gummatal and Double Kid Boots, extant in sole, low and Cuban heels, all sizes. Sold regularly \$3.00 and \$3.50. Dollar Day \$2.49

Women's Gummatal and Kid Lace Boots, plain and with cow-print, half Louis and half military heels, new woods, all sizes. Sold regularly \$5.00 and \$6.00. All extra Dollar Day \$3.99

Women's Gummatal and Kid Lace Boots, plain and with cow-print, half Louis and half military heels, new woods, all sizes. Sold regularly \$5.00 and \$6.00. All extra Dollar Day \$3.99

Children's Kid Mahogany Kid, Guard Vis Kid High Cut Lace and English walking regularly \$6.00 and \$7.00. Dollar Day \$4.99

Win a pair of shoes of your choice

Men's Felt Shoes, with thick felt soles, \$4.00 value, buy them now for next winter 8 Day \$2.00

BOOK CARRIERS, made of extra heavy fibre, three sizes, 12, 14 and 16 inches, values 60c to 25c. 2 Day 20c

Boys and Girls' Sewing Shoes that make excellent school shoes, values up to \$3.00. 8 Day \$1.99

Big reduction on Trunks, Suit Cases and Club Bags on 8 Day

Look, Ladies! The store that gives you the best service and best values during the year, also takes the lead in value giving on 8 Day.

All sizes in this lot—Women's \$5.00 Kid High-Laced Shoes, Louis heels and plain toes, also spring styles, 60 pairs, go on sale 8 Day for \$2.00

Here's another shinner! 100 pairs of Women's Fine Shoes, \$3.00, \$4.00 and \$5.00 values, sizes 2, 2 1/2, and 3, and they'll sell out quickly, as we are early and smart the rush. 8 Day 1/2c \$1.00

Kid's 56c Slippers 25c

Children's and Misses' 100c Slippers a big assortment, values up to \$1.25, 8 Day price 69c

COME EARLY—GET YOUR COUPONS.

Dollar Day

Our Big Special Announcement for DOLLAR DAY ONLY

We will hand back One Dollar to every purchaser of a pair of Ladies' or Men's Shoes, which we sell regularly at \$2.00 to \$3.00 per pair.

LONDON'S BIG TRADING EVENT, DOLLAR DAY, will pass into history as the big great merchandising day ever seen in 1918. Thousands of Dollars' worth of merchandise in the DAY OF GREAT OPPORTUNITIES FOR THE PURCHASER. We want everybody and those who will come to this town to take money.

Cook's Shoe Store Is Co-operating

with the following lines of odd sizes in high price shoes for the help who has wear away size from 2 1/2 to 4 1/2.

\$4.98 \$3.98 \$2.98

Shippers at the Price

Ladies' Cashmere, pongee and horse Lundy, henna and China heels, blue, pink, purple and other colors. Regular \$4.00 to \$5.00. Dollar Day only \$2.98

See them in the window. You can't resist them at the price.

LADIES' BLACK KID HIGH CUT LACE BOOTS
New styles, pointed toe and Louis heels, \$7.50 value. All sizes on sale for 8 Day \$5.00 a pair

UP GO VALUES DOLLAR DAY DOWN GO PRICES

Rock Bottom Prices Will Prevail At Ashplant's

Marked down to bedrock to begin with—and now we have cut off all the profit as our special contribution to this great DOLLAR DAY Campaign.

Who men and women are not going to let these DOLLAR DAY opportunities go by getting They'll be here in full view straight to-morrow.

Our Big Store is literally teeming with Special Bargains through the medium of our GREAT PATRIOTIC SHOE SALE. With the Special Dollar Day Bargains now available to-morrow should be and will be a home-runder. Come with the crowd and share in the good things.

Cash Prize Coupon with Each Dollar Purchase

BROWN KID BOOTS, \$2.98. Dollar Day only we will sell 30 Ladies' 100 pairs of Brown Kid Lace Boots, sport last, plain toes, worth \$6.00. Sale price: \$5.00	COLORED RATTN SLIPPERS, \$1.00. Your choice of any pair of men's \$1.94 and \$5 Slippers for \$1.00. All colors. No more.	MEN'S LOW MILITARY BOOTS, \$4.98. Dollar Day only we will sell to men 50 pairs of Brand New Mahog any Kid Boots at \$4.98. These are our regular \$7.50 boot.
BLACK KID AND OALY BOOTS, \$2.98. Dollar Day only, 300 pairs of Ladies' Black Kid and Oaly Lace Boots, English last, worth \$6.00. Sale price: \$5.00	MEN'S STRAP SLIP, \$1.00. 60 pairs of broad-toed, low-heeled, one-strap horse Slippers. All sizes.	Men's Boots at \$1.98, \$2.98, \$3.98 Black Call Lace Boots on English and Hi-top shapes. Goodway-Walton, with fine soft tops, blind eyelets, Parisian brooks, eyelets, etc. all the earmarks of \$7.00 merchandise at \$1.98 a pair.
PATENT GOLF LAKE BOOTS, \$1.98. Dollar Day only, 90 pairs of Ladies' Patent Golf Lace Boots, high or low heels, cloth or leather tops; worth \$3.50. Sale price: \$1.98	MEN'S PATENT PUMPA, \$1.00. The kind that used to sell for \$1 and \$4 per pair. All sizes.	Soft Double Kid Rubbers, comfortable straight shape, extension soles, a good buy for spring and summer at \$1.98 a pair.
BLACK VISI KID LAKE BOOTS, \$3.48. Dollar Day only, 85 pairs of Ladies' Black Visi Kid Boots, 1 1/2 inch plain toe, Louis heels, worth \$8.00. Sale price: \$3.48	WOMEN'S BOOTS, 2 1/2, \$1.00 Seafarer's Boots, in kid, patent and gummatal, lace and button.	For Men, boys, sizes 2 to 5 1/2, a special Box of all Blucher, all solid leather, on any 1 1/2 toe shape, \$2.28 a pair.
PEARL GRAY BOUK BOOTS, \$2.98. Dollar Day only, 31 pairs of Ladies' High-grade Gray Buck Lace Boots, Louis heels, worth \$10.00. Sale price: \$2.98	CHILDREN'S BOOTS, ALL SIZES, \$1.00. Extra nice lot for Dollar Day.	Soft Double Kid Rubbers, comfortable straight shape, extension soles, a good buy for spring and summer at \$1.98 a pair.
	PAIRS OF FELT SLIPPERS FOR \$1.00. A pair of our feather-lined felt Slippers for women at the price of one.	

Attacking High Prices

Be Sure To Get Your Coupon

20 pairs Ladies' Welt Boots, sizes 2 1/2 and 3 2 pairs for \$1.00	70 pairs Ladies' regular \$3.50 and \$4.00 lines, mostly lace, same for \$1.00 to 3 1/2. Each pair \$1.00	40 pairs Ladies' Rubbers, high and low heels, with regular or stum cut 2 pairs for \$1.00
50 pairs regular \$5.00 and \$6.50 Ladies' Black Kid Lace Boots, 1 1/2 inch heel, same as \$10.00. \$1.00	60 pairs Ladies' Lace and Button Boots, regular \$4.00 and \$5.00. In velvet kid, calf or patent all sizes in the lot \$2.50	60 pairs Men's Sole Rubbers, sizes 6 to 10 2 pairs for \$1.00
40 pairs Ladies' regular \$6.00 and \$8.50 dark brown calf, vis kid and calf, with cloth top. This lot is all new spring styles, 8 1/2 inch high out. Thursday: only \$5.00	For Dollar Day Only All \$6.00, \$8.00 and \$10.00 Shoes are specially priced. Be sure and see them Thursday.	Men's Dollar Day Specials Sizes 11 to 12 at \$2.00 Sizes 8 to 10 1/2 at \$1.75 Sizes 5 to 11 1/2 at \$1.25
Misses' Dollar Day Specials Sizes 11 to 12 at \$2.00 Sizes 8 to 10 1/2 at \$1.75 Sizes 5 to 11 1/2 at \$1.25	Men's Dollar Day Specials Dark tan and Black Goodway-Walton, three styles to choose from \$5.00 \$3.00	Boys' Dollar Day Specials Black and Tan Calf. Sizes 1 to 5 at \$2.00 Sizes 11 to 13 1/2 at \$2.25 Infant's Visi Kid Patent, sizes 0 to 5 1/2 \$1.00

CASSELMAN BROS.

171 DUNDAS STREET

Dollar Day in London

The City by the Thames Has a Mid-Winter Trade Revival—The Dollar Sale a Great Success—Retail Shoe Merchants Do Their Part

WHEN London makes up its mind to do a thing it does it well. For its size there is no city in Canada that excels it for business enterprise, and especially in its many fine retail establishments. Some time ago the London merchants decided to offset the effects of snow and ice and zero weather by such attractions in price as would induce the citizens to emulate the "bear" at Candlemas and come out of their comfortable homes to buy. The "Dollar Day" was decided upon as the proper means for stirring up enthusiasm and the scheme was thoroughly discussed by the various branches of retail trade.

The idea was to get everybody at the game at the same time in order that all might profit by the maximum of interest engendered by a vigorous general campaign. There were a few who held back, but on the whole all sections of trade responded and prepared for an "offensive" that would stir the people out of the security of their winter "entrenchments." The war has resulted in many lessons to business men and not the least of these is that the people have the money if one only knows how to reach it. Another fact brought out and developed by present conditions is that the people are spending a tremendous amount of money on "that which is not bread and their labor for that which satisfieth not." In London the campaign demonstrated the truth that you can always coax out the dollars if you make the bait attractive enough and put it where it can be seen, for the sale was held on one of the most inclement days of the week.

Preparing the Bait

The first thing the London merchants did was to prepare the bait and for several days prior to February 21st the great "Dollar Day" stocks were overhauled for goods that could be sold for the even dollar singly or in combination. As a result a good many lines were unearthed that were put on the tables or ticketed in windows that had been hanging back both on account of price and lack of publicity. It opened the way for a general clean-up in the first place, although, be it known, the idea was not to use the scheme primarily to get rid of dead stock. It focused the attention of merchants, however, upon "dragging" lines and in this circumstance alone amply justified itself. From conversation with retailers it transpired that it accomplished nothing short of a revolution. But regular dollar lines participated in the general benefit of the accelerated buying movement, and some lines commonly sold at more than a dollar were used, of course, as "leaders" and brought trade to other departments. Goods were grouped and sold in dollar lots in some cases and the combinations were very popular.

"If the sale did nothing else than bring people out and into the store," said one retailer, "it did a good deal. We had people in our store that we never saw before and we are in hope that a good many of them will make permanent paying customers." "I did not care for the idea at first," said another merchant, "and only went into it because I did not wish to be in the minority, but I can see where the general stirring up has done good. We have not many things that usually sell at a dollar, but we were surprised at what we found in going through our stock. The incentive to pick out lines for sale developed a spirit of enterprise

amongst the clerks that was alone worth the effort." "We thought it would hurt our trade," said a dealer who handles high-class goods, "but we found our customers were quite as much interested in the "nimble dollar" as the others. We marked some of our lines that were priced at odd figures down to the even dollar and advertised the graduating scale of \$3.00, \$4.00, \$5.00 and so forth. We found the stimulation of business resulting from the increased interest well worth while."

In window dressing the effect was quite noticeable amongst all the various establishments. It set a new pace and called for fresh ideas. Some of the displays were quite original and almost all were well worth while. In this respect as well as some others "ginger" was put into the sales department. For once some of the stores that have been used to stereotyped windows and fancy trims got into the game of catching the passerby with appeals to the pocket as well as the eye. Probably no city in Canada has better looking show windows than London. It is known far and wide for its taste and enterprise in this direction. "Dollar Day" demonstrated London's ability to rise to the occasion in this respect.

Windfall for the Newspapers

But it was in the advertising that London let itself out. It was certainly a great windfall for the newspapers which, to their credit as well as profit, took up the proposition with enthusiasm and backed it up with all the editorial force of which they were capable. In this issue we show a page of the combined ads of the retail shoe trade which in number and interest evidence the high water mark of retail advertising. In order to crowd the number of announcements into the space they have necessarily had to be reduced considerably. But they afford ideas not only for other enterprises of a similar nature but for aggressive newspaper publicity for which the London shoe trade has made a name for itself. One of the shoe stores advertised coupons with every dollar sale, the holders to participate in a prize winning contest.

Last, but not least, the "Dollar Day" campaign has brought the retail merchants of London closer together. They realize a community interest and have developed a man to man relationship that will go far towards making London a better as well as more profitable place to do business.

SUCCESSFUL CONVENTION OF SALESMEN

About forty-five representatives of the Canadian Consolidated Rubber Company, for the western part of Ontario met in convention on Tuesday, February 19th, at the Ontario Club, Toronto. Mr. J. A. Connor, the Ontario manager of the company, presided at the convention. The object of this annual gathering is to acquaint the salesmen with the details of the season's business, samples, trade conditions, etc., and to foster an esprit de corps among the representatives of the various departments. Among those present were Mr. J. M. S. Carrol, Sales Manager, Montreal; Mr. A. F. Dwyer, Manager Footwear Production Department, Montreal; Mr. Geo. Bergeron, Div. Manager, Montreal; Mr. P. Y. Smiley, General Footwear Factory Manager, Kitchener; Messrs. Davison and Charles, of the Canadian Felt Company, Kitchener; Mr. H. Miehiem, Shipping Department, Merchants' Rubber Company, Kitchener; Mr. Frank Denton, Shipping Department, Maple Leaf Rubber Company, Port Dalhousie.

"HOW TO TAKE STOCK," in our next issue will help you determine whether this should be on the retail price or the cost price.

Will Wooden Shoes Come Back?

Demand for "Clogs" and "Sabots" Seems to be Developing—Will Shortage of Leather Accentuate Demand for Wooden Soles—Wooden Shoes Useful in Certain Trades

WITHIN the past month the SHOE AND LEATHER JOURNAL has had enquiries from dealers as to where wooden shoes can be obtained and have had to report that except for a small establishment in Quebec where a few pairs are made for local use there is no regular industry of this kind in Canada. From the time of the early French settlers in Quebec and Nova Scotia "sabots" have maintained a popularity in some rural districts and for purposes where the feet have to be kept off the wet ground, and the wonder is that their use has not been more general. The use of leather has, no doubt, superceded the wood on account of the greater ease of working as well as its comparative cheapness. Even the Chinese in this country have thrown aside their wooden shoes to a large extent and are patrons of the leather shoe even in the finest grades. Wooden shoes, and especially wooden soled shoes, have been widely used in Europe for ages and to-day Holland, France, Germany, Spain, Italy and other countries have regular factories devoted to this class of footwear. Even in England clogs are still made in Lancashire, Cornwall and other counties where mining, milling and leather producing are staple industries. Even amongst the children they are used quite extensively still and it is a common thing in any of the manufacturing towns of the north of England to hear the patter of clogs on the streets as the boys and girls go to and from school or work.

Where men or women have to work on damp floors such as in tanneries or laundries, etc., wooden soled shoes are preferred to those with leather on account of the greater protection against dampness as well as their more enduring qualities. Leather shoes constantly exposed to the process of soaking and drying soon lose their usefulness, although since chrome tannage was introduced the lasting quality has improved.

There would seem to be a field, if not for wooden soles, for composition soles for use in shoes worn by tannery and other sloppy occupations and shoe dealers report a good deal of enquiry along this line that is rapidly expanding.

Interest was aroused recently on this subject of wooden shoes by an advertisement that appeared for a while in a Cincinnati paper advocating the use of wooden shoes as preferable for ordinary use to leather on account of greater warmth and imperviousness to water. A handle is made of the severe winter conditions and the high price of sole leather to force home the economy of wood shoe soles. In commenting upon this an American publication says:—

The advertisement has been effective in directing the attention of some men who never before wore such shoes to their usefulness, and has brought about a steadily increasing volume of sales from this source.

An even more interesting development along this line has been the sale of wooden clogs, as well as of wood-soled shoes, to women working under conditions where wet feet are bound to result from shoes that are not waterproof. Scrubwomen and laundry workers furnish the principal market for these shoes, it seems. They discard their street shoes while at work, using their wooden footwear to keep their feet dry.

There is, besides, a fairly steady sale of small wooden clogs for children. This results neither from industrial con-

ditions nor the high price of leather, nor can it be blamed on the war. The shoes are used as accessories to Holland costumes for theatrical or fancy-dress purposes. Dutch dances are popular, both at regular theatrical performances and among amateurs, and wooden shoes are indispensable in their execution. As long as their wear among children is confined to this purpose, there is little room for uneasiness at deterioration of American living conditions.

There appears, however, judging by the experience of this dealer, and from the fact that he finds it profitable to advertise wooden shoes for wear under certain industrial conditions, to be a real market for them, especially among men who cannot afford a shoe with a heavy sole of leather at present prices. Farm laborers, dairy, laundry and tannery workers, and others employed under similar conditions, have found shoes with wooden soles useful; and the wear of such shoes may be expected to increase among men so employed.

"A MESSAGE FROM KITCHENER, CANADA"

With characteristic enterprise the Kitchener Manufacturers' Association of the British League have issued an attractive book of 64 pages, size 7 x 12 inches, with full flap cover. The leading manufacturing firms are represented, some with as many as five full pages. The book is called a catalog and is dedicated to discriminating buyers.

A great number of these books have been issued for distribution all over Canada and in foreign countries. The result of such advertising is bound to be good, not alone for



the City of Kitchener, but also for Canada, for the variety of lines manufactured there will certainly give an excellent impression of the extent of the manufacturing industries of Canada.

On the last page of the book is a map of the city, showing factory sites and inviting correspondence with manufacturers who may contemplate locating in Western Ontario.

Among the footwear firms represented in the catalog are Canadian Consolidated Rubber Co., United Shoe Machinery Co., Hydro City Shoe Mfg., Limited, Breithaupt Leather Co., Limited, Lady Belle Shoe Co., Limited, and the International Supply Co.

The issuing of such a book as this is certainly very commendable on the part of the K.M.A.



Stray Shots From Solomon

*Wisdom crieth without;
she uttereth her voice in the street.*

The "ornery" cur snaps at every dog that passes. It is the little narrow fellow who is everlastingly dragging his coat tails along the ground for someone **MULISHNESS** to tramp on. Quarrelsomeness is an indication of a lack of mental balance. The hand that is ready to fly out at every fancied insult belongs to an animal whose instincts are on a par with the rough coated, long-eared fellow who lets fly his heels as soon as anything displeases him. "Every fool will be quarrelling." If you are one of those everlasting disturbers of the peace who find material for the fire of dissention wherever you go, read your character in the words of the wise man. It takes a big man to look at things in a broad way. "Blessed are the peacemakers" for if the species were to die out the wolfishness of human nature would be more than a match for divine grace. Guard yourself against quarrelsomeness as against rabies. Be quiet, kindly, dignified and peaceable. People will respect you and your influence will bring blessing to others and prosperity to yourself. Let the quarrelsome fool have his way. You will do him the most injury by leaving him alone.

* * *

Down south a preacher who had great difficulty in getting his colored flock to be "diligent in business" as well as "fervent in spirit" had a card printed with the words "six days shalt thou labor." **FOLLY OF IMPROVIDENCE** Being asked why he had thus emasculated the fourth commandment he said there was no difficulty in getting his parishioners to observe the Sabbath; his trouble was to get them to work the other six days. There are plenty of people who snap up the Saviour's words "take no thought for the morrow" and make it the golden rule of their lives in a sense that never can be read in the Sermon on the Mount. "The Lord will provide," says the lazy, shuffling hypocrite who lets his wife scrub the bones through her skin while he makes a bluff at looking for work. Next to laziness comes improvidence. There are people whose pockets are like sieves—as fast as the money goes in it slips out. They are always hard up. They have to renew a part of every note that comes due, and even to do this they have to date the cheque several days ahead. They are always behind in their payments, and "slow pay" is the character given them by their creditors. There are other men who even with small means or a moderate business seem always to be prepared when an obligation turns up or an opportunity for an investment occurs. The difference lies in principle rather than in method. In some cases the methods of the improvident man are superior to those of his careful neighbor, but all the former's enterprise and skill avail him nothing in making financial headway. Improvidence is a kind of foolishness that the rod of adversity does not seem to get out of a man's hide. Beware of improvidence. "Spend as you go" brings most men to the poor house. Life is more or less of a "wheel of fortune," and the man must provide in prosperity for the day of adversity. "There is precious treasure and oil in the dwelling of the wise, but the foolish man swalloweth it up." Be not anxious for the morrow, but always see before you go to bed that there is at least porridge or potatoes for breakfast.

Money that comes out of the want and woe of others brings a curse. Rather live on "skilly" all your life than touch the dainty morsels that dishonesty, **BLOOD MONEY** oppression or traffic in the souls of others brings. "Do you see that party," said a friend the other day as a man of forty went down the street. "He was once doing a nice grocery business and putting away a little money. He went into the whisky business to make more and now look at him." He was carrying a little satchel, evidently peddling small wares. You can't make money out of that which damns the bodies and souls of your fellows and keep it or prosper. A mean hound snatched a small fortune the other day from an orphan girl through a technicality and is now salving his conscience by philanthropy. People ask: "Is there no justice in heaven that such a rascal should go on enjoying his steal while the helpless victim of his greed pines in poverty?" "He that oppressteth the poor to increase his gain only cometh to want." That is the fiat of eternal justice that knows no favorites. The money you have squeezed out of others to swell your bank account will never be of any permanent use to you. It will slip through your fingers and you will learn that ill-gotten gains bring a curse to you and yours. Count up your financial worth. Deduct from your cash in the bank, mortgages and bonds the amount that represents dishonest, unjust and sinful gain and discount the balance by the suffering and anathemas of those you have wronged, and where do you stand? Blessed is the man who can look the world in the face and can say with the Apostle, "I have wronged no man." There are thousands of business men who have the joy and satisfaction of having "clean hands" and "pure hearts" and who have not "lifted up their souls unto vanity nor sworn deceitfully." "They shall receive the blessing from their Lord and righteousness from the God of their salvation."

* * *

Make up your mind and then go ahead. Take aim and then pull the trigger. When you get your sight on a proposition don't wobble your gun all over the tree, let her go. Those fickle **GIVEN TO CHANGE** people that are always just on the eve of doing something would make a porcupine weary waiting for them to go off. It is the man of action that accomplishes something. He that hesitates will find nine times out of ten that some one has slipped down "into the pool" ahead of him. Give changeable people plenty of sea room or they will run a hole in your hull. One of the greatest nuisances is the fellow who is on some new tack every morning. To-day he is following some inspired plan that to-morrow will be thrown aside for something that takes his fancy better. He is with you on any question you discuss, but as soon as an opponent opens his guns on him he runs up the white flag and goes over. I would rather have a downright pronounced enemy than one of those fool friends who say "yes," "yes" to everything you say and run into a hole when the time comes for them to stand by their opinions. A minister had one of these fellows to marry the other week and it took him three days to get him properly hitched to the woman. When the time came for a straight answer to the all important question as to whether he would take the lady for better or for worse he said "I guess so." No persuading could get him to be more definite so the ceremony was abandoned till the next day. He toed the mark next afternoon, after consultation with his friends, but balked at the same spot when the time came. Again the preacher's fee was jeopardized. He devoted the evening to showing the uncertain bridegroom the error of his way and tackled the job again next morning. This time a sufficiently definite response was secured to make a contract. The fellow said he wanted to marry the woman all right but he was afraid of perjuring himself by promising too much.

Shoe and Leather Conditions

What Men of the Trade Think of Prospects—No Apparent Promise of Permanent Weakness—The Hide Market Has Not Shaken Leather Conditions Much

THE SHOE AND LEATHER JOURNAL has interviewed a number of the jobbers who have been east lately with regard to the attitude of shoe manufacturers. If anybody can find a weak spot in the situation it is sure to be one of those who have to resell their purchases to the retail trade. About the first place to show weakness is Quebec and if ever that weakness is felt it ought to be after a long siege of quiet like that through which the Ancient Capital has come. For nearly nine months the factories down there have been mostly on short time and that means a good deal to an industry. The jobbers all report that while here and there, as is always the case, there are concerns that are willing to make small concessions to keep the wheels moving there is no regular tendency towards lower prices. Manufacturers all claim that they are unable to buy leather any cheaper and prefer to do a smaller business than gamble on the market. Here and there are reports of special prices, but they are "jobs" of a more or less undesirable character made up at a price.

F. S. Scott, M.P., of Getty & Scott, Galt, Ont., who is well known for his sane, broad view of business, says:—

"The speculative element that entered into buying has been largely eliminated during the past two seasons and retailers and wholesalers alike have been buying for their actual requirements. This, I believe, will continue and is a healthy condition. There are liable to be weak spots in certain lines at times but I do not look forward to any great decline in prices. If the British embargo were to be lifted large quantities would be shipped from this country to Britain and the result would be an immediate stiffening of values. There can be no doubt that European countries are badly in need of leather and shoes and if peace were declared immediately, in my opinion it would stimulate trade in our particular industry and the prices would be maintained and probably in a number of lines there would be advances. There can be no doubt that during the first two years of the war shoe production in Canada and the United States largely exceeded the demands. During the past year there has been considerable of a shrinkage. This was only natural and was to be expected and will have a steadying effect upon the trade."

Mr. H. E. Moles, head of J. & T. Bell, Montreal, says:—

"We cannot see any change from the present level of values at the present time. The rumor of accumulation of light hides may result in the softening of the price for light weight sole leather and such upper leathers as are made from these hides; the latter, outside of patent leather, which is not active at the present time, would not effect us. The increased cost of cotton and woolen fabrics and of most items of the "findings" class will fully offset any concession in price of light sole leather that may develop.

"We cannot see how lower prices for upper leather, particularly of the better grades, can be possible and with a revival of the domestic business in the United States, which we believe is about due, we feel that higher prices are bound to rule. More authoritative information in this matter, however, should be obtainable from the hide and leather interests.

"As far as we can learn stocks of shoes throughout the country are not excessive and we are looking for a good aver-

age volume of business for the fall trade and believe we will not be disappointed."

Mr. Jos. Daoust, of Daoust, Lalonde & Co., says:—

"It is really very hard to give an opinion just now, when everybody is acting so very conservatively. Shoe retailers are buying from hand to mouth, as they know that hides have eased off. Manufacturers are acting the same way and tanners are replenishing their stocks at actual prices in order to keep their tanneries going.

"Shoe manufacturers have all the leather in stock to take care of their spring orders and they do not care to place large orders with the tanners expecting to pay less money by waiting, and they think that it is not the proper time to buy on speculation, though I believe that they are mistaken. I expect good sorting in April and May, because merchants have bought very lightly for spring and their conservative buying will force them to buy when people discard their rubber shoes. I think that the manufacturers carrying stock will do a good business in April and May, as an excess of conservatism is just as bad as an excess of optimism. The stocks on the retailers' shelves will be so depleted that immediate and express shipments will be required.

"Moreover, I believe that within the next four or five weeks the events on the western front will be such that an armistice or peace will be brought about. Preparations on both sides are of such magnitude that this battle will be decisive and an honorable peace will be signed. Now, what would be the consequence of peace as far as leather and shoes are concerned? The opinions differ very much. Some say that it will mean a slump on all values and others like myself entertain opposite views. My belief is that as soon as an armistice or peace is signed, we will have unprecedented prosperity in this country. Europe is short of leather and is barefooted. What are the countries to supply Europe with these commodities? The answer is that the United States and Canada are the two only countries in a position to supply the demand. Consequently as soon as the embargoes are lifted you will see whole cargoes of leather and shoes being shipped across the seas.

"These exports will move all the surplus of hides accumulated in America, and prices of hides and leather will be higher, so that I believe that in April and May there may be a scarcity of shoes and leather in this country on account of that excess of conservatism which is going on now and which will be detrimental to the manufacturers who had not the courage to carry stock ready for the demand. We have already a large order for Scotland which is ready to ship; but we have to wait until we receive the license allowing us to ship the goods and this license will be granted as soon as transportation will be relieved of its congestion. We receive mostly every day letters from agents in England, Scotland and France asking to represent us in these countries as there is a real scarcity of leather and shoes and a profitable business will be done in the near future as the demand will be enormous.

"For all the above reasons I do not think that people should be frightened. A little dose of optimism is necessary in business as pessimists never accomplish anything; they are always afraid of their own shadow. I do not pretend to be a prophet, and I may be wrong, but my views are frank and honest as the above is the attitude that I have taken as to the future."

The Ames-Holden-McCreedy Company say:—

"When all the conditions involved are considered there is no reason to believe that shoe prices will be subject to any material change during the next few months.

"The important facts about present market conditions on which to base the above statement are as follows:— The hide market is at present weak and inactive but that is a normal condition at this time of the year when a poor run on hides is always offered at reduced prices. It is also a fact that tanners are now offering certain kinds of leather at



A very striking and yet simple trim for Easter—Pumps and Oxfords

slight reduction in price. However, they have been doing this for the past six months, not because they could afford to do it, but because they were not getting a normal volume of business and were willing to take smaller profits or no profit at all, if they could thereby get enough orders to keep their plants going. The reason for this condition is clear and simple when the facts are known.

"During the year 1916 everybody, including manufacturers, jobbers and retailers overbought to a certain extent, on the rising market. This heavy buying movement was in itself a factor in boosting prices of materials higher than conditions actually justified, but the highest level of prices was reached only after the heavy buying had stopped, and very little buying has really been done at the top prices.

"Since March, 1917, the reaction has been working. Manufacturers, jobbers and retailers have been working off their big stocks and doing comparatively little buying. Retailers have bought considerable goods for spring delivery, but these goods will be delivered largely from the big surplus stocks which manufacturers and jobbers had on hand and which they have sold to retailers at prices based on the cost of materials before the top prices were reached. It was inevitable that under such conditions the law of supply and demand would keep prices of raw materials down to their proper level, and that is exactly what has happened. So, while prices of hides and leather are now slightly reduced from the highest point reached in the advance, they are about on a level with the price shoes are being sold to-day.

"A careful survey of all the conditions involved at this time indicates that for the next few months prices of materials will not go any lower than they are to-day, the only strong element of uncertainty being the course of the war. The large and ever increasing demand for leather for war purposes will undoubtedly cause a growing shortage of heavy sole and upper leathers, with a corresponding effect on the price of these grades for domestic use.

"In lighter leathers the situation is more reassuring. It is definitely known that there is at present a good supply of hides, and while there is no danger of a shortage for some

time, there is no good reason to expect lower prices. The large surplus stocks of materials and shoes accumulated by manufacturers, jobbers and retailers in 1916 are practically cleaned up and stocks are generally low. Manufacturers must now buy materials for their fall run. The demand for hides and others will, therefore soon be back on a normal basis.

"These are the facts as we see them to-day. It is not safe, however, to figure very far ahead. Conditions depend very largely on the course of the war. The policy of this company will be to operate on a conservative and economical basis, to keep our stocks down as low as possible and replenish them often. We recommend the same policy to our customers, with the assurance that all of our large resources and equipment for service will at all times be at their disposal."

DEATH OF MR. H. E. HAMILTON



Late H. E. Hamilton

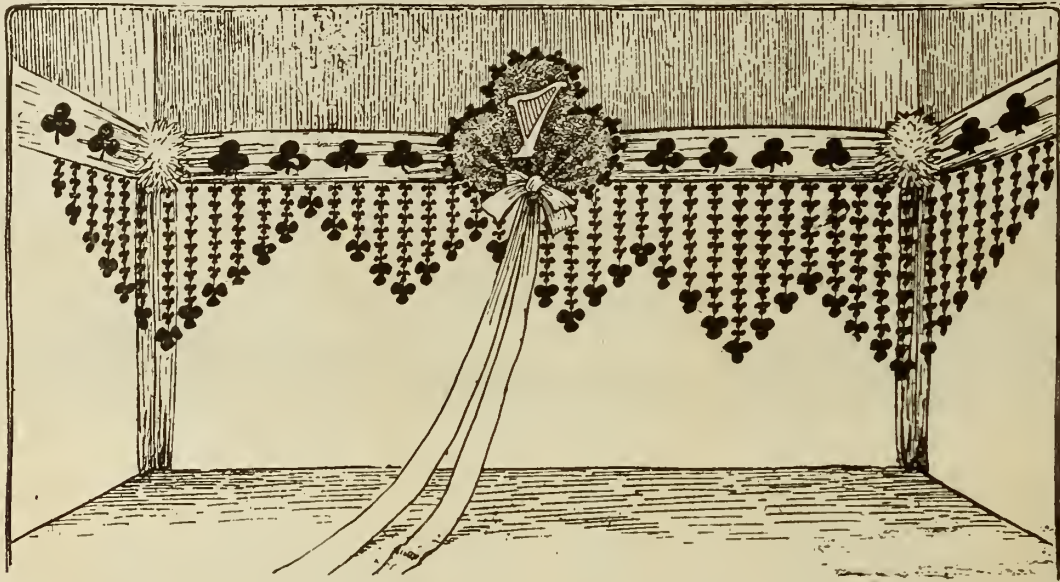
The death of Henry Esson Hamilton will recall the shoe industry of years ago in the city of Toronto. Mr. Hamilton was connected with his brother, the late W. B. Hamilton, having in charge the manufacturing department, as he was a practical shoemaker. The business was then on Wellington street, but was later moved to Front street. Mr. H. E. afterwards, embarked into business for himself, but owing to sickness discontinued this enterprise fully twenty-five years ago, and has held governmental positions during most of that time. He came to Toronto from Montreal in 1855. He always led an active life both in church and municipal and Dominion political affairs. He was one of the pioneers in the making of shoes by machinery.

His death occurred Sunday at his home on Spencer avenue, Toronto. He was in his eightieth year. Of the family there remains his wife, one daughter, Mrs. W. E. Smallfield, of Renfrew; Mr. H. R. Hamilton, Major W. B. Hamilton of the 12th York Rangers, and Mr. J. H. Hamilton of Sherbrooke, Que.

Hints for Window Trimming and Displays

MARCH—The forerunner of spring. It will be difficult to imagine when spring was more welcome than it will be this year of 1918. The severe and prolonged winter has made almost everyone desirous of the balmy days usually associated with springtime.

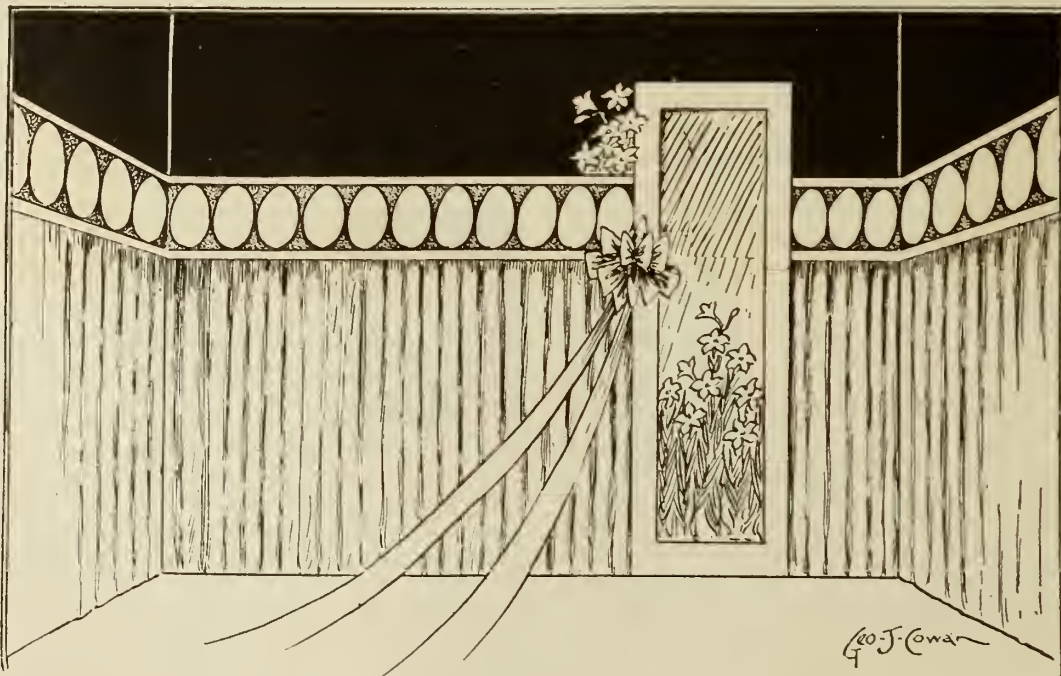
Keeping in advance of the season is a healthy bit of merchandising. It shows the public you are up-to-date, alive and wide awake to their needs and interests. To show goods even four weeks in advance of the time purchased is good practice and will pave the way for much selling.



SUGGESTION FOR A ST. PATRICK'S WINDOW BACKGROUND

It is true that in this northern latitude, we do not expect much springlike weather during the month of March, which has a reputation for both lamb and lionlike weather tempered with winds of varying velocity, but the real live merchant

Weaving into your store decorations a generous supply of spring flowers and foliage will lend a charm that will make your store talked about; and, after all, that's just what you desire—to have your store talked about—it's good advertising



PANEL BACKGROUND FOR EASTER WINDOW

will begin to think spring, talk spring and above all, show spring lines and decorate his store and windows as if spring were really here.

We have intimated before that almost every month has some special day or circumstance that can be featured for advertising purposes. March always has St. Patrick's Day

and occasionally, as is the case this year, it robs April of Good Friday and Easter Sunday, thus giving two features that will figure in the decorations and displays.

In addition to these, why not arrange a "Spring Opening?" Merchants in smaller towns often feel they cannot conduct such functions and that only the larger towns and cities can do this successfully. This is a mistake—a little ginger and pep, a little of the "something different" injected into the small town business will work wonders. Arrange the opening and displays for the evening. Have music of some character—a phonograph if nothing else. Serve tea and crackers (war-time lunch) to the ladies. Sell no goods; simply show your lines and talk your lines, but don't talk sales. The results will surprise you. In larger towns this idea can be enlarged and good results obtained, but the tea service can be omitted. It will be well to arrange the opening early in the month so as not to interfere with the St. Patrick's Day decorations and displays. In many cases the evening will be the better time to have this opening. Announce it in advance in your paper ads and by card

and gilded. To do the gilding properly, the cardboard should first be shellaced and then given a coat of varnish. It should stand until it is "tacky" and then dust the bronze over it.

The small shamrock leaves that are shown can be cut from green cardboard. The border can be made of cheese cloth spread around the window and gathered at the corners. In each of the corners place a slashed rosette of the same material. White tape strips either of regular length or irregular, as shown in the illustration, may be used on which to hang the little green shamrocks. The background can be made of any convenient material you may have.

The other illustration shows an Easter window which should not be difficult to arrange. The colors for Easter are purple and white. The entire background of this window can be hung with some white material, even cheese cloth will look well, but of course, the richer material you have, the better the effect. The eggs may be cut out of cardboard or heavy paper. These eggs may be in delicate tints such as pink, lavender, light yellow, light green, etc.



SUGGESTIONS FOR SHOW CARDS FOR THE MONTH OF MARCH

to a select list and be prepared for a big affair. A show card should be placed in your window announcing the opening date.

In arranging St. Patrick's Day decorations, the colors to be used are green and white. The various emblems of this day may be worked in suitably both in the window display and in store decorations. These are harps, shamrocks, hats, pipes, etc.

We are showing a window background which can be adapted to almost any window. It is not necessary that you stick strictly to the design which we have shown as it is merely a suggestion that your own ingenuity may work on and get good results. The large shamrock in the centre can be cut from some make of wall-board and either calcimined or painted a green color, or, if desired, you could paste green paper over it. The harp can be cut from cardboard

The edges of the border can be done with crepe paper or with ribbon if desired. The panel which is placed a little at the side of the centre can have a border of plain flat wooden strips covered with white felt or the same material that you use for draping the back of the window. A light shade of green art denim or some pretty pattern of cretonne can be used for the centre of the panel. Artificial flowers can be put on if preferred at the lower part and Easter lilies or some other delicate flowers may be used at the top of the background behind the panel.

Suggestions for Show Cards

No real attractive window can have a finished appearance without show cards. We are offering a suggestion of half a dozen cards which we think will pave the way for

(Continued on page 34)

Do Winter Sales Help or Harm?

Impressions of One Who Has Tried and Proved that Sales Are Necessary to Ninety-Nine Out One Hundred Stores

I READ with interest your article under above heading and some remarks therein were good reading and some were bad. I think the opinions of various merchants a good idea and more of the same stuff would make good reading. But the question itself cannot be answered by one man; that is, for his answer to be applied generally. Each merchant needs different tactics just the same as various persons require different medicine for divers complaints. Speaking for the general merchant, that is, a merchant doing a medium class trade with, say, a turnover of about \$40,000 to \$60,000 a year, this man cannot do without sales after he has been in business four or five years. Up to this time he can and is, perhaps, wise to dispense with them, simply because his stock is clean and regular. About the fourth year he begins to find his stock getting larger and he finishes up his year doing \$40,000, showing him, perhaps, a profit of \$6,000. His stock at the commencement of the year was \$20,000, and at the end of the year it was \$25,000; consequently, he did not make \$5,000 profit, but made \$1,000 and increased his stock \$5,000. Now, the point is—Suppose he sold in January \$10,000 worth with a sale, say at 100 cents on the dollar or at cost, taking stock on March 1st. His balance sheets would show him to have made \$6,000 profit in cash and a stock of \$15,000 instead of \$25,000.

Now, if this position is not enough argument that it is necessary to run a sale, let me tell you the advantage you gain by this sale. You have sold \$10,000 worth of stuff at cost; that is \$5,000 odds and ends of lines, lines that were bought bad, lines of which the fashions were on the wane, at just what they cost you, irrespective of the fact that they would cost you 25 per cent. more to procure to-day (but you are not repeating on those lines anyway and the future always looks out for itself—I mean if they cost you more, you will get more for them) and you sold \$5,000, that netted you sufficient to pay running expenses and advertising of sale.

You now have \$10,000 which you can put into new, up-to-date stock against holding \$10,000 old stock. You repeat the dose in the fall of the year and you increase your output from \$10,000 to \$15,000. This enables you to buy better and helps you keep your regular trade by being able to show up-to-date stuff instead of having to try to sell your odds and ends to people who want and will pay the price for new, up-to-date goods. Without this clearance, your stock, in a year or two years, will put you in a position that you cannot buy large enough. Take care of your ordering trade. You find yourself overstocked in places and short of ranges that are selling. You cannot buy as you should to take care of your regular trade unless you clean up.

You cannot compete with your competitor if you do not buy right. Can you show by results a better way of cleaning up odds and ends than by a sale? When I say sale, I mean a sale properly conducted, properly advertised and advertisements properly backed up. Remember the \$5,000 worth at cost price. Can you tell me a better advertisement for your store than this \$5,000 worth of goods properly bought and sold in the season before they get out of date, at cost?

If you have had little or no experience in running sales, get help, but make sure of the help you get, for you would do better to make a poor success yourself than have help that would make your stock worse when the sale was over than it

was before. Get a man who knows the game from beginning to end. Remember, no big firm would have become big if the man at the head had tried to do it all himself. If you do not know yourself, ask the parcel boy, he might be able to tell you. Do not make up your mind that a sale is detrimental to your store until you have tried one. I said a sale. I do not mean about \$100 worth of goods put out on the tables and left to lay there for a month or six weeks until they become begrimed with dirt and dear at any price.

I read in your September 1st issue a letter from a leading Toronto shoe retailer. It ran something like this: "No, sir, I do not believe in sales. I have been in business thirty years and have never held a sale yet and I do not think that I ever will."

Now, this man may have another way of doing business, but the point is: Is he justified in saying he does not believe in sales? He says himself that he has never had a sale. How in the world then can he tell what he would be doing now had he tried a sale, say, thirty years ago. Is he competent to say that five years from now a sale in his store would not be advisable? No, I say every merchant should judge for himself and in doing so, make sure that his attempts at sales have really been sales. As I have intimated before, there are "Sales" and "Sales."

SUGGESTIONS FOR SHOW CARDS

(Continued from page 33)

good results with your window decorations. These cards may be almost any size, depending upon how much space you have in your display. We would not suggest that they be over 14 x 22 inches or they may be 11 x 28 inches. Also 11 x 17 inches is a very nice size for cards of this type. The spring lines card is done with an air brush, but can also be made with spatter work. Dark purple can be used for the background behind the panel. Of course, the pussy tails that the rabbit is carrying will be in white and green.

The six-dollar card is distinctively a March card with the March hare at the bottom and the lion and lamb at the top—all emblems of the month of winds. This card can be done either with an air brush or by hand. The one in the illustration was done by hand, the background being painted in a dark color and the heads of the animals being drawn.

The Easter greeting card can be made by cutting a pattern of an egg, laying it on the card and either air brushing around it or doing spatter work. The pattern of the little chick should also be laid on at the same time. Dark blue or dark purple can be used for this background. The little chick should be in yellow, or the natural color of a chick. The lettering can be in a darker shade of the same color as the background.

The shamrock card is a design to be used for St. Patrick's Day displays. This is made in the same way that the Easter greeting card is made—that is with the pattern cut out and laid on the card.

The Spring-Wear card is possibly the easiest to do. It is a plain white board with stripes across at the top and bottom and the word "Spring-Wear" can be in red shaded with pale green and the other lettering in black with the same shade.

The announcement card is a design that can be done in one color—black. The lettering can be in this color or dark brown. The banner can be in cream or a light yellow tint.

We think with these suggestions for your show cards that little difficulty will be experienced in getting good results during the entire month of March.

"What Interests a Woman Most in an Advertisement," will be an interesting article in our next issue.

A Right Way To Figure Profits

“A MERCHANT who finds at the end of the year that his returns are not satisfactory sometimes assumes that the trouble is in one place, when, as a matter of fact, it is in another; sometimes he takes it for granted that the trouble is in his expense account, and immediately adopts a rigid reduction to the detriment of his service and sales, when his trouble was not there, but in the fact that his average gross profits were not sufficient to cover the cost of doing business, no matter how careful he might be.

Accounts that Account

“Very frequently a man starts out to be very careful about his expenses and about his profits, and he gets along quite well for a year or so, until he gets careless in both of these particulars. Then, of course, it is just a question of time when that tendency spells ruin.

“What that man needs is a set of books so arranged as to show not only the results but how they were arrived at—what caused either an increase or reduction in the net profits, something he can put his fingers on and which will enable him to know just where the remedy has to be applied, something that will enable him to know when the cure has been accomplished—enable him to stop before he goes too far in the other direction. Having books give information in regard to receivables and accounts payable is only a minor function of proper accounting.” (W. D. Simmons, President of the Simmons Hardware Co., St. Louis, Missouri.)

Correct Method Should be Sought

It is indeed remarkable that on such an important subject as the method of calculating the percentage of profits there should be such a variance of opinion as seems to exist, for the issue involved is vital to the welfare of every one engaged in any form of commercial activity.

True, the vital issue is the showing of net profit in dollars and cents at the end of the year when the inventory is completed and books are closed, but in order that this showing should be satisfactory, the proper method of figuring profits should be pursued during the year. In my mind there should be no misunderstanding as to the correct method of calculating this most essential element in every business transaction, for accuracy is the twin brother of honesty and right methods are necessary for the attainment of any desirable thing.

It seems to be true that the average person is unable to cope with the ordinary problem in percentage if it goes beyond one operation. It is necessary to get the idea that there is no equality

MONTREAL RETAILERS MEET

A Large Gathering of the Retail Shoe Merchants' Association, Montreal, Was Held in Their Hall, St. Denis Street, on the Evening of February 27th—Mr. Geo. E. Gales, President, Took the Chair and at 8.30 p.m. opened the Meeting—This was the Meeting at Which the Annual Election of Officers Was to Take Place, but on the Motion of Mr. John G. Watson, Seconded by Mr. J. T. Lemire, the Election Was Deferred Until a Later Date, and as it Was the Unanimous Wish of All Present to Allow the Present Executive More Time to Continue With the Splendid Work of Organization to Which They Have Devoted so Much of Their Time Recently—At the Conclusion of the Regular Business an Excellent Address Was Given by Mr. Henry Viau, an Expert Accountant, Who Quoted Extensively From an Address Formerly Given by Mr. Thomas A. Fernley on “The Right Way to Figure Profits” and a Paper on Arithmetic in Business, by J. B. Howell, Wichita, Kansas—Quite an Interesting Discussion Followed in Which a Number of Those Present Engaged—The Next Meeting of this Association Will be Held on the Evening of the 13th March.

between rates of per cent. unless their basis are equal and, furthermore, that no comparison can be made between them until they have been reduced to terms of the same unit value or to per cents of the same base. The mention of any number of per cent. is meaningless unless we couple with it a specification of our basis of computation. Instead of “What is the per cent. of gain?” the business arithmetic should read; “The gain is what per cent. of the cost?” or “What per cent. of the selling price is profit?” depending upon which we mean.

Text Books Incomplete

Yet many business men seem to have persistently refused to acknowledge that any per cent. of a smaller sum is a smaller per cent. of a larger sum; that if a fixed sum is a certain per cent. of a certain sum it is a smaller per cent. of a larger sum, or to put it correctly, that if 25 is 25 per cent. of 100, it is only 20 per cent. of 125, and 25 per cent. increase over cost is 20 per cent. profit on the selling price. An incorrect or incomplete understanding of percentage of profits and failure to observe the proper method of figuring the percentage of profit is the rock on which many commercial undertakings have gone to pieces.

The subject of percentage of profit has not been given sufficient consideration by the school and college text-book writers, especially from the standpoint of business men, so that the insufficient and incorrect understanding of the question has led

ROBERT H. FOERDERER
PHILADELPHIA INCORPORATED PENN., U.S.A.



many to falsely believe that the percentage of profit should be figured on the cost.

The method of figuring the ratio of profit on the sale is declared by many who may not be fully informed to be diametrically contrary to the methods taught in our schools, and is, therefore, loudly decried by those who now insist on using the net cost as a base, to their consequent loss.

So that it may not be misunderstood, it should be said that it is scientifically correct to use either the cost of the selling price as a base in figuring the percentage of profit so long as it is stated on what base the percentage has been calculated. This, however, should not be regarded as being in the nature of an academic discussion, for it is certainly the privilege of professional men to hold any views that they may prefer on this subject; but it is hoped that they will concede to business men the same privilege, especially when the method followed has such a decided effect on the volume of net profit realized from the conduct of their business, and permit them to adopt that method which most fully answers their requirements. The idea is to prevent men from figuring the cost of doing business on the gross sales and their percentage of profit on the cost of merchandise without appreciating the fact that it makes a difference.

School and college text-books refer to this question as "Percentages of Gain and Loss," and the initial figure or cost is used as the base. Some text-books use as the base a prime or net cost and again others add a certain amount for expenses, using the gross cost as the base. So far as the question under discussion is concerned the percentage of profit should be figured on the selling price, just the same, whether prime cost or cost plus selling expense is used. Many of the examples given refer to abstract figures, citing such samples as the following:

"If the population of the town increases from 30,000 to 45,000, what is the percentage of gain?
Answer: 50 per cent.

This is, of course, correct, and the words "gain" and "increase" are properly used in this connection, but this bears no relation to the question of percentage of profit as applied to commercial transactions involving money. With the cost as a base or 100, the text-books figure that if 25 per cent. is added the percentage of profit is twenty-five one-hundredths ($25/100$) or $\frac{1}{4}$, which is equal to 25 per cent. In this case we would consider the cost as 100 and the added 25 per cent. would make a total of 125.

The selling price should be considered as 100 per cent. (100%) and percentage of profit would be $25/100$ or $1/5$ which would be 20 per cent. profit on the sale.

A percentage of gain or increase of many hundred per cent. is impossible, but as per centage of profit is on sale, 100 per cent. profit is impossible unless the goods are secured free of charge. The percentage of profit and the percentage of cost of doing business should both be figured on the same base.

First, let us consider what we use as our cost. Almost all merchants consider as cost the invoice

price or "prime" cost, with no selling or other expenses added, merely figuring in the cost of delivery to their warehouse.

All operating expenses, storage, selling, office expenses and every other item of expense and profit must be provided for in the difference between this net cost and the net selling price.

On the other hand, manufacturers very generally start with their shop or mill cost, and add to this all the direct outlays incident to placing the goods in the hands of the buyer. This includes storage, selling expenses, office expenses, packing, freight, and all miscellaneous expenses, making a gross cost above which everything is profit.

Don't Be Misled

This fact accounts in a measure for the variance of opinion between some manufacturers and merchants on this question. Manufacturers are prone to tell merchants that on their line of goods a profit of 25 per cent. is made when the fact is that the gross profit is 20 per cent. on the sale. If arguments of this nature are properly met a change of method beneficial to the entire business community will be effected.

Universal Adoption of Correct Method Desirable

The fact is, however, that no matter whether the prime or gross cost is used the percentage of profit should be calculated on the selling price. Business men generally are coming to a knowledge of the fact that universal convention in an approved method of figuring the percentage of profit adapted to business conditions will accrue to the general benefit of all.

Total Cost Not Accessible

The sales totals are always readily ascertained but the total of each individual, daily and monthly cost of goods sold is seldom, if ever, recorded in the books of business houses.

Therefore, with the sales totals always present and the fact conceded that the purpose of the business is primarily selling, is not the sale a proper base for all calculations, and how could cost be considered when it is not definitely known by reference to sales books?

Gross costs can only be ascertained from the totals obtained at the end of the business year, and are not shown daily as are the gross sales.

The amount of profits depends largely on the volume of business, so that the percentage of profits to sales is clearly indicative of the character of the year's work.

The percentage of profits on cost would not indicate so accurately the result of the year's business.

Percentage of Expense is Found on Sale

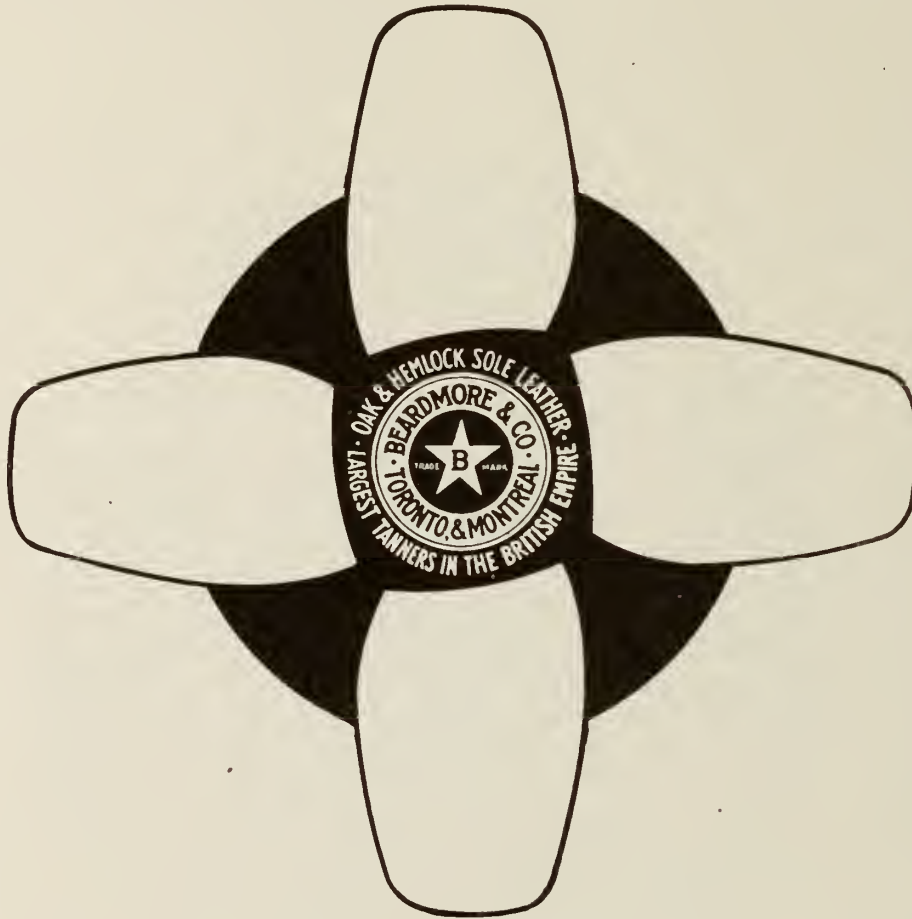
The percentage of expense of conducting a business may be readily ascertained by dividing the gross expenses by the gross sales.

As this percentage of expense in on the sales, it is thought best to refer to the percentage of profit on the sale to avoid any misunderstanding and consequent loss through use of any other method.

To-day the Speed Drive in repair work, which gets volume of profits from volume of output, is made possible by employing ready-to-use STAR BRAND TAP SOLES



STAR BRAND TAP SOLES are cut from the famous Beardmore Leather, a product of selected range steer hides, processed through long-time tanning methods, the sole aim of which is incomparable high quality, both as to wear and appearance



BE PREPARED!

Wait not until the rush is upon you, but order a supply of "STAR BRAND" Soles to-day.

BEARDMORE & CO.

TANNERS AND SOLE CUTTERS

TORONTO

MONTREAL

QUEBEC, P.Q.

CANADA

For instance, if you figure your percentage of profit on the cost and your overhead expenses on the sale, you may add 25 per cent. to the cost with an overhead expense of 20 per cent. on the selling price and expect to make money. Do you?

The fact that a profit is not made until a sale is actually affected further advances the selling price as the proper basing factor for percentage of profit.

The salary or other form of remuneration of salesmen is always reckoned on the sale and the amount is always based more or less on a percentage of the sales totals.

Mercantile or other taxes of a similar nature are assessed on a certain percentage of the annual sales.

Also if any special taxes are levied by the state on the sales of any special goods, such as revolvers, drugs, etc., the amount is always a certain percentage of the selling price of such items and not a percentage of the cost.

Allowances Always on Sale

All allowances in percentage to customers for any reason, or no reason at all, are based on the selling price. There is the 10 per cent. allowance by department stores to the clergy, dressmakers, teachers, etc., all deduct the 10 per cent. from the selling price, and they neither know of or care about the cost. Certainly the astute managers of department stores do not add 10 per cent. and then allow 10 per cent. thereby losing 1 per cent.

The use of terms of percentage in the advertisements of retailers has educated the consumer to figure percentage. No merchant enjoying a reputation for honesty would think of making such an alluring promise as to give a dollar's worth of goods for fifty cents or even the whole dollars for nothing.

The Other Way Figuring on Cost

The men who figure profit on the cost price aim to prove the correctness of that method by saying: "Start out with a dollar in your pocket, and buy two bushels of potatoes at 50 cents a bushel. Sell them at 75 cents a bushel. You now have a dollar and fifty cents, you have gained fifty cents. Now, 50 cents is 50 per cent. of \$1.00 and the profit is 50 per cent." We are dealing with the man who keeps books; who knows what his sales totals are; who has an expense account; whose salesmen look for a compensation equal to some fixed percentage of their total sales. If our potato-selling friend in the illustration had incurred extravagant overhead charges, auto delivery, etc., to sell his potatoes and his selling cost would have been 40 per cent. on the sales, his profits would have been losses.

Only the Correct Method Being Sought

Some have an impression doubtless based on an inaccurate and incomplete information that this method of figuring the percentage of profit on the selling price is for the purpose of fooling one's self into the belief that one is making less money than is really the case. This is not so. Business men should figure the percentage of profit on the selling price in order to arrive at the exact truth and to avoid fooling themselves into believing that they

are making money when they are losing. Of course, net profit in a sufficient volume of **dollars** and **cents** is the ultimate goal, but again the fact may be repeated that correct methods are necessary to the attainment of any desirable thing.

Result of Figuring Percentage of Profit on Cost

As an illustration of the greater safety of figuring on sales, especially with untrained minds which do not properly discriminate, a case may be cited where the general manager of a business sold an article which cost 80 cents for \$1.00 and basing his percentage of profit on the cost figured that he was making 25 per cent. At the end of a given period the sales totalled \$20,000. The manager told a stockholder the amount of sales and also the percentage of profit.

The presumption was that a profit of \$5,000 had been realized, while the books only showed a profit of \$4,000, or 20 per cent. on the sales. This general manager was doubtless like many other men in the fact that it is necessary for them to explain many, many details. Then why add one more item to this list of things to be explained, when useless, time-wasting expositions could be spared manager and stockholder by figuring on the selling price. Cases have come to our notice where arrests for defaulting have actually been made in such instances, and the wisdom of figuring the percentage of profit on the sale has been taught the prosecutor and defendant at considerable expense.

Prominent Expert Figures Only on Selling Price

In a recent series of articles "The New Gospel of Efficiency," Mr. E. St. Elmo Lewis, advertising manager of Burroughs Adding Machine Co., Detroit, said:

A retailer was buying shirts at \$1.00 a piece. I asked him how much it cost him to do business. He said he thought 25 per cent. would cover it. I asked him what he thought he would make on it; he said he marked it up for 20 per cent. profit, and his price was \$1.45. His price should have been \$1.81 to make a 20 per cent. profit.

This statement from a prominent official of a company making wonderful calculating machines, and whose daily work has to do with the various methods of correct and rapid figuring would surely not be based on any method except the right one.

Furthermore, the method of figuring the percentage of profit on the selling price is followed and insisted upon by thousands of manufacturing and mercantile houses throughout the country, who only advocate methods which are absolutely correct and in accord with sound business practices.

"Arithmetic Method" Misleading

From an article printed some time ago we quote as follows: "You will find in every arithmetic such examples as: A man buys a horse for \$50 and sells him for \$75, what percentage of profit does he make? Answer—50 per cent. No more fatal and misleading ones were ever penned. They lead us to think of the percentage of profit from an unbusinesslike



The Largest Factory in Canada

Exclusively Devoted to Making

FIBRE COUNTERS

We are counter specialists and manufacture a counter for every purpose.

Our guaranteed counter will outwear the shoe and can be depended upon to stand the severest test.

It is the thoroughly tried and tested quality of these counters which for forty-five years has brought us continual success and big business.

They make good shoes better and better shoes best.

Ask Us About Our Special Counters for Felt Shoes and Rubber Footwear

Representatives:—

For Ontario:—E. R. Lewis, 45 Front Street East, Toronto.

For Quebec City:—Richard Frere, St. Valier Street, Quebec.



DUCCLOS & PAYAN

Sales Office and Warehouse:

224 Lemoine Street

Montreal

Tanneries and Factory:

St. Hyacinthe

standpoint, and cause many businessmen to think they are making much larger profits than they really are. This makes them prodigal of expense and often leads to a failure, which with a more thorough knowledge of percentage could have been avoided. Suppose a man to have in contemplation the sale of a horse on the basis of the above transaction. A broker approaches him to conduct the negotiation. He asks a commission of $33\frac{1}{3}$ per cent. Now, the owner of the horse, having a profit of 50 per cent. in sight, agrees to this, and the broker, having completed the transaction, renders a bill as follows:

Sold one horse at.....	\$75.00
Commission, $33\frac{1}{3}$ per cent.....	25.00
Due Seller.....	\$50.00

The seller's books would show a profit of 50 per cent. entirely eaten up by a commission of $33\frac{1}{3}$ per cent. Not good figuring, is it? Still that is the way nine-tenths of our smaller merchants figure, which fact often accounts for their being small.

Always figure your profit on the sale, then you will be on the safe side. To obtain the correct percentage of profit on any transaction subtract the cost from the selling price, add two ciphers to the difference, and divide by the selling price.

Twelve Reasons Why the Percentage of Profit Should be Figured on the Selling and Not on the Cost

FIRST—Because the remuneration of salesmen is figured on a certain percentage of the **selling price**.

SECOND—Because the percentage of expense on conducting business is based on the **selling price**. If you talk per cent. of profit on cost and per cent. of expense on the selling price, where are you?

THIRD—Because the mercantile and other taxes are invariably based on a percentage of the **gross sales**.

FOURTH—Because the **sales** totals are always given in the books of record. Cost totals are seldom, if ever shown.

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

SIXTH—Because it indicates correctly the amount of gross or net profit when amount of sales is stated. The percentage of profits on **sales** is indicative of character of result of year's business. Percentage of profit on cost is not.

SEVENTH—Because allowances in percentage to customers are always from the **selling price**.

EIGHTH—Because no profit is made until **sale** is actually effected.

NINTH—Because nine stores in ten which do not figure on the selling price get mixed somewhere

in their figures, and **don't** know whether they are going forward or backward.

TENTH—Because the chain-store fellows and the big stores, which press the average retailer hardest, **do** figure on the selling price.

ELEVENTH—Because it puts you where a customer won't be so likely to call you a robber if he learns your percentage of profit—20 per cent. of the **selling price** is 25 per cent. on the cost.

TWELFTH—Because if you figure on the selling price you can go to the cash drawer and say "10 per cent. of that money is my profit." instead of having to say that 10 per cent. of the cost of the goods which I sold for that money is my profit.

"I commend to you this thought.

"Do your accounts account?

"Do they convey to you a knowledge which is power?

"Do you know your business as you should ?

"If not, is this not a good time to begin to have your books valuable assistants and contributors to your success rather than the bug-bear of the business."

W. D. Simmons, Simmons Hardware Company, St. Louis.



Patent 6 eyelet oxford, medium turn sole, $2\frac{1}{2}$ inch celluloid Louis heel. By Moore-Shafer Shoe Mfg. Co., Brockport, N.Y.

It is not claimed that this method of figuring profits on the selling price is the only proper method. School arithmetics have always taught that in percentage, the cost price is the base, and, if it is remembered that the per cent. of profit added to the cost price is always a profit on the cost price and not a percentage on the money taken in, that method is all right. However, as your profit is, to come out of the selling price, it is considered by many to be safer to figure on the selling price.

Don't get your percentages mixed. That is the crux of the whole matter of figuring profits. **The percentage of profit and the percentage of cost of doing business should be figured on the same base.** When they are, all the retailer needs to do, is to be sure that his average mark-up will give him the margin of profit that he deserves and expects; and in case he does not have that margin on his books, in his cash drawer, or in the bank, at the end of an inventory period, he should make it his business to find out **why**.

Cote's for Constancy

For Constant High Quality and
Persistent Sale



YAMASKA BRAND SHOES

Are the reliables among staples

Their merit is invariable in every pair, whether
Men's, Women's, Boys', Youths', Girls' or Children's

Medium priced shoes of real worth are the steadiest sellers in footwear, and the **style, finish and wear** of Yamaska Brand shoes have given them a record for **worth** constant for 50 years.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.

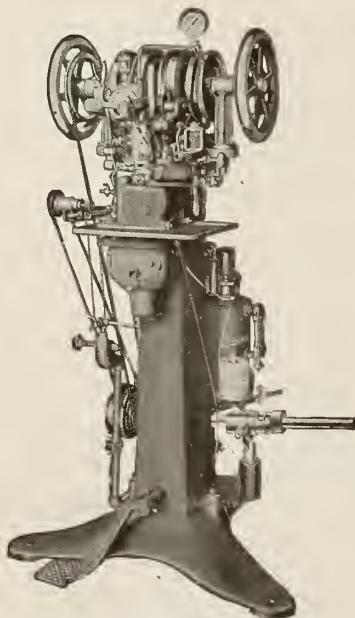
Landis Outfits are Money Makers

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

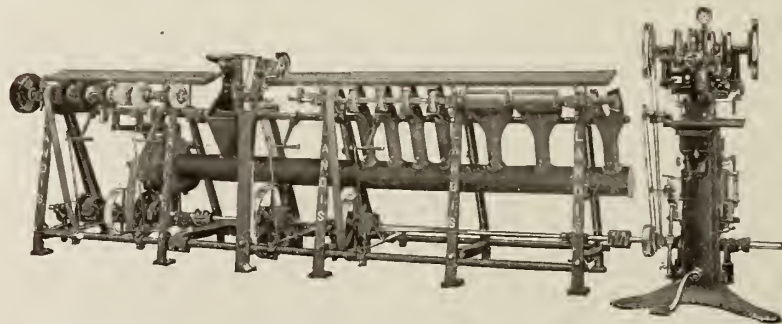
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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 Type of Traveller I Like to Meet and with Whom I Like to Do Business

(By a Prominent Retailer)

IN asking me to tell you the type of traveller I like to meet and with

whom I like to do business, I would like to emphasize the fact that these are only my own observations, for men with different temperaments may certainly prefer different types of travellers. I cannot imagine a retailer who takes life very seriously being greatly impressed with the bright, genial and jovial type of salesman, nor can I imagine a retailer who is of the cheerful, jocular, joyous disposition being very much impressed with a man who sees nothing but stern, cold business all the time he is in his store. In my own case, I try to hit a happy medium, which is a very fair average.

I certainly am always pleased to meet a man who is cheerful and has a sunshiny disposition—the fellow who is optimistic, not only in the shoe trade, but about the war and business generally and I do not object if he talks about good crops and tells me that the high cost of living has always been a bugaboo as long as he can remember. These, of course, are side lines in the traveller's life, so when it comes down to the selling of shoes, the type of traveller that impresses me is the man who is "full of shoes," who knows the shoe game from heel to toe; from shank to top; who can give me some information about the trend of shoe styles; who thinks there is no other business on earth but the shoe business. This is the type of man that I always feel will tell you exactly the quality of shoe he is selling.

The Man Who Does Not Knock

If I shall tell you some negative qualities I do not like it will possibly infer some of the characteristics that appeal to me. I presume that all persons will not be greatly impressed with a traveller who runs down other lines of shoes and talks his own to the highest notch. It was my pleasure to meet a salesman recently—a big man physically and I found him a big man mentally. He was full of the shoe business from the time he came in until he left my place of business, but despite the fact that I say he was full of the shoe business, he was not egotistical, nor was he dogmatic in any of his utterances. He simply seemed to know the shoe business so well that it was a pleasure to hear him talk and he filled me with enthusiasm and, paradoxical as it may seem from a business point of view, he told me of other firms who were making good shoes of the same line as his. That gave me the impression that he was big and broad-minded; it so impressed me that I gave him an order.

Quite likely many retailers will agree with me when I say I like the traveller who understands his own lines; who knows every strong feature about them both in their manufacture and selling points. I like him to feel enthusiastic over his goods.

There is a type of man that I do not know I would recommend as being a capable salesman; at least he would never impress me and that is the nosey fellow. He comes in, makes his way right into your office, slaps you on the back, calls you by your first name, talks about everything in sight, jollies your stenographer and after he is through with a great deal of this kind of thing, takes a walk through the store, pulls out a carton, asks where to buy THAT, how much you pay for it, etc. Then he starts in asking you how big an order you are going to give him. It seems to me this fellow has not the shoe business at heart. I like a man who can talk shoes without talking order and if he can act the part that the order is bound to come, it is always hard to refuse him.

It is difficult to imagine how one can give an order to

the whiner. I am assuming now that his lines have no stronger selling points

than a number of other lines in the same class. By "whiner," I mean the man who, when you have given him a small order, shows his soreness because it is not larger. I know travellers who will accept an order for a half dozen pairs of shoes as cheerfully as if it were a hundred pairs. They may not like it inside, but they certainly have the tact and savvy not to let you know that they feel it. Such travellers leave a good impression with me and the traveller who leaves a good impression with anyone is liable to get a larger order when he comes next time.

There is another type of traveller that I characterize as the "Dinger." He is the fellow who dings you for an order. It is all right to be persistent, but when a man makes himself almost a nuisance, you feel like losing your patience and showing him the door.

The Cock Sure Salesman

There is another type that never appeals to me very strongly and that is the fellow who always wants to argue with you—the fellow who is on the opposite side. No matter what you may suggest, he never can agree with you. He always points out that you are wrong and that he has the correct and right way. Such positiveness, I feel quite sure, will never make sales. The fellow who is tactful and will agree with me and then turn around and show me what his way is, or that another way may be better, is the fellow who oftentimes wins me over to his side. This may be about the conduct of business, the amount of stock I should carry, what class of shoes will sell best in the coming season or anything of this character, but as I said, I certainly do not like this positive fellow who is always ready for an argument.

It goes without saying that personal appearance is bound to carry weight with anyone and so the man who can come forward with a hundred per cent. of this commodity, is bound to influence those on whom he calls and sales will be the result.

The Loud Mouthed Traveller

Then, I cannot say I am greatly impressed with the traveller who comes in and dumps down a half dozen or more samples on the table before the clerks and asks either them or me in their presence: "What do you think of them for \$5.00?" I consider my business private and such shortsighted tactics will not win sales.

In conclusion, I think the strongest point is to find a man who I feel has actually my interest at heart—who will give me advice that is apparently against his own interest to further my business. I feel that this is one strong characteristic that a salesman cannot cultivate too much—to have the interest of his customers in mind and make them feel that this is the case. Despite the fact that I realize he may have the same interest in some other customer, even right on my street, the impression cannot leave me that he has MY particular welfare at heart and a strong desire to help me in my business. When he is leaving, he shakes hands with me and says, "Now, if there is anything I can do for you between this and my next call, write me. You have my address and I will put myself out to oblige you if it is within my power." Travellers of this type always have a warm reception from me and certainly stand a good show of receiving an order.



For Your Immediate Requirements

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

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

Leather Trade Jottings

LEATHER markets are a little quiet, but prices remain generally firm on all high grade lines. Buying is still more or less from hand to mouth, although the next three or four weeks should just about tell the tale, as the representatives of women's shoe manufacturers are getting out both with sorting and fall placing lines and it is expected that with the comparatively small placing of the past three seasons, business should be fairly good. If it comes upon to anything like what the manufacturers expect, a shortage in many lines will undoubtedly be felt.

For almost the same reasons, men's weights should be in further demand. The army orders recently let, have helped the men's situation considerably and there is, therefore, a better trend of feeling throughout the entire trade.

Jobbers who have been seen, report that sorting orders have come in well, and dealers are more inclined to believe in the stability of the market. The rubber business has been a regular rush. The difficulty is to get goods to meet the demand. Prices are well maintained.

Hide and Skin Conditions

The hide situation is very quiet and few seem to be inclined to predict the future. The sale last week at Chicago of heavy native steers was reported at 4 cents under January prices. The slaughter is considerably above that of a year ago, but is mainly in the line of light hides. There is also an increased production in heavy hides which has induced caution and resulted in some sellers going short on heavy weight hides. Heavy weights have been in great demand for the past few months and although the quality has deteriorated considerably they are still in fair demand.

Country buff hides run from 16½ to 18 cents. Strictly grub-free buffs are considered worth 19 to 20 cents, although most of the business being done is at 16 to 17 cents.

Nobody seems to have any idea as to prospects, although there is no doubt that the situation will continue about as it is for some time.

Calf skins are steady, salted city skins selling at about 34 cents in Chicago. Packer calf skins are offered at 35 to 36 cents.

The market in imported dry hides is dull and conditions remain unchanged.

Statistics show that the increased slaughter for seven months, ending January 31st, is fully 20 per cent. greater than for the same period a year ago.

U.S. Leather Conditions

The leather markets are quiet and many grades easier in price. The demand is almost exclusively for the higher classes of leather of which the supply is somewhat limited. In medium and cheap lines there is an accumulation and prices

are somewhat weak, although there is no disposition to make any considerable break. Sole leather is quiet and as the supply of leather is small, manufacturers are holding off for prices. In side upper leather there is a good demand for black chrome sides on a 40 cent basis. Medium and light grades are in good supply and the market quiet.

Colors are somewhat quiet, although good selections still bring from 46 to 43 cents. White buck is showing considerable improvement on account of the scarcity of colored leathers. There seems to be a great demand for colors that has not been anticipated by the tanners. The feeling created by the announcement some time ago that colors were to be reduced has led tanners to curtail in this direction. The demand for colored shoes, however, has gone stronger than ever for spring, and tanners are being overwhelmed with orders for stuff that they have decided not to make.

Patent leather business shows considerable improvement with a steady, growing popularity, as well as a hardening in prices.

The Kid Situation

It looks as if colored kids were going to be in considerable demand in spite of all that has been said about confining this season's women's styles to black, browns and greys. Although there will not be as many two-tone shoes, the high-grade colored kid situation has almost become acute owing to the difficulties in transportation and getting leather into the country from the United States. As a result of this, it looks as though colored bucks will have a considerable portion of the business.

Both the buying public and the retail trade still appear to have a fancy for colors in what might be termed softer shades of grey and brown and such shades as sand color and maple grey. As a result of this, fancy, high grade and colored kid prices remain quite firm and we may even expect slightly higher prices. Cheaper grades remain steady with the demand fairly light.

War-time Boots in England

Some day it is hoped all the forty-two varieties of War-time boots will be available for sale to the public. But that day is still far distant, for the leather which is essential to the production is still unobtainable by firms who are desirous of getting on with the business. On the other hand certain numbers are in ample supply, the quantities available being sufficient to allow a fair ration to every retailer who is ready to stock the goods. It has always been intended by the Department to fix a date on which the whole of the range could be offered for sale, but as matters now stand it is highly probable that certain numbers will be released very shortly, while others may not be ready for the market for some weeks to come. Factors and retailers were urged to place their orders with producers a month since, and many of those who did so have received fairly good deliveries. But they cannot be expected to hold the goods indefinitely.



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.

Hydro City



Solid Leather SHOES

are built with a thoroughness of shoemaking fully in keeping with the

Every Bit of Solid Leather

that enters into their make up.

Despite the fact that they are made to give good, honest, solid wear they possess a fineness of finish and stylishness of design that make them truly attractive.

Remember, they are always big sellers.

**Hydro City Shoe
Manufacturers** Limited

Kitchener, Ontario

MR. W. A. HAMILTON

(See Front Cover)

Mr. W. A. Hamilton is one of a second generation of Hamiltons engaged in the shoe business, a scion of a house that goes back to the fifties. He served his apprenticeship under one of the best and most successful shoe manufacturers of Canada, the late W. B. Hamilton, and was initiated into the mysteries of shoe production and selling at an early age. He has given every evidence that the business is "in the blood." "He knows his business," is the verdict of all who come in contact with him.

Mr. Hamilton's modesty is perhaps his most outstanding quality next to a most intense devotion to his business. He is of the rare number who know, but who keep quiet. His character and ability are thus only fully realized by those who manage to get close to him. He has such a horror of publicity that the SHOE AND LEATHER JOURNAL has had practically to violate the eighth commandment in order to get a reproduction of his physiognomy. With an intimate knowledge of the shoe trade and opinions about its leaders, the SHOE AND LEATHER JOURNAL is in a position to say that "Willie" Hamilton, as he is familiarly called by many of the trade, is considered "all wool and a yard wide."

THE HEAD OF J. & T. BELL, LIMITED

Mr. H. E. Moles, who since the death of the late John T. Hagar, has been the first vice-president and managing director of J. & T. Bell, Limited, of Montreal, has recently been elected president of this old established concern. Mr.



H. E. Moles, Montreal

Moles has grown up with the business and his securing the definite control of the company will mean not only stability, but further development of the policy of J. & T. Bell, Limited. The traditions of this century old concern, as well as the spirit of progress that has kept it all these years in the front of Canadian shoe manufacturing enterprise, are in safe keeping.

FREE BOOTERS CAUGHT RED HANDED

After a close watch of three days and three nights Detectives Martin, Trudeau, Laberge and Robillard last night arrested Emile Noel, of 588 Montcalm street, and

Joseph Dufresne, 283 Montcalm St., on the charge of having stolen boots to the value of about \$3,000 from Gagnon & Lachapelle and the Eagle Shoe Company. It is alleged that the same method was followed by the two accused, who are eighteen years old, as by the gang charged with theft of goods from a number of wholesale firms in the city. Dufresne is reported to be a driver in the employ of the Shedden Forwarding Company. It is alleged by the police that Dufresne visited the establishment of Gagnon & Lachapelle and secured boots from them for shipment via the Grand Trunk Railway to various country places. Instead of doing this, however, Dufresne is said to have



Mr. Dow, Edmonton, representing Hydro City Shoe Manufacturers, Limited, of Kitchener, in Alberta and Northern Saskatchewan.

taken the boots to an empty store on Montcalm street. While in the act of taking 16 cases of boots from this store the detectives sprang upon the two men, and took them to headquarters. On examining the load, it was found that there were no fewer than 800 pairs of shoes in the cases, some of which were from the Eagle Shoe Company, of Beaudry street. The police allege that Noel aided Dufresne to sell the goods. Both are charged with theft.

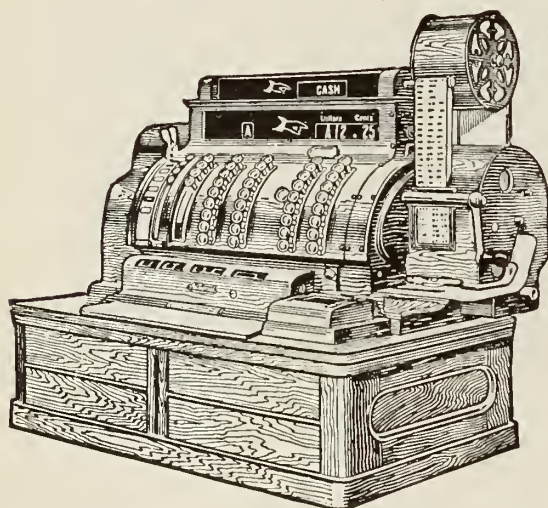
An exporter of shoes who had a sample of men's shoes sent to him by a customer showed it to three different manufacturers and received the following results. One man made it for \$5.00, another for \$5.50 and another for \$5.75. To his estimation there was very little difference between the \$5.50 and \$5.75 grades, but the \$5 shoe was better than the \$5.50 and the customer preferred it. The sample sent was made by a very large firm in the West and also cost \$5. However, there was no comparison between that shoe and the one that the man is now buying.

A Machine That Saves Time

No merchant should do the work a machine can do for him

A National Cash Register does 15 important things in 3 seconds. It would take many minutes to do them by hand—yet no merchant can afford to be without the protection and information they give. A National Cash Register—

- Prevents disputes and stops losses.
- Prevents carelessness and forgetfulness.
- Increases the merchant's trade and profits.
- Makes better clerks by showing what each does.
- Saves clerk hire by speeding up sales.
- Protects you against the mistakes of new clerks.
- Lowers costs by increasing take-with sales.
- Gives quick service, and prevents overtime work.
- More than pays for itself out of the money it saves.



The National Cash Register Co. of Canada,
Limited, Toronto.

I would like to know how a National Cash Register enforces system in business, how it prevents carelessness, how it stops mistakes, how it would save me money. I understand that this places me under no obligation.

Name

Address

Business.....No. of Clerks

A demonstration of the register best suited to work your business will prove these statements. Let our salesman show it to you. This will place you under no obligation.

**The National Cash Register Co.
of Canada, Limited**

The Shoe Repair Man

VANCOUVER repairmen report they have been exceptionally busy this season and a little lull which came recently enabled them to clear off much work that had accumulated during the busy time. Some of the repairmen seem to be a little uneasy over the unsettled condition of the leather market. This is possibly unnecessary, for prices seem to hold themselves at a pretty steady figure.

It is stated that several Russian members of the trade are contemplating selling out and returning to their fatherland.

Pte. S. A. Atkinson, a returned soldier who fought at Vimy Ridge and other places, is opening a shoe repair shop at Burk Falls. This is the only regular boot and shoe shop for repairing in the place.

WITH THE HAMILTON SHOE REPAIRERS

That the Hamilton Shoemakers' and Repairers' Association is in a very flourishing condition was evidenced on Monday evening, February 11th at a very successful progressive euchre party which they held. The attendance of members was very good and the evening was thoroughly enjoyed by all present. Mr. Angus, who represents Chas. Tilley & Sons, findings, shoe dressings, etc., Toronto, was there by special invitation. The members of the Association all say they had no objection to Mr. Tilley running off with the first prize, which was a box of cigars. This goes to show that the Hamilton Association are all big, broad-minded fellows. Mr. Hunt was successful in capturing the second prize, which also was a box of cigars. Mr. Briggs declares that it was his off-night and that the fates and luck and partners happened to be against him and that was the reason he won the booby prize, but he says the next time he will show them where euchre playing came from.

A very enjoyable musical programme was provided by Messrs. Wilman, Briggs, Sullivan and Tebbs and Mr. Wilton, the genial secretary of the Association, rendered one of Dr. Drummond's French-Canadian poems in a manner that did credit to himself and the Association.

The repairmen say that business is improving and just as soon as the weather breaks up they expect a rush and everyone of them are ready for it.

REPAIR MEN ORGANIZE IN MEDICINE HAT

We have just received news which gives evidence of the progressiveness of the shoemen in the western provinces. The shoemakers of Medicine Hat have recently formed an association. Mr. Samuel L. McCracken, of Calgary, was chairman at the inaugural meeting of the new association. Mr. McCracken's familiarity with associations of this kind was of a very great assistance to the new organization. In an interesting address by him, he set forth the advantage of an organization of this character, after which officers were elected. Mr. A. Higgins, a man well schooled in the craft, was elected president, the vice-president's chair was voted to Mr. Dawson, also a practical shoemaker, while Mr. H. Burkell was elected secretary and treasurer.

Meetings of the new association will be held on the first Monday of each month at 8 p.m. in the different places of business of the members. The name of the association will be The Medicine Hat Shoemakers' and Repairers' Association.

They also decided that since there has been no by-law regulating the closing of stores in Medicine Hat, they will close their stores each evening at 6 p.m. and Saturday evening at 9 p.m.

It is also their intention to hold an annual holiday for the shoemakers, details of which will be decided later, as it is not known whether it will take the form of a picnic or some other type of recreative enjoyment.

The organization of this association shows what is possible in the smaller towns. There are only nine shoemakers in Medicine Hat, but everyone has affiliated with the new association. The members are: Messrs. Higgins, W. Dawson, H. Burkell, Geo. Edwards, W. E. Single, Fred Kass, I. Bullivant, C. Rossiter and A. Tuggie. At the inaugural meeting, they adopted a price list, which is principally low.

Medicine Hat Repairmen's Price List

Owing to the great advance in prices of materials, we beg to notify our patrons of revised price list as follows:

Men's half soles and rubber heels, sewn	From	\$2.00
Men's half soles and leather heels, sewn	"	2.00
Men's half soles only, sewn	"	1.50
Men's half soles and rubber heels, nailed	"	1.75
Men's half soles and leather heels, nailed	"	1.75
Men's half soles only, nailed	"	1.25
Men's rubber heels	"	.60
Men's leather heels	"	.50
Men's full soles and heels, sewn	"	2.75
Ladies' half soles and rubber heels, sewn	"	1.65
Ladies' half soles and leather heels, sewn	"	1.50
Ladies' half soles only, sewn	"	1.25
Ladies' half soles and rubber heels, nailed	"	1.40
Ladies' half soles only, nailed	"	1.00
Ladies' half soles and leather heels, nailed	"	1.25
Ladies' rubber heels	"	.50
Ladies' leather heels	"	.35
Boys' half soles and leather heels, sewn 2 to 3	"	1.50
Boys' half soles and leather heels, sewn 4 to 5	"	1.75
Boys' half soles and leather heels, nailed 2 to 3	"	1.25
Boys' half soles and leather heels, nailed 4 to 5	"	1.50
Youths' half soles and leather heels, nailed 7 to 10	"	.75-.85
Youths' half soles and leather heels, nailed 11 to 1	"	.85-1.00
Girls' half soles and leather heels, 7 to 10	"	.75-.85
Girls' half soles and leather heels, 11 to 1	"	.85-1.00
Patches and rips	"	.15
New heels rebuilt, ladies'	"	1.25
New heels rebuilt, men's	"	1.00
Tan boots dyed black	"	.50
Tan low shoes dyed black	"	.35
Toe caps, per pair	From	.50 to 1.00
Ladies' buttons, wired on	From	.25
Men's buttons, wired on	"	.15
Turn soles	"	1.55
Elastic sides, per set	"	1.20
Men's whole rubber heels, black and tan	"	.85
Men's whole rubber heels, white	"	1.05

THE TORONTO REPAIRMEN'S BANQUET

The Toronto Shoe Repairers are quite enthusiastic over their coming banquet to be held in Young's Restaurant,

PACKARD'S SHOE POLISHES



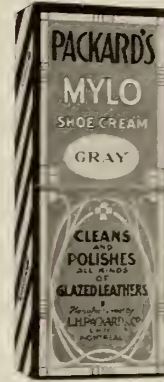
WHITE "O"
FOR CANVAS SHOES

Owing to the scarcity of
RAW MATERIALS and
the likelihood of advance
in prices.

NOW

is the **TIME** to place your order
for

**SHOE DRESSINGS
AND POLISHES**



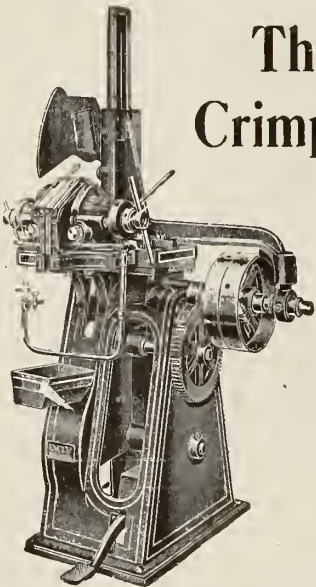
MYLO SHOE CREAM
IN ALL THE LATEST SHADES

PACKARD'S SHOE POLISHES are in great demand, and "there's a reason"

Look over your stock and get your order in early

L. H. PACKARD & CO. LIMITED, MONTREAL
MANUFACTURERS OF SHOE POLISHES

The Lockett Crimping Machine



For all kinds
of Crimping

Makes possible
better shoemaking
— Saves leather —
ensures better last-
ing—Reduces wrin-
kles to a minimum.

**United Shoe Machinery
Co. of Canada, Limited**

MONTREAL, QUE.

90 Adelaide Street West
TORONTO

28 Demers Street
QUEBEC

179 King Street West
KITCHENER

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.

SHOE AND LEATHER HONOR ROLL

SPECIAL STYLES NUMBER, which will be issued on April 1st, will contain names and portraits of all who have donned the khaki of king and country. See to it that we have the pictures of any in your establishment who have gone "over." Send us the names and we will do the rest. No one should be left out.

SHOE AND LEATHER JOURNAL.

Yonge and Queen streets, on Wednesday evening, March 6th. The menu and programme which they are providing promise to make the evening one of unusual interest.

P. B. Wallace & Son, Toronto, are installing a Landis No. 12 Stitcher and a Progressive Finishing Machine in the limb department of the Military Hospitals Commission on Spadina Avenue, Toronto. They are also placing a Landis No. 12 stitcher for Stubbs Bros., 1066 Queen St. W.

A LEATHER VETERAN



Joseph King, the veteran leather and shoe findings merchant, 25 Scott Street, Toronto, who has been identified with the trade over half a century.

DISSOLUTION OF PARTNERSHIP

Mr. W. A. Lane has withdrawn from the firm of W. A. Lane & Co., Montreal. The business will in future be carried on by Mr. C. Perras. It is understood that Mr. Lane will shortly embark upon an important business undertaking.

BONUS FOR EMPLOYEES

The following clipping taken from the "Mail" of Fredericton, N.B., will be of interest to the shoe trade:

"The John Palmer Company, Limited, of Fredericton, N.B., manufacturers of oil tanned footwear, have granted their employees a bonus of ten per cent. on their wages and salaries. It went into effect on January 1st and will continue for the entire year. The amount will be paid monthly to each of the 150 employees. The object of the company

in granting the bonus is to place their employees in a better position to meet the constantly increasing cost of living.

"The Palmer Company are the largest manufacturers of oil tanned footwear in Canada, and their goods find a ready sale in all parts of America. They have for some time



Roy Graham, Winnipeg.

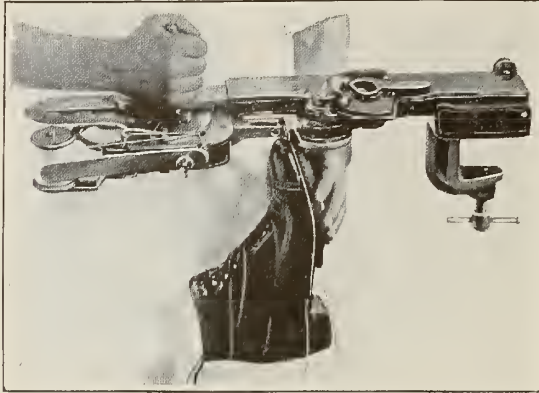
been turning out a high grade trench boot, thousands of pairs of which have been purchased by officers and men of Canadian and American overseas contingents."

Lost in a Big City—Mr. Holmes, of the Blachford Shoe Mfg. Co., recently took Mr. Harvey McKean, Toronto representative of the same firm over to Buffalo incidentally



A. W. Douglas, in charge of the Miner Rubber Co.'s branch recently opened at Winnipeg.

to sing in the masonic chorus, but in reality to show him the bright lights of a large city. Harvey had apparently been there before because he says that since the recently mayoralty contest over there, the dimmers have been put on all the bright lights. This may account for the fact that it was with considerable difficulty that the two were located after two or three days' extra sojourn in the bison city.

OWN YOUR REPAIR PLANT**The Sterling Sole Stitcher****Hand Power**

**Stitches Neolin and Fibre Soles
Indispensable to Repairmen**

WRITE FOR PARTICULARS

**C. PARSONS & SON
LIMITED**

Repair and Shoe Store Supplies

79 Front St. E. Toronto, Ont.



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

**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

SHOE NEWS IN PARAGRAPH

Henry Haken, shoe dealer, of Petrolia, Ont., died recently.

Mr. Geo. Robinson, of Montreal, was a recent visitor in Toronto and Merritton.

C. S. Sutherland, of the Amherst Boot & Shoe Co., was a visitor in Toronto and Merritton recently.

Mr. Clayton Corson, of the Regal Shoe Co., has just returned from Boston and other centres across the line.

Mr. A. Cousson, of Montreal, has been appointed factory superintendent of Duchaine & Perkins, Quebec City.

Mr. N. J. Collins, formerly with Christie Grant & Co., Winnipeg, is now with the Perth Shoe Co. Mr. Collins is a young man full of ginger and inspiration. He is clean cut, bright and impresses you as being solid through and through. There should be a bright future for him.

The following shoemen were visitors in Montreal lately: R. B. Wanless, of Wanless, Coates & Burns, London, Ont.; Mr. Karn, of the Karn Shoe Co., London, Ont.; Mr. O'Dea, of Congden, Marsh, Winnipeg; J. C. Fetherston, of Waterbury & Rising, St. John, N.B.; Charles Weaver, of Trenton, Ont.; P. L. Higgins, of L. Higgins & Co., Moncton, N.B.; Mr. Frank Wilson, of Chappel's, Ltd., Fort William, Ont.

L. O. Breithaupt, of the Breithaupt Leather Co., was a recent visitor in Montreal and reports business very good among the shoe trade. He also reports manufacturers are making considerable progress with their Army shoe orders.

Jno. Clark, of Clark Bros., St. Stephen, N.B., spent a week in Toronto recently and advised considerable improvement among the trade.

Messrs. Wescott, Whitmore & Co., of Syracuse, N.Y., have just issued a very fine In-stock catalogue featuring some of the season's newest developments in women's shoes. They are to be commended on the attractiveness of it.

W. A. Donnell, of Donnell, Carmen & Mudge, Inc., South street, Boston, was a visitor in Toronto last week. He was much pleased with the new home of their Canadian representatives, Messrs. Ed. R. Lewis & Co.

Weather conditions in Vancouver have been so capricious of late that it has kept shoe dealers guessing. An unusually heavy fall of snow recently and a drop in the mercury gave the wholesalers a splendid opportunity to clear out their rubbers which the unusually mild weather had permitted to accumulate.

Storey & Campbell, harness and saddlery dealers, Vancouver, have recently installed an auto delivery rig for their local service.

R. Neill, Ltd., shoe merchant, of Peterborough, Ont., whose store was recently destroyed by fire, has opened up temporary quarters at 183 Simcoe Street, that city.

The representatives of Getty & Scott, Limited, Galt, are all on their various territories. They say they have the finest range of samples they ever carried.

Mr. and Mrs. L. J. Breithaupt and Miss Edna Breithaupt are spending a few weeks at St. Petersburg, Fla.

Mr. Louis Adelstein, of Montreal, was in Toronto recently looking over the new season's samples.

Mr. L. F. Jackson has headed for the Maritime Provinces. He is in fine shape after the winter's bear-hunting around Oakville.

Captain Lockett, of the Lockett Shoe Store, Kingston, was a recent visitor in Toronto.

Mr. John Affleck, of Winnipeg, was a visitor in Toronto recently. He is very optimistic regarding the coming season's shoe business in the West.

Mr. Jacobs, of Robson Leather Co., was in Kitchener and Western Ontario shoe centres this week.

Mr. L. Morgan, of the Brampton Shoe Co., Ltd., who was in Toronto recently, says their firm is quite busy on regular lines.

Messrs. Chas. Ahrens, Geo. Ziegler and Ed. Wettlaufer, of Chas. A. Ahrens, Ltd., of Kitchener, were among the "Rail Birds" to be seen at the Arena, Toronto, Tuesday night, February 26th, when the Kitchener "Speed Boys" played the Toronto Dentals a tie game in the first of the final series of the Senior O.H.A. Mr. Ahrens says, "All work and no play makes Ed. a dull boy."

Mr. Alex. McLaren recently entertained at luncheon, some of the shoe jobbers who are aspirants for this year's SHOE AND LEATHER fishing championship cups. Mr. McLaren gave some very timely and wholesome advice on "How to get started." Mr. Hugh White was present and profited very much by the tips given.

Mr. Fred Jackson, shoe dealer, of Clinton, Ont., has opened a new store, which is well fitted with up-to-date fixtures, etc. Mr. Jackson calls his new place of business "The Home of Good Shoes."

Messrs. Shepherd & Haining have purchased the stock of boots and shoes of Walter McKay, of Fredericton, N.B., and will open a new store on Regent street, in the building formerly occupied by Scott's Restaurant. This shoe store will be thoroughly up-to-date in every respect.

Mr. Arthur Bell, Eastern Ontario and Quebec representative of the Blachford Shoe Mfg. Co., of Toronto, has left for the eastern district with a complete line of fine samples of this firm.

Mr. J. W. Hewetson of Brampton, who went recently with Mrs. Hewetson to spend a month in California, has been greatly benefitted by the trip. Mr. Hewetson was a sufferer with rheumatism.

Mr. Harvey Wilson, of Vancouver, was in Toronto recently on his way to Boston and other eastern shoe centres. He reports business in the West as being in a very sound condition and retailers' stocks comparatively low.

Mr. Fred Beemer has left for his favorite stamping ground, the West, with Blachford's latest creations. He says that judging from the number of repairmen's and retailers' associations that have been formed recently, there should be some good secretarial positions to be had and he might consider one himself "Caveat emptor." (Let the buyer beware.)

Mr. W. E. Woelfle, of Kitchener, was recently in Montreal and eastern points on business in connection with the leather trade.

Mr. Donnell, of Donnell, Carman & Mudge, Inc., Boston, Mass., was in the city recently on a periodical business trip. Mr. Donnell's firm are large tanners of sheepskin and he reports they are quite busy and that business is good, although they are sometimes handicapped by not being able to secure sufficient coal. They recently acquired another tannery, but up to the present have not been able to operate on account of the lack of fuel.

Mr. E. R. Bruton has recently joined the Royal Flying Corps. He has been for the past three years manager of E. R. Gavin's shoe store in Port Arthur. In writing advising us that he has joined the Royal Flying Corps, Mr. Bruton says: "Your Journal has always been of interest to me and I have always read it and have received lots of good instruction in salesmanship, window trimming, etc. The general help from your Journal has certainly been quite a benefit." We wish Mr. Bruton every success in his new service.

Send us the photo of your store front. Let others see how you can dress your window. Because you may feel it is not worth reproducing is no reason why you should hold it. A window often shows to better advantage in a photo. Send it along.

IMPORTANT ANNOUNCEMENT TO THE TRADE

Your Orders, Letters and Telegrams will receive the same personal attention by Mr. W. A. Lane as in the past. The dissolution of partnership which has taken place in this firm has not impaired the service.

STILL DOING BUSINESS AT
218 NOTRE DAME ST. WEST

Watch for the announcement in the next issue of Shoe & Leather Journal

W. A. LANE
MONTREAL 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.

**CURRYING SPLITS FOR TANNERS
ALSO JOBBERS OF SOLE LEATHER
AND SPLIT LEATHER OFFAL.**

Mr. C. H. Albee, superintendent of the Perth Shoe Co., Limited, Perth, Ont., and Mr. V. I. Sokoloff, accountant of the firm, have been elected directors of the company, the former being made secretary-treasurer. A change has also taken place in the western representation of the firm, N. J. Collins late with Christie-Grant, Limited, Winnipeg, succeeding Robert Wall, of Montreal. Mr. Collins, who will cover the Prairie Provinces, is well known to the trade.

George Blake, who for the past four years conducted a shoe store at 630 Queen street west, Toronto, passed away on January 30th in the Toronto General Hospital, where he underwent an operation a few weeks ago. He was born in Birmingham, England, and had been a resident of Toronto for about ten years. He is survived by a widow, one son and three daughters. The deceased, who was forty-one years old, was a member of the Euclid Avenue Methodist Church and librarian in the Sunday School.

The friends of Joseph McCutcheon, employed by the Hart Boot & Shoe Co., will be sorry to learn that, while in the performance of his duties, he was severely injured. He had the misfortune to get one hand caught in the machinery. One finger was so badly lacerated the surgeon deemed amputation necessary.

A very serious accident occurred at the John Palmer Co. factory recently when William Spiers was so unfortunate as to get his right arm caught in the machinery. The arm was frightfully mangled. The man was quickly taken to the Victoria Hospital for treatment. The attending surgeon, Dr. McNally, says that the injury is of a very serious nature, but it is hoped to save the arm.

Shepherd & Haining, of Fredericton, N.B., have purchased the stock of boots and shoes of Walter McKay and are to open a store on Regent street, formerly occupied by Scott's restaurant, and an up-to-date shoe store will be conducted by these men, who promise the public big bargains.

Forty-one years ago to-day the firm of Callum, LeSueur, & Co., of Sarnia, Ont., commenced business in that city. Two years afterward the stock was taken over by Mr. D. Callum and R. E. LeSueur, and the two carried on the business up to about two years ago, when Mr. LeSueur bought out Mr. Callum's interest and is now carrying on the business. Since 1877, when the firm opened up, the shoe business has seen many advances and extensive changes. At that time custom work was greatly in vogue and the firm would have ten to twelve shoemakers busy making up stock for the fall. To-day the Goodyear Welt factory made shoes have entirely replaced the custom made. In ladies' wear the advance has been still more marked. The prunella shoe then worn has been replaced by a splendid fitting high out kid shoe, and in colors to suit the most fastidious.

A competent retailer of the larger size in a live manufacturing town emphasizes the declining call for higher priced

shoes and talks of the bigger demand at the retail price of \$5. This seems to be the customers' limit, except in very exceptional cases. He cites one Brockton and another Whitman manufacturer who are putting forward strong lines of men's welts at \$5.00 retail.

The Breithaupt Leather Co., of Kitchener, have just gotten out a very attractive booklet for circulation at the



Mr. McCrady, Toronto, representative of Hydro City Shoe Manufacturers, Limited, Kitchener, Ont.

Fair of Lyons, France, held March 1st to 15th. It describes their various tannages and their uses, etc. They are to be commended for their enterprise.

A get-together meeting of the Grand View Tradesmen and Ratepayers was held on the evening of February 5th at the Commercial Hall. The mayor and several aldermen were present. It was also noticed that several repairmen were prominent at this meeting and Mr. A. S. Cox, who is president of the get-together movement has a shoe stand on Commercial Drive. The evening was spent with speeches, songs, dancing, etc., and it is stated that these meetings are having good results.



**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

Rivaling Genuine Kid

Surface Kid is a decided advance on genuine kid. It has a beautiful grain with a pliable texture like that of Chamois. More economical than kid and less expensive, and will not scuff.

In Black and Colors

Head Office:

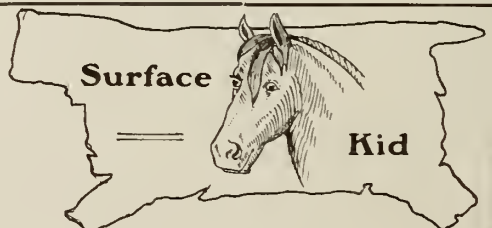
491 St. Valier St., Quebec

**LUCIEN
BORNE**

Send for Sample

Montreal Office:

152 Lemoine St. W.



INTERESTING ITEMS FROM QUEBEC

Messrs. Harry L. Taylor, of International Supply Co., Montreal; C. P. Bourque, of Blacking & Mercantile Co., Ltd., Amherst, N.S.; R. E. Woodward, of F. E. Woodward & Sons, Lachine; J. R. Roche, of Parker-Irwin, Ltd., Montreal; J. B. Crochier, of L. H. Packard & Co., Ltd., Montreal; and L. Grazadei, of Lion Polish Co., Ltd., Toronto; were in town.

M. Pierre Bertrand, of Bertrand & Thibault, of this city was elected by a majority of 538 votes over his two opposers for St. Sauvem ward.

The shoe factories are running full time and report orders are coming in well.

The shoe retailers are also keeping busy and the cold weather greatly helped the movement of felt goods. Collections, too, are good just now.

The leather market is firm and the price of raw hides is keeping at a normal condition.

The sales staff of the Blachford Shoe Mfg. Co., spent a very pleasant and profitable evening on Monday, February 25th. Mr. Felton, of the Alexander Hamilton Institute, gave them a very fine address on "Service and its Importance from a Selling Standpoint." The gathering was quite informal, which permitted questions and discussions that were bound to be profitable to all present. Mr. Felton is a master of this branch of modern business methods. The Messrs. Blachford are to be congratulated for their enterprising spirit in taking this matter up for their sales people.

SHOE SALESMAN—Age twenty-nine, seeks permanent position in a first-class shoe store. Five years' experience in retail boots and shoes. Box 43, SHOE AND LEATHER JOURNAL.

WHITE FINISH
For Heels, Edges and Bottoms

We have just perfected a finish for the above lines second to none. Is water-proof and can be used with brush or machine.

WRITE FOR SAMPLES
AND PRICES
SUPPLIED IN ANY COLOR

Selling Agents for

PERTH FELT CO.
PERTH, ONT.

Makers of the Finest Line of
Shoe Felts made in
Canada.

**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

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

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS

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

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.



"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

	PAGE		PAGE		PAGE
Ames-Holden-McCready, Limited	10	Edwards & Edwards	54	Pfister & Vogel Leather Co.	12
Ackerman, B. F., & Co.	12	Freeman, Louis	46	Parsons, C., & Son	52
Aird & Son	44	Foerderer, Robert H.	36	Parker, Irwin	57
Adams Shoe Co.	11	Hydro City Shoe Co.	46	Packard & Co., L. H.	50
Beardmore & Co.	38	Independent Rubber Co.	15	Robinson, James	9
Boot & Shoe Workers' Union	6	Kaufman Rubber Co., Limited	18	Routier, Luc	56
Bell, J. & T., Limited	7	Lane, W. A.	54	Samson, J. E.	56
Bennett, Limited	3	Landis Machinery Co.	42	Staynes, W. II., & Smith	58
Breithaupt Leather Co.	13	Lewis, A. C., Leather Co.	55	Schmoll Fils & Co.	58
Borne, Lucien	56	Lagace & Lepinay	56	Slater Shoe Co., Limited	I.F.C.
Cobourg Felt Co.	57	Marsh, Wm A. & Co.	56	Slater, Chas. E.	16
Cote, J. A. & M.	42	National Cash Register Co.	48	Tetrault Shoe Manufacturing Co.	17
Canadian Consolidated Rubber Co.	20	Newcastle Leather Co.	52	Tourigny & Marois	56
Clarke & Clarke	52			Toronto Heel Co.	52
Clark Bros.	O.B.C.			United Shoe Machinery Co. 8, 54, I.B.C.	
Cock of the Walk	57			Utz & Dunn	19
Davis Leather Co.	5			Wood-Milne Co.	44
Daoust, Lalonde & Co.	4			Young, Richard & Co.	58
Duclos & Payan	40				
Dun R. G.	57				

W. H. Staynes & Smith,

HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES" Leicester.

KANGAROO

We are Headquarters for all Finishes,
Grades and Kinds

Sheepskins Skivers "Ryc" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

GOODYEAR MACHINERY
IS MADE TO OPERATE
SATISFACTORILY

NOT made just to sell or meet some particularly low selling price. And after GOODYEAR MACHINERY is installed it is KEPT in good running order by a highly trained staff of travelling mechanics.

QUALITY

SHOE REPAIR OUTIFTS
IN ALL SIZES
MADE IN CANADA

EFFICIENCY

CONVENIENCE IN OPERATION

EVERYTHING FOR THE
UP-TO-DATE
REPAIR SHOP

SMALL FIRST COST

LOW UPKEEP

LET US SEND YOU OUR LATEST CATALOGUE

United Shoe Machinery Co. of Canada, Limited

MONTREAL - - QUE.

TORONTO
90 Adelaide Street West

KITCHENER
179 King Street West

QUEBEC
28 Demers Street



The Shoes That Agree With Fashion's Decree

KID

in colors that will be in demand.
Silver and Battleship Greys, Field Mouse and
Brown.

STYLES

Pumps, plain with square throat.
Oxfords, full quarter, five eyelet, laced.
Bals, 9 inch, $\frac{3}{4}$ foxed, wave top.
Plenty of Perforations on Bals and Oxfords.
Louis and Cuban Heels.
Widths, AA to D.

CLARK BROS. LIMITED

McKay Shoe
Specialists

St. Stephen
N.B.



\$1.50 a Year

Toronto, March 15, 1918

THE SHOE & LEATHER JOURNAL

Features:

Stock Taking and
Stock Keeping
Methods

Advertising Shoes in a
Small Town

What the Great Shoe
Centres Are Selling

Shoes in Holy Writ

“Riding and Feeding”

Shoe Repairers’
Banquet

CANADIAN SHOE CAPTAINS



R. E. JAMIESON, MONTREAL

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

“Keeping Trade at Home” by H. Leslie Wildey

SPECIALISTS

In Glazed Kid and
Upper Leathers

Ruby Glazed Kid
Peerless Glazed Kid
Peerless Matt Cabarettas

*Let us supply you with Samples in all the
Latest Shades*

MAXIMUS PATENT LEATHER

The Leather that does not "Pipe"

Mahogany Battleship Pearl Gray
Drab and White

JOHN R. EVANS LEATHER CO.

of Canada, Limited

214 LEMOINE ST.

MONTREAL

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



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

ARMY SHOE
MUNSON LAST

They Feature Themselves

ARMY SHOE
MUNSON LAST

THE PETERBORO SHOE

That little extra attractiveness that dealer and customer like to see in a STAPLE SHOE is daily winning favor for the ACKERMAN LINE of Staples for

MEN, BOYS, YOUTHS and LITTLE GENTS

Added to the dependable wearing quality of the shoes, it makes them a line of regular selling footwear that you should not fail to stock.

B. F. Ackerman, Son & Co., Limited
 Peterboro, Ont. Western Branch, Regina, Sask.

Can't Be Beat!



Duchess Russia
 Royal Purple Russia
 Brown Russia No. 33
 Briar Boarded Calf
 Cherry Willow No. 84

— **THE BEST
 IN THE PACK**

There are no more popular shades on the market than these five, and each has the UNVARYING HIGH QUALITY of all

DAVIS CALF LEATHERS

MATT CALF

The Trade's favorite in Matt Calf is Davis'. The highest value in quality and quantity in every skin.

NIGRO CALF

The use of Nigro Calf puts superiority into your shoes. It will repay you.

YOU CAN BID HIGH ON DAVIS'.

Ask for Samples.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



For Your Immediate Requirements

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 detail.

They are also in the range of moderate prices. Don't fail to see these business stimulators.

AIRD & SON (Registered)
MONTREAL



GOOD SELLING SHOES

for

MEN AND WOMEN

for

BOYS, MISSES AND CHILDREN

Ever since we began making shoes—away back in 1865—we have clung to the belief that highest excellence in our price-class alone suffices.

And you will find that the shoes of our make appeal to your customers, for they are made for such an appeal, and are so intended.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.



BELL Shoes, in appearance and finish, please the most critical customers; in fit, the most particular; in service, the most exacting; and in price they are the most economical, because they are the best.

They contain the features that insure satisfaction and permanent patronage.

Known in Canada for over a century as the best there is in the shoe-making art.

J. & T. BELL

LIMITED

MONTREAL

*SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA*

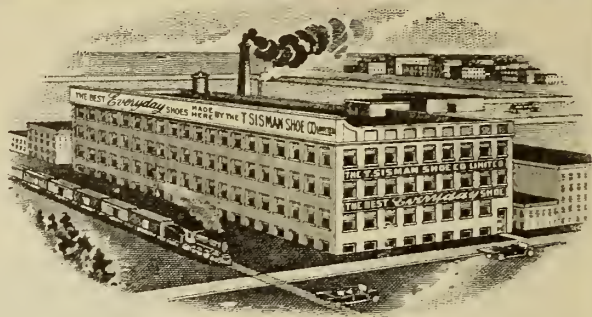
ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes

The Sisman Leaders

The "Best Everyday"

The "Aurora"



Distinct in their class are these two lines of thoroughly well-made shoes.

The dependable **Sisman Merit** is the power behind them both—the strong, wear-withstanding **Everyday Shoe** as well as our latest edition—the more finely formed **Aurora**.

From these can be supplied the majority of your patrons' daily demands, and all the embarrassment of complaints and come-backs will be eliminated.

Take the Sisman Dailies. Your Jobber Can Supply Them.

The T. Sisman Shoe Co., Limited, Aurora, Ont.

A WORD TO THE RETAILER

When a prominent shoe concern writes to inform us that all the "TOP NOTCHER" welt men and others are specifying on "COLLIS CALF" in their product, what does it mean? Simply that their customers are asking for it, so that it must be a selling stimulant.

The Shoe Manufacturers, too, know this to be a strong point in the reputation of their product, and the retailers, who are demanding it, know that it insures repeat orders and the return of satisfied customers. All live retailers, in this age of competition, are looking for a good "selling point" in connection with the goods they are selling.

"COLLIS LEATHER"

is one of the best good points.

Keep your sale up, and incidentally start off each season with a nice fresh stock with no "left-overs."

Write your Shoe Manufacturer for "COLLIS CALF" shoes, and he will gladly let you have them.

"COLLIS CALF" and "SATISFIED CUSTOMERS" are co-partners in the retail shoe business.

Sample book of our colors will be mailed on request.

COLLIS LEATHER CO., Limited
MANUFACTURERS
AURORA, ONTARIO



On Tap

Our Warehouse is a big RESERVOIR full of the very best there is in every line of Footwear—an immense supply. Everything the up-to-date retailer needs.

And for you, ordering has been made just as easy as TURNING ON THE TAP.

High Pressure Service

Backs up the constant supply of carefully chosen lines.

Large orders or small come to you with the same completeness and promptness.

See the ease and certainty there is in ordering from

James Robinson
Montreal



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED



“DISTINGUISHED SERVICE”

This term of honor in matters military has well
been earned on Footwear Fields by

TETRAULT WELTS

The Commanders-in chief of Shoe Stores, every-
where, give unvarying reports of the excellent
High Morale of TETRAULT SHOES.

Their powers of endurance and superior stand-
ing in Style and Finish give them the greatest
“trade captured” record of any shoe.

TETRAULT WELTS

are the Body Guards of ample profits

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

CAREFUL TANNING AND SUPERIOR STOCK
PUTS THE MERIT INTO OUR
HIGH GRADE SHOE LEATHERS

They have the three requisites of Upper Leather in the highest degree—Fine finish, uniform texture and strong wearing quality.
Their Economy in Cutting is a Real Advantage to the Manufacturer

OUR SPECIALTIES

Elk—Black and Colors	Russet and Black Collar Leather
Russet—Oil Grain	Vegechrome, Black and Chocolate
Mennonite Grain—Black and Red	Imitation Gun Metal
Combination Smooth and Boarded Pebbles.	
Ooze Splits in Black and Colors	

A. DAVIS & SON
LIMITED

KINGSTON
ONTARIO

They Have
Stood the Test



Their half century popularity is the best recommendation for
MOOSE HEAD BRAND

Larrigans, Shoe Packs and Moccasins

They are the product of efficient and careful study in tannage and manufacture. You will need **Moose Head Brand Oil Tans** to satisfy your customers. They insist on "Moose Head."

The Palmer Trench Boot Leads Them All

John Palmer Co., Limited
Fredericton, N.B.

JOHNSTON'S TAN CALF

Standardized Shades

ALSO

Small Kip Sides

Smooth and Willow Finish

Johnston's Leathers possess quality suited to the production of shoes of the highest grade.

They commend themselves by their closeness of grain, uniformity of color, the manner in which they conform to the beautiful lines of the fine shoe, and also because they retain shape in the shoe.

H. B. Johnston & Co.

774 Dundas Street East
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, 45 Front St. East, Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

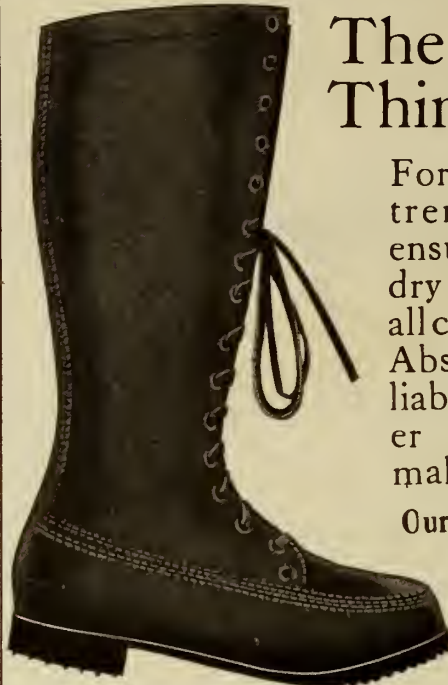
Sales Office and Warehouse
MONTREAL

The Only Thing

For use in the trenches to ensure warm, dry feet under all conditions. Absolutely reliable in leather and shoe-making.

Our Own Make

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

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

780 Dupont St., Toronto - Toronto and Woodbridge

Tanneries

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

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.

INDEPENDENT RUBBERS



are away to a great start
for 1918

Early business this year is in excess of any previous season, and all signs point to record sales.

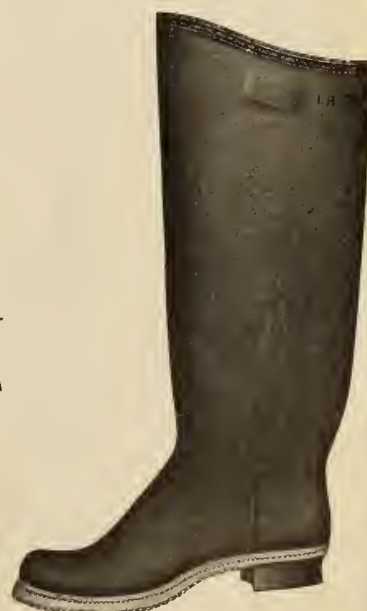
There are "Independents" for the Wearer of the Fashion Shoe, the Worker in the City, the Lumberman, the Farmer, the Fisherman, every individual of whatever calling.



Place your orders now to ensure protection on delivery.

Distributed by the following Wholesale Jobbers

- | | | |
|-----------------------------------|-----------|-------------------|
| Amherst Boot & Shoe Co., Limited | - | Amherst, N.S. |
| Amherst Central Shoe Co., Limited | - | Halifax, N.S. |
| A. W. Ault Co., Limited | - - - | Regina, Sask. |
| White Shoe Co. | - - - - - | Ottawa Ont. |
| Kilgour, Rimer Co., Limited | - - - | Toronto, Ont. |
| The J. Leckie Co., Limited | - - - | Winnipeg, Man. |
| The London Shoe Co., Limited | - - - | Vancouver, B.C. |
| McLaren & Dallas | - - - - - | London, Ont. |
| James Robinson | - - - - - | Toronto, Ont. |
| Brown, Rochette, Limited | - - - - - | Montreal, Que. |
| T. Long & Brother | - - - - - | Quebec, Que. |
| | | Collingwood, Ont. |



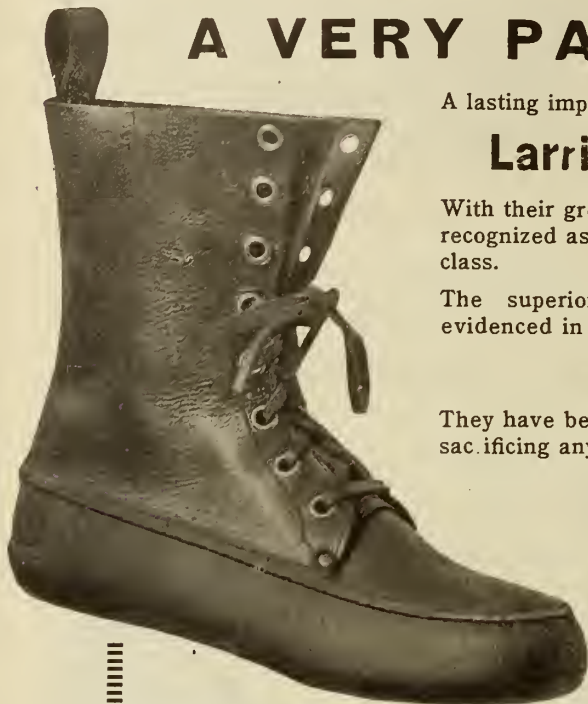
**INDEPENDENT
RUBBER CO.
LIMITED
MERRITTON, ONT.**



CHROMOIL



A VERY PALPABLE HIT!



A lasting impression has been made upon all wearers of our

Larrigans and Shoe Packs

With their greatly superior WEARING qualities. They are recognized as something absolutely different in goods of this class.

The superiority of CHROMOIL Leather is especially evidenced in our

Farm Boots

They have been made light, neat and comfortable without sacrificing any of their durability.

**Palmer - McLellan
Shoepack Co. Limited
Fredericton, N.B.**



LOGAN'S
"The Leather
of Quality"
Lyons Brook, N.S.

SOLE LEATHER

that you can put with perfect confidence into your best grades of shoes is

LOGAN'S

It is the product of utmost careful tanning of superior stock, and is known in every part of Canada for its DURABILITY.

Office and Tanneries - LYONS BROOK, N.S.

Something New "Screened in Shoedom"

We want every live-wire shoeman in Canada to see the new lines our travellers are offering.

These Shoes, for Infants, Children, Misses and Youths, have selling points outstanding.

They embody the best material and the best ideas available up to the moment; and, we believe, constitute the most completely satisfactory footwear for the young ever offered in Canada.

See these little lines with their big possibilities.

Write Us and Make Sure of the Traveller's Call

The Adams Shoe Co., Limited
TORONTO CANADA



THE "SEA" BOOT

Stands the Test of Hard Wear



Under the most exacting circumstances, our "SEA" BOOT has proved its worth as a strictly high-grade quality. It "stands up" when put to the hardest test. That's why fishermen, miners and those who require an extra quality in a rubber boot find the "SEA" BOOT so satisfactory.

The "SEA" BOOT is warranted to give unequalled satisfaction and service. Write our nearest branch for further particulars.

CANADIAN CONSOLIDATED RUBBER CO., Limited

Head Office - Montreal

Branches at Halifax, St. John, Quebec, Ottawa, Belleville, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and 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

WHAT ABOUT FALL TRADE?

Are the Prospects for Fall Business Promising?—What Are the Market Portents?—What Will Be the Spending Capacity of the Public?—What if Peace Comes?—What About Prices?

THESE are the questions upon everybody's lips of late, for already merchants have been compelled on many lines to show their "faith" in the future by their "works" in the form of orders for fall and winter goods.

In several recent issues the SHOE AND LEATHER JOURNAL has sought to deal in an open way with the price question, apart from the particular merits of hide and leather conditions. There is no doubt in the minds of most thoughtful and well informed people that prices will have a tendency to strengthen rather than weaken as the months go by. Hides have fallen perceptibly during the past three months, but this has been largely because of the fact that the demand has experienced curtailment through tanners cutting down production. This was the natural outcome of the stagnation in shoe manufacturing covering a period of six months. There are no stocks of shoes or leather to speak of in wholesale hands, and retail stocks have been pretty well cleaned up. Just as soon as any steady demand for footwear makes itself felt there will be a stimulation of the market that will be reflected in prices all around. In any case the high cost of production will prevent any price cutting beyond an occasional break. Prices on most commodities have been advancing at an average rate of two per cent. a month. Peace talk, or negotiations with this in view, may bring a temporary check, but no more.

Evidently the shoe trade of the United States expects a good summer and fall business. President McGowan, of the National Retail Shoe Dealers' Association, at a recent gathering in New York, advised his hearers to purchase up to eighty per cent. of their requirements for fall without hesitation. He has confidence, evidently, not only in the present but in the future of the shoe trade. With the continued immense earnings of the middle and mechanic classes there is bound to be a large trade in footwear during the coming year.

Spring trade begins earlier in the public to the south of us than in Canada, and we are thus able to "get a line" on things before we are in a position to judge prospects here. Reports from New York, Boston, Philadelphia, Chicago and other large centres all tend to show that there is no apparent curtailment either of styles or purchases in footwear, although there is a noticeable absence of the extravagance that marked the "carnival" of a year ago. There is a decided trend toward more moderate styles and less expensive models, although some dealers say that the furor is still unabated amongst those who are making big money in munitions production.

The general belief seems to be that, as soon as the winter lifts the heavy embargo it has placed on selling so far this year, there will be a rush of business such as will clean up stocks and create a situation for wholesale houses such as they may find considerable difficulty in handling. At all events the next two or three weeks will mean much in deciding what the immediate future of the shoe trade is to be in Canada.

Keeping the Trade At Home

How One Local Merchant Has Met the Tendency to Patronize Catalogue Houses—A Lesson on Beating the Devil Around the Stump.—By H. LESLIE WILDEY

EIGHT years ago, when I came to Graettinger, I found that the farmers were splitting their trade three ways. Part of it came to Graettinger. Part of it went to other towns nearby. The balance went to mail-order houses, and it was no small amount.

Seemingly each local merchant was so busy protecting his own scalp from local competition that no one had time to pay the slightest attention toward keeping local trade from slipping silently past Graettinger stores into the mail bags.

This statement is not intended as any reflection on the ability of my local competitors. I believe it is a condition that exists in many small towns. The chief reason for it, I am convinced, is lack of willingness or ability on the part of the average small town merchant to supply the real needs of his customers.

I decided that it was possible to change these conditions as far as my store was concerned. I have since learned I was right. And just because the conditions I have described are so common, even to-day, I believe some of the methods I have used to keep trade at home may prove worth while to other merchants.

The stock I took over inventoried between \$13,000 and \$14,000. The store in which I started business had been operated on a credit basis for over a quarter of a century.

Of course every merchant knows that a rapid rate of turnover usually means better profits. I started in business with the idea of reducing stocks, increasing my rate of turnover, and going after the trade that was drifting away from our town by way of the mail-bag route. While I could not afford to sacrifice my stock in order to reduce it, I decided to "push it" at regular or slightly reduced prices, until it assumed the desired proportions.

It seemed to me that one reason why farmers were sending to outside markets for merchandise was because local merchants failed to get live "news" into their advertising and into their goods. What I mean is this: A farmer coming into the store in June got the same impression from the general appearance of the stock and store arrangement that he received the preceding January and perhaps the January before that. If you have noticed the attractively worded description about each item that the mail-order house people put into their catalogues, you will get what I am driving at. Just to read the catalogue makes you want to dig down into your jeans and spend your money. The big department stores accomplish much the same results by attractive window and store displays. Now it seemed to me that before I could get real "news" into my advertising I must first put it into my merchandise.

I accomplished this by rearranging completely the stock on hand. Canned corn, for example, was placed in a less conspicuous display space and canned peaches, on which I was a little "long," were pushed to the front. Carrying this idea through the entire stock, a pleasing change was made in the general appearance of my store.

Stock out of sight is not likely to be called for, while merchandise properly displayed will often remind a customer of a need; or will perhaps create—in his mind—a de-

sire to purchase some one article which he had not thought of before coming to the store. As display space was limited in our store, I had several ordinary tables made. These tables we placed in the center of the aisles. They are ten feet long and three feet wide and have a broad shelf underneath.

On several tables I display canned goods and dried fruits; on others, shoes, dress goods, linens, notions, and hardware. Every article is plainly marked with the selling price.

Getting Customers in the Habit of "Looking Around"

To keep these tables interesting we change the displays frequently. The measure of life of any one display is sales and convenience. We maintain a table of hardware the year round, except for the two weeks preceding Christmas.

Customers seem to like the table idea. It encourages them to look around while waiting to be served. They also have a chance to examine the goods and make comparisons. For instance, suppose a farmer needs an iron drill bit. The stock is before him on the table. He inspects one bit, compares it with another. It does not take him long to make a selection and he knows he has picked the bit that will best do his work. He is satisfied.

During the holiday season or at any time when the store is crowded, these tables save the time of salesmen to a great extent. Our salesmen do not follow customers about when they are looking at the table displays, yet they are always near enough to give immediate service. When shopping in this way customers do not feel that they are encroaching on any one's time. I am sure they often buy more than they would if a salesman stood at their elbow, perhaps impatient to wait upon another customer.

During my first eight months in business in Graettinger I devoted my time to arranging my stock and getting acquainted with the customers. I operated my store on the same basis that nearly every other small town store is operated—credit. Everybody got credit. I thought I had to give credit or sink.

One day I took off my hat and did some real thinking. I didn't think about credit, either—I thought about cash. I had a pretty good idea of about how much cash went out of our town each year to buy goods for farmers. Incoming freight consigned to people in our territory represented some mighty substantial profits we local merchants were not participating in. As I named over the "reasons why," I didn't "cuss" the farmer nor the mail-order houses. I don't believe in "cussing"—I do believe in investigating. I made up my mind I was going to get my share of that cash before it went into the mail bags.

Taking Some of the "Overhead" Out of Prices

Jobbers and manufacturers offer merchants many worthwhile advantages in the way of cash discounts. I figured that if I could take advantage of them, those discounts would mean lower costs for my customers and me. I figured up the saving in costs if I could discard the expense of keeping credit books, sending out monthly bills, and paying interest on long-time credits. The big problem of my predecessor had been in getting the dollars that were marked on the debit side of his customers' ledger.

My next step was to think of all the advantages I could offer customers to induce them to pay cash for quality goods. I worked out a plan based on cash buying and cash selling, and the saving of money to customers.

I then submitted my plan to some of our farmer customers. I demonstrated to them that if we could buy and sell for cash we could give them a worth-while saving, because we could eliminate a number of the costs of doing business. I explained that as long as we incurred these extra expenses, we had to add them to our selling prices. In other words, I showed how we could operate on a con-

siderably narrower margin of profit by cutting out the overhead expense on bookkeeping, bad debts, long-time credits and lost cash discounts. I also explained how, on a cash basis, we would be in a position to take advantage of the power of cash buying.

Furthermore, I demonstrated that by operating on a cash basis I could and would meet the prices of any out-of-town competitor on any class of merchandise. I could not only give the customers better service than the mail-order houses, but I could save every customer half the freight on any purchase. In ordering goods from the mail-order houses customers paid for their purchases in advance and paid the freight when the goods arrived. Here again I offered another advantage. My goods would be in the store ready to take home and I would always be on the ground ready to adjust complaints. There would be no delay, nor waiting, nor explanations of "why" goods had not arrived.

Many merchants have asked me how I can meet the competition of concerns that buy the entire output of factories and mills, and offer merchandise at prices the average small dealer cannot meet. My theory is that you can nearly always fight fire with fire. A small fire in the right place will often prevent a larger fire from spreading.

Take the retail price on an article. I pay, of course, a certain price for that article. Now in selling the article my price to the customer must include the first cost of the article, plus the percentage cost of overhead expense, plus the percentage of profit. In the "overhead" expense account there are many items. If I can cut out any of these items—credit, delivery, light, heat, rent, insurance, salaries, and the like—my cost of doing business is lowered in proportion of the cost of the service that I have eliminated. The eliminated charge can then be prorated and subtracted from the selling price of the merchandise.

If customers are willing to buy on the same basis that they buy from the mail-order houses, paying cash and eliminating certain conveniences of service, then I am in a position to give them the same or even a larger saving on most lines, depending, of course, on buying ability. Right there is where I save customers a big portion of half the freight. We shall come to this buying problem in a minute.

From the beginning the farmers took to this plan. Not one said that he couldn't pay cash. Most of them said they would try it out. And they have. One night, Wildey's General Store—which had been operated on a credit basis by various merchants under various trade names for over twenty-five years—closed its doors for the last time. The next morning Wildey's Cash Store started in business.

A thorough investigation of market conditions proved that I could do much better than I had expected in buying goods for cash. This meant that I could save customers more money. I put my plan before various manufacturers and jobbers who made or distributed dependable merchandise. I pointed out to them that not only was I in a position to pay spot cash with every order, but that I could save them considerable selling expense, as it would not be necessary for them to send their salesman to call on me. I explained that I would do my buying by mail or would visit their salesrooms.

Some Buying Methods That Have Cut Costs

Thus, by eliminating a part of the manufacturer's and jobber's direct selling cost, I obtained special consideration. In some instances this resulted in an extra five or ten per cent. discount. More than ninety per cent. of the merchandise in my store to-day is bought by these direct methods.

I find there are certain advantages in confining my buying. All of the hardware sold in my store during the past seven years, for example, has come from one supply house.

During this entire period their salesman has never entered my store.

Another buying method that I employ regularly to considerable advantage was forced on me during my first year's experience. In my first twelve months it was impossible to reduce stocks to any extent. Yet I found it essential to add certain lines to round out my general stock and to place it on a service basis. This I accomplished by small quantity buying.

Instead of buying a dozen pairs of shoes of a certain style and size, for example, I purchased one or two pairs. This, of course, did not apply to the big selling sizes of staple numbers. Frequent re-orders made it possible to maintain a stock with a minimum of lost sales. I now use this plan regularly in most of my buying. One spring, just after I returned from a marketing trip, we held our "spring opening sale of wash goods." Selling was much heavier than we anticipated and for the first eight days daily re-orders were sent to market for additional goods. These came every day by express.

We have increased our rate of turnover between three and four hundred per cent. by following this system. On an average our present stock will inventory from 33½ to 50 per cent. less than it did eight years ago. Depreciation and loss by reason of style changes and goods becoming damaged and shop worn have decreased materially. The saving on interest charges on a large stock in hand is a big item. The way I figure is this: It is always easy to buy goods, but it is sometimes a different story to sell them. When a stock is overbought and goods get to sticking on the shelves, the knife goes into the selling price. This means a direct loss in moving goods that should turn at a profit. My method of buying saves me a lot of this knife work. Keeping stocks well rounded has brought me many profitable customers. If goods are called for that are not in stock, the customer consciously or unconsciously questions your ability as a merchant.

We carry a small "convenience" stock. This is merchandise that we keep almost exclusively for the convenience of a few customers. Perhaps a customer will want a certain brand of tea, or a soap which is not a popular seller. If we do not carry it—and the customer is not inclined to favor any of the brands we do carry—we make it our business to get what he wants in the shortest possible time. We may think that our regular brands are better; but that is not the point. It is policy to give the customer's kind of service.

Advertising has been the means by which I have been able to make all of our other methods successful. It has enlarged my trade territory in several directions. I use not only the local newspaper, but also a great deal of direct-by-mail advertising material of various kinds which I shall describe in some detail presently. Here again I am meeting mail-order house competition by mail-order methods—fighting fire with fire, in other words.

Frequently, I place advertisements in the local papers of towns within sixteen to twenty miles from Graettinger. When we advertise in several papers during the same week, we use different copy in each. This we do because many farmers read more than one paper. An advertisement in our home paper may not interest some readers, while our advertisement in a neighboring town's paper may list a number of articles these same readers need. Results in sales are bound to follow and valuable circulation has not been wasted.

Not long ago someone asked me for my rules in advertising. I have no rules. I get up my copy and hand it to the printer or compositor on our local paper. He is not limited to the amount of space to be used. If the copy should properly require a three-column, ten-inch space, I do not want it jammed into a two-column, six inch space,

(Continued on page 55)

Advertising Shoes in Small Towns

TWO shoe travellers were seated in the rotunda of one of the big down-town hotels talking on generalities when one of them suddenly pulled himself up and giving his friend a slap on the knee that made the dust fly, exclaimed: "Say Bob, talk about advertising, I have come to the conclusion that there are shoe merchants in some of the small towns who can show the big fellows in the cities a whole lot about doing shoe advertising. I struck a town the other day on one of my routes and walked up street leisurely to call on one of my customers, when I found the store crowded full of people. My first thought was, here is a business failure, the sheriff has come in and goods are being sacrificed so that the creditors may get 18 cents on the dollar. But when I had elbowed my way through the crowd down to about the centre of the store, I found the proprietor with his coat off wrapping up parcels, and waiting on customers and giving directions to his sales people all in one breath. He is one of those fellows who is always glad to meet you, and while he held in his left hand the string of the parcel he was tying, he stretched out his right hand to me and said, "Hello Martin, I'm mighty glad to see you."

I asked what was all the hubbub. He answered, "Oh, just a little advertising with a few ounces of pep dusted into it. You can go back to the city and tell your big guys there that the little fellows sometimes know how to use printer's ink."

"It was hardly reasonable that I should ask him to come and look at my samples with his store so full of people. However, I broached the subject and he very cordially said, "Well, you see how I am situated. It will be pretty hard

tain amount of enjoyment in having him home to eat supper with them.

"Promptly at 7.45 he walked into the hotel, and when we went into the sample room I said to him, "Now look here; I am anxious to show you my samples and take your order, but that crowd in that store of yours to-day has certainly got me guessing. I want you to tell me something about your advertising."

"He picked up one of my samples, sat down in a chair, and as he turned it around in his hand, said: 'Simplest thing in the world. I have my own ideas about what adver-

News of a Lucky Buy of Footwear

A SALE WORTH WHILE

\$25,000 of High Grade Footwear at Less Than The Cost of Manufacture Today. We Never Had Such Footwear at Such Prices.

A BIG BARGAIN EVENT

8,000 Pairs Shoes Etc. at 62½ Cts. on the Dollar

SALE STARTS FRIDAY FEBRUARY 1st, 9 A.M.

WOMEN'S SECTION

LOT 1
\$2.95

LOT 2
\$3.45

LOT 3
\$4.95

LOT 4
\$5.45

LOT 5
\$7.45

LOT 6
\$1.95 SPECIAL

Galt Never Had a Shoe Sale Like This!

LOT 1
\$3.45

LOT 2
\$4.45

LOT 3
\$5.45

LOT 4
\$6.95

LOT 5
\$5.95

LOT 6
\$1.45

MEN'S SECTION

LOT 1
\$3.45

LOT 2
\$4.45

LOT 3
\$5.45

LOT 4
\$6.95

LOT 5
\$5.95

LOT 6
\$1.45

WM. R. BLANK, 96 MAIN STREET

BLANK'S SMASHING SHOE SALE

WOMEN'S SECTION

LOT 1
\$2.95

LOT 2
\$3.45

LOT 3
\$4.95

LOT 4
\$5.45

LOT 5
\$7.45

LOT 6
\$1.95 SPECIAL

Galt Never Had a Shoe Sale Like This!

LOT 1
\$3.45

LOT 2
\$4.45

LOT 3
\$5.45

LOT 4
\$6.95

LOT 5
\$5.95

LOT 6
\$1.45

MEN'S SECTION

LOT 1
\$3.45

LOT 2
\$4.45

LOT 3
\$5.45

LOT 4
\$6.95

LOT 5
\$5.95

LOT 6
\$1.45

WM. R. BLANK, 96 MAIN STREET

Mr. Blank's full page ad that brought the business.

tising should be, and I put those ideas into effect.' Then he laid the shoe back and pulling a number of newspapers from his pocket, he opened them and showed me the ads. he had been running. He stated: 'I prefer a good-sized ad once a week with plenty of black and white well spaced, with a good catchy heading that can be read at a glance, and the ad. would so people will read it again. There must be convincing argument or points in the advertisement so the reader will realize that you mean what you say and thoroughly believe in your goods and the value that you are offering.

"I see small ads in the papers day after day with about twice as much matter in them as there should be. If they would take fully twice as much space with the same amount of matter, in my opinion, results would be much better. I also like my ads changed every day, because an ad left to read two or three days will give people the opinion even when they see a new ad, that they have read it before. You will see from the ads in these papers that what I have been aiming at is to give short and concise descriptions of goods I have to offer. I stick strictly to the truth in the matter and in these days of high prices shoes, if you are

This bill was 15 x 20½ inches at the rule line.

for me to get out of here to-day, but if you are going to be in town over night I will meet you at a quarter to eight at the hotel. I will close up this ranch at 6.30 and run home and have supper and then come back." I invited him to take supper with me at the hotel, but he replied there was a wife and two kiddies up at his house who figured on a cer-

fortunate enough to have, or are able to buy lines at the old prices, then you are in a position to create a demand for the goods that you have to sell. My experience has been that if you go to the people frankly and tell them exactly what you have; tell them your proposition in as few words as possible and state the price in big type, you are bound to get the business. It is almost impossible to fool the public now-a-days. Every woman and man have a real good fair idea of what values are in the shoe line—what I mean by values is that they know whether the shoes will wear and give enough satisfaction for the money they will pay for them. This sale I have been running, as you saw to-day from the crowd in my store, has demonstrated pretty thoroughly that my theories of advertising are pretty nearly correct. After running these ads in the paper, one a full page, the other a two-thirds page and the other a half page, I had about twenty-five hundred bills struck off the full-page advertisement and I practically had one of these placed in every house in town. Then I used the rural route and

them was an advertising bill of another merchant who had run a sale in another town. Then said the traveler, "Oh! by the way, here is another sale bill that I ran across which



LOOK!

Read, then come to Blank's Smashing Shoe Sale

SHOES ARE RAPIDLY INCREASING IN VALUE. GOOD LEATHER IS BECOMING SCARCE. DO NOT BLAME US IF YOU HAVE TO PAY DOUBLE THESE PRICES IN A MONTH. WE ARE GIVING YOU THE OPPORTUNITY NOW TO SAVE MONEY. DON'T MISS IT ON SATURDAY

FOR WOMEN \$1.95

\$1.95

We are determined not to carry over a pair of Women's Shoes in sizes 2 1/2, 3 and 3 1/2, and we are practically giving them away at

\$1.95

We are determined not to carry over a pair of Women's Shoes in sizes 2 1/2, 3 and 3 1/2, and we are practically giving them away at

FOR MEN \$3.45

These are men's very heavy and heavy boots and high tops. Made of cowhide, calf and horsehide. \$3.45

FOR MEN \$4.45

We are not carrying over a pair of men's shoes in sizes 7, 8 and 9. They are tan, green and black. \$4.45

FOR MEN \$5.45

These are men's very heavy and heavy boots and high tops. Made of cowhide, calf and horsehide. \$5.45

FOR WOMEN \$3.45

These are women's very heavy and heavy boots and high tops. Made of cowhide, calf and horsehide. \$3.45

FOR WOMEN \$4.45

These are women's very heavy and heavy boots and high tops. Made of cowhide, calf and horsehide. \$4.45

FOR WOMEN \$5.45

These are women's very heavy and heavy boots and high tops. Made of cowhide, calf and horsehide. \$5.45

FOR WOMEN \$9.95

These are women's very heavy and heavy boots and high tops. Made of cowhide, calf and horsehide. \$9.95

WE HAVE STILL A NUMBER OF LINES OF BARGAIN RUBBERS

W. M. R. BLANK,

NO GOODS ON APPROVAL AND NO CASH CHARGED DURING THIS SALE.

Mr. Blank's half page ad.

had the country well covered within sufficient radius in all directions to reach people who come to our town to deal. I ran the sale for a week and the results far exceeded anything I had hoped and I certainly am glad that you happened along in time to see something of the results of my way of advertising."

At this point the traveler pulled from his pocket the advertisements that this merchant had shown him and with

SMASHING

THE HIGH COST OF LIVING AT BLANK'S
SMASHING SHOE SALE



NUMBERS OF PEOPLE FROM GALT AND VICINITY CONTINUE TO TAKE ADVANTAGE OF THE HIGH BOTTOM PRICES THAT PREVAIL IN THIS SALE. DO YOU BELIEVE IN THE HIGH COST OF LIVING IN SHOES? IF NOT YOU CANNOT AFFORD TO LET THIS OPPORTUNITY GO BEGINS AS WE CANNOT REPLICATE THESE BARGAINS WHEN THIS SALE IS OVER

<p style="text-align: center;">LOT 1</p> <p style="text-align: center; font-size: large;">\$2.95</p> <p style="font-size: x-small;">These have been picked up like gold nuggets, but we have reworked the fakes with even greater bargains. There are growing all kinds of women's good quality and high tops and low tops and low tops. \$2.95</p>	<p style="text-align: center;">LOT 2</p> <p style="text-align: center; font-size: large;">\$3.45</p> <p style="font-size: x-small;">These shoes have been leaving our store like a procession but there is still a bargain for you. These are women's regular \$5.00 - \$6.00 quality metal pat and high top or low top shoes. \$3.45</p>	<p style="text-align: center;">LOT 3</p> <p style="text-align: center; font-size: large;">\$4.95</p> <p style="font-size: x-small;">This will buy a pair of 6 or 8 inch high cut boots that you previously paid \$7.00 and \$7.50 for. They are made of high top or low top shoes. \$4.95</p>	<p style="text-align: center;">LOT 4</p> <p style="text-align: center; font-size: large;">\$5.45</p> <p style="font-size: x-small;">The most popular footwear for spring is the English walking boot. We have a lot of them in all sizes and colors. You will pay \$8 and \$10 for these in the spring. Buy them now for \$5.45</p>
<p style="text-align: center;">LOT 5</p> <p style="text-align: center; font-size: large;">\$7.45</p> <p style="font-size: x-small;">These are our beautiful 9 and 10 inch high boots in brown, black and green. \$7.45</p>	<p style="text-align: center; font-weight: bold;">CHILDREN'S BARGAINS</p> <p style="font-size: x-small;">We have a lot of children's shoes in all sizes and colors. They are made of high top or low top shoes. \$9.95</p>		<p style="text-align: center; font-weight: bold;">Blue Ticket SPECIALS</p> <p style="font-size: x-small;">We have gathered together a bunch of women's shoes in 7 and 8 sizes. Buy them now for \$1.95</p>
<p style="text-align: center; font-weight: bold;">RUBBERS</p> <p style="font-size: x-small;">We have just received a shipment of rubber shoes in all sizes. \$2.95</p>			
<p style="text-align: center;">LOT 6</p> <p style="text-align: center; font-size: large;">\$3.45</p> <p style="font-size: x-small;">Men who you do not know a real leather boot. Call Blank's with your shoes in narrow or wide toe. \$3.45</p>	<p style="text-align: center;">LOT 7</p> <p style="text-align: center; font-size: large;">\$4.45</p> <p style="font-size: x-small;">Who says men do not know a bargain. If you could see them buying these shoes you would say so. \$4.45</p>	<p style="text-align: center;">LOT 8</p> <p style="text-align: center; font-size: large;">\$5.95</p> <p style="font-size: x-small;">In this lot there are men's brown calf and men's black and blue shoes. These are made of high top or low top shoes. \$5.95</p>	<p style="text-align: center;">LOT 9</p> <p style="text-align: center; font-size: large;">\$5.95</p> <p style="font-size: x-small;">In this lot there are men's brown calf and men's black and blue shoes. These are made of high top or low top shoes. \$5.95</p>

W. R. BLANK,

Mr. Blank's two-thirds page ad.

I think is a good one. The proprietor of the store who ran this sale told me he had better results from this advertising than he had from any sale he had ever held previously. You will notice his ideas in the matter of arrangement and layout are almost opposite to those of the man I mentioned before. He is not leaving much white space in his ad, although it is not crowded. The size of this bill was 15" x 20 1/2". The descriptions of the various lines down each side were very brief and pointed and the price followed. This man certainly gave excellent value in his sale. He had shoes from some of the best makers in Canada, which he was actually selling at what one might call pre-war-day prices, but as he has a well established business and intends to remain where he is, he says he cannot afford to fool the people. Therefore, he is giving them big value for their money, and giving them just what he advertises.

An elaborate store front of a Los Angeles retail shoe firm.



Stock Keeping Methods

Practical Hints for Stock Taking and Stock Keeping, and How to Know Your Stock, Taking Stock at Retail Prices

IT is no more difficult to take stock and keep stock at retail prices, than in the other way or in any other business. So said the head of a shoe establishment in a large centre in a section that does a large trade with work people and a good deal with the foreign element. The "bargain" idea enters perhaps as largely, if not more largely, than any other shoe concern in the city and on this account it might be thought that the carrying of stock without even price marks would constitute a serious hindrance to the adoption of modern stock-taking and selling methods.

All our stock is marked plainly at retail prices and we have no cost marks on the shoes of any kind except in special cases that I will explain later. As the shoes come in they are marked at our usual percentage on the cost which we make sure is sufficient to give us a good margin. We do a large business in "job" shoes and you know that means you have to cover yourself very thoroughly on losses. Our average advance on cost is 45 per cent. Our cost of doing business is carefully revised every three months. Everything is charged up to the department and we know just how much we have to add to cost price of the goods to show a given percentage all around at the end of the next quarterly period. Yes, we take stock every three months and the way we do it is so simple that it gives the office very little trouble to "tote" things up and we carry a stock usually of from \$25,000 to \$30,000.

As the goods come in they are charged to stock at the purchasing price plus the percentage that has to be placed on them to give the selling price. There may be a slight variation in this percentage from time to time, but the results are sufficiently close to be effective. The last time we took stock I was within a hundred dollars of the amount necessary to realize the profit set upon the department by the office. I protect myself against losses

from time to time by adding to the margin on some special lots. For instance we secured a lot of shoes the other day that were a specially good "buy." The circumstances were extraordinary and after the goods were charged up to stock I went over them and added an extra ten per cent. to the majority of them and still they were good bargains. In cases of this kind I always put a private mark on the shoe, indicating the additional percentage that has been added so that when we are taking stock we will not take them over the value put upon them when being turned over to the department.

Now here is a shoe, for instance, that we have marked \$4.50, that we could easily have sold at \$4.00 and made a profit. You see that little mark to one side of the price? That indicates that ten per cent. has been added to the retail price, at which the shoe was to have been originally sold. You see there are such things to take care of as losses through stealing, damage by customers, mismating and mark-down sales, that if we did not protect ourselves against them we would be in a hole even with the large percentage we have added to cost.

When we have a bargain sale the shoes are taken out of stock at the retail price and the difference between that and the bargain price charged to sale account. This account is assessed with the proportion, special advertising, and so forth, and we know what we get out of the sale. We have often to take a considerable loss in this way or at least a minimized profit and our extra "touches" on the good "buys" help us out.

We are marking our stock so as to show how long they have been in the shelves. This is an important point and in a stock like ours we are apt to get accumulations. I can go over our shelves or over our stock sheets and tell exactly how much of our stock has been carried over this time we feel is safe in shoe merchandising. Here is a shoe, for instance, that I know was put in stock in October of last year, as indicated by C10. on the carton.

We began three years ago to keep our stock in this way, using the letters of the alphabet—A for first year, B for the second, and so on. When I see a letter C on a carton I know the shoe was of 1917 vintage, and the 10 indicates the month. When we take stock the shoes are all entered up in this way, so that we can tell at a glance how much old stock we have. Here is a sample stock sheet:

NO.....	SHOE DEPT.	DATE.....	191.....			
MADE BY.....	CHECKED BY.....					
Description and Quantities	Total pairs	Date No.	Sample No.	Retail Price	Office Use only	Retail Extension
Women's Vici Black	50	A 1	165	\$4.00		
Women's Tan, 9-in.....	30	C 2	410	3.50		
Boys' Tan McK.....	25	B 3	205	2.75		
Men's Slips.....	10	A 5	116	1.75		

Our duty is to take the stock in this way and turn over the sheets to the office. I go over the sheets, of course, and put in the regular selling price on any of the lines that have been marked up.

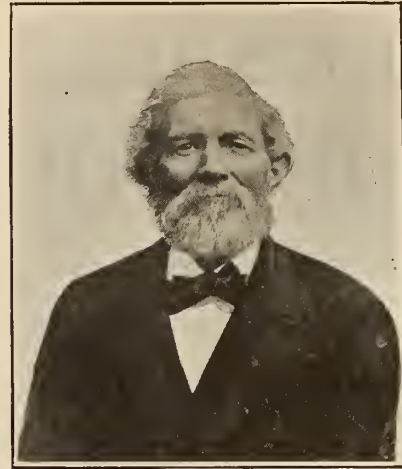
The frequency of turnover leaves us very little dead stock and we are in a position to know by our constant clean-ups that we are on the safe side.

The Old Wooden Shoe Bench

THE following lines (with apologies to the author of the "Old Oaken Bucket") were penned hurriedly one evening after a conversation with Mr. Walter Burnill, of Toronto, who grew reminiscent of the early days of hand-sewn shoe-making in Toronto. Mr. Burnill was a member of the old "St. Crispin Society," an organization of Toronto craftsmen, of whom the late John Acton was a charter member. The old shoe room and shoe bench are fast becoming but memories, but the work of the old craftsmen of half a century ago will live in the history of the "Gentle Craft of Leather."

The Old Wooden Shoe Bench

How sweet to my thought is the home of my
boyhood,
As mem'ry looks back through the vista of years
To the plain "upper room" where the old wooden
bench stood,
The source of my joy, and anon, of my fears.
The "skiver," the window, the soak-pail beneath it,
The patterns that hung on the wall by the door,
The leather and scrap box, the lasts that enwreath-
ed it,
And e'en the old shoe bench that stood on the floor.
The old wooden shoe bench, the leather-bound
shoe bench,
The old creaking shoe bench that stood on the
floor.



The late John Acton

How oft have I sat there in open-mouthed wonder
As shoe knife and awl their swift deftness displayed,
Keeping time with my feet to the hammer's mild
thunder

As it smoothed out the creases the channels had
made.

The irons now placed o'er the sputtering candle,
The edges and heels were made shine like the sun.
The "goose bone" was given to "sonny" to handle,
And shining the shank was made part of his fun.

The old wooden shoe bench, the leather-bound
shoe bench,

The old creaking shoe bench that stood on the
floor.

The day's toil now over, the "stirrup" forsaken,
The lap iron safe in its place 'neath the seat,
The parings swept up and the apron well shaken;
Shoes ready to "shop" stand by shining and neat.
The oil lamp is lighted, its rays are made dimmer
By smoke that encircled with halo of blue;
The "Leader" which then of world news gave its
glimmer

Or the BOOK with its other world message so true.

The old wooden shoe bench, the leather-bound
shoe bench,

The old creaking shoe bench that stood on the
floor.

The room is all silent, the bench now forsaken.
The last pair was "shopped" in the years long ago.
The song and the whistle no longer awaken
To rhythm the throb of the hammer's quick blow.
But the spirit of truth and the pride of achievement
Still breathe in the air that surrounds the old "seat";
From the "bench" up above upon those in bereave-
ment

Our St. Crispin looks down as we softly repeat—
The old wooden shoe bench, the leather-bound
shoe bench,

The sacred old shoe bench that stood on
the floor.

—JAMES ACTON.

Shoes in Holy Writ

Symbols and Uses of Shoes in Scripture—Ancient Customs, Quaint and Otherwise, Associated with Foot Coverings

WHILE man in his primitive state went undoubtedly shoeless, and the custom of wearing foot coverings did not develop until long after his sartorial needs and tastes were met by coverings for his body, he was not long in discovering the necessity for protecting his feet against the hardships of travel and the inclemencies of the weather. Earliest antiquity reveals the general use of footwear of various kinds, although these earlier styles seem to have been confined to the simplest forms.

The Bible is full of references to shoes and these have a most curious and interesting bearing upon the customs and superstitions of the ancient Hebrew people. Of course, from earliest times and indeed until long after the New Testament was written, sandals were the only sort of foot protection worn in Palestine and even to-day the same old "shoes" as worn in the time of Christ with their latchet or thong fastening them to the toe and ankle, will be found in the far East.

Shoes from the very first have been regarded as a mark of dignity or distinction. Slaves were alone compelled to go about in bare feet. Thus, it is that Solomon breaks out in his song: "How beautiful are thy feet with shoes, O prince's daughter!" and in the parable of the Prodigal Son the father exclaims, "Bring forth the best robe and put it on him and put a ring on his hand and shoes on his feet" to indicate the fact that the wanderer was received back into full sonship. When John Baptist spoke of the coming Christ, he said, "He it is, who coming after me is preferred before me, whose shoe's latchet I am not worthy to unloose." It was the duty of the slave to unloose the latchet or thong of his master's or the guests' sandals when entering the atrium or reception hall of the establishment. This act of "menial" service Christ himself performed before washing the feet of his disciples in the upper room just before his crucifixion admonishing the latter to follow his example of humble service.

The removal of the shoes by the wearer himself meant either of two things, deep reverence or abject humility. Moses was told when he approached the burning bush on the desert back of Horeb, "Put off thy shoes from off thy feet, for the place whereon thou standest is holy ground." When David fled out of Jerusalem from the rebel forces under his son, Absalom, he went in his deep humiliation, up the slope of Olivet in his bare feet

weeping. The same attitude of humiliation is enjoined by Jehovah to Isaiah: "Go and loose the sackcloth from off thy loins and put off thy shoe from thy foot. And he did so walking naked and barefoot."

For a man to have his shoes removed by force was considered a degradation that practically put him in the position of a slave or outcast. The Hebrews had a law that if a man died without issue, his brother should marry the widow in order to perpetuate the family name in Israel. If he declined for any valid reason to take the widow, he might pay a ransom, but if there was no legal excuse and he still refused, the widow summoned him before the elders. "Then if he stand to it and say, I like not to take her; then shall his brother's wife come unto him in the presence of the elders and loose his shoe from off his foot and spit in his face and shall answer and say, so shall it be done unto that man who will not build up his brother's house."

Taking off the shoe in early Hebrew times often meant the ratification of a contract. We read in



the Book of Ruth: "Now this was the manner in former time in Israel concerning redeeming and concerning changing for to confirm all things; a man plucked off his shoe and gave it to his neighbor, and this was a testimony in Israel." The casting of the shoe over a field or a province was regarded as an indication of conquest, probably embodying the idea of subjugation from the fact that those over whom it was cast became slaves. Thus it is that we have the expression, "Over Edom will I cast my shoe."

Under the new dispensation we find the shoe playing an almost similar role to that under the old, associated as it continued to be, with the daily life as well as the traditions of the people. We have already referred to the figure used by the Baptist to indicate his relationship to Him of whom he was the "forerunner." When Christ sent forth his disciples by two and two, after giving them their great commission, he said, "Provide neither gold nor silver nor brass in your purses, nor scrip for your journey, neither two coats, neither shoes, nor yet staves, for the workman is worthy of his meat and salute no man by the way." They were enjoined to make as little fuss and noise as possible on their propaganda and above all, to observe the party of humble messengers of their master. The lesson of humility and absolute trust in Him who sent them for their subsistence, is thus taught. The moral of the "lilies of the field" and the "fowls of the air" is given a practical application.

(Continued on page 56)

Riding and Feeding

**The Dead Weight Most Concerns
Carry Knowingly or Unknowingly—
How Money Spent on Equipment
and Advertising is Wasted by In-
competent and Indifferent Help**

SITTING one sunny summer day on a bench in a public park in one of our eastern cities, an observer saw an object a few feet distant which seemed to move slowly across a bare patch worn on the grass opposite the seat. Closer examination revealed the dead body of a common grasshopper, being dragged to a nest at the foot of the tree by a number of ants. Some were tugging bravely and some were pushing earnestly behind, and slowly, inch by inch, the corpse was edged towards its destination. Meanwhile, on the top of the dead insect were half a dozen ants as busy as could be, gorging themselves upon the "remains." While the others toiled they were riding and feeding. So has it been ever since the days of Job, whose biographer records the fact that while the oxen plowed the asses stood by feeding.

There are many business establishments that are amply represented by the little story of the ants and the grasshopper. There are retail stores that spend large sums of money in up-to-date appointments, that devote enterprise and skill to their window and store displays, beyond the average and in other ways manifest the pull and push of modern business methods and all the while their efforts are being nullified or even worse by other influences that keep people away from the premises. There is a certain store not a hundred miles from where the ants and this grasshopper were the centre of the interesting incident referred to, that is practically faultless with regard to its windows, fixtures, goods and everything else that does not draw half the trade that its rival on the other corner does, although the stock of the latter is "higgly-piggly" and the proprietor a kind of a "rough neck." The trouble with the fine store is that the proprietor has a stiletto tongue that is sure sooner or later to find its way under the fifth rib of a customer, be it man or woman. The biting sarcasm of this man has driven hundreds of people out of his shop, never to return.

But the chief "riders and feeders" are lazy and impudent clerks. Many a store fulfills every law of modern store-keeping only to find its efforts wasted through the indifference and downright stupidity of those who stand behind the counter. The charge does not lie so much against stores in rural districts as in the cities, perhaps, although with greater laxity of management the town store is apt to suffer more than those where department heads and floor walkers are paid to see that custom-

ers get the service they and the store pay for. Nevertheless it is possible to go into a well-appointed store in a good town and find it difficult to get waited upon promptly and properly by those who are expected to sell the goods stocked by the proprietor. The writer went into a well-known shop in one of our smaller cities not long since to procure an article of wearing apparel and stood fully five minutes before anyone gave any indication that his presence had disturbed the calm of the morning hour. Then he had to ask the nearest of the five clerks if it would be possible to get anyone to show him what he sought.

There is a lot of talk about service these days, with comparatively little practical expository demonstration of it in most stores. The store spends a goodly amount in advertising, the proprietor devotes his brain and time to shaping up "pulling" advertisements and when the results do not come he blames the newspaper and votes advertising a useless expenditure. Often the trouble is not with the advertising or the medium, but with the people in the store. These days few go into a retail store to "shop" or look around. Nine out of ten, when they cross its threshold, are looking for something to exchange for money. To expect them to moon around while some gum-chewing girl finishes a conversation with her mate, or while some blase going man concludes an argument with a fellow member of the staff, is asking a little too much. The object of all good business is to get the money of those who enter the premises and get it quickly. Everything should bend towards this definite purpose. All advertising, decorating, store display and equipment are but as sounding brass or tinkling cymbals if prompt, effective service be missing. The wonder is that merchants do not see this and govern themselves accordingly. They spend money cheerfully on everything in connection with their establishments and balk at a dollar or two a week for efficient, conscientious, earnest help. Better half as much again for a good salesman than tolerate one of these clock-watching, customer-dodging, trade-killing parasites that infest so many of our stores.

Then, again, there is a great deal of effort directed these days along the line of store methods and store advertising which are not to be discounted by any means; but how few stores devote attention to developing their help, encouraging their enthusiasm and training them in right selling methods and ideals. Time and money spent along this line would yield results far beyond the thought of most merchants. Put it up to your clerks to succeed by making provision for their advancement and get them together now and then to give them your ideas. Take them into your confidence with regard to changes in the store, methods of management and advertising and watch the result. Above all, see that they are provided with information with regard to the goods they are handling and the best methods of selling them. Put a good trade paper in their hands, and make them a present of a good work on retailing. Weed out the riders and feeders by raising the ideals and the rest will follow.

What Interests a Woman Most in an Advertisement?

“PROBABLY this question has not come to your mind before in so concrete form. You may have read hundreds of advertisements, you may have made scores of purchases of advertised goods, but did you ever stop to think what interests you most in an advertisement?” said an ad. copy writer at a little gathering where the question came up.

“So marvellous have been the strides made in advertising within the immediate past that the complexion of the entire field of commercialism has been completely changed. An advertisement to-day must, in the simplest manner, carry conviction that will create desire and decision to purchase.

“The old style advertisement is fast fading. Still it is not entirely gone for one may, even to-day, pick up a paper and find valuable space occupied with such matter as follows:

Our new stocks have just arrived. Customers will find these the newest and up-to-date lines.

Prices reasonable. A call is respectfully solicited.

“The purchasing power of such an advertisement is absolutely nil. Advertisements of this style are severely lacking in every essential that makes for a strong, convincing result ad.

“To-day men of intelligence and higher education are devoting much thought, time and money to get at the bottom of the advertising problem, seeking to find, if possible, what is that psychological something so vitally necessary in an advertisement to so act or operate on the mind of the reader that she shall unconsciously be compelled to purchase.

“Some years ago a few astute and discerning business men, acting independently, discovered that the advertised price of an article was a wonderfully potential factor of purchasing inducements. Rigid tests were instituted. Strict accounting was kept of these various tests, and it was proven beyond all controversy, that the quoting of prices gave a wonderful drawing power to an advertisement. The result was that these blazers of the experimental advertising trail through the forest of commercialism have been so closely followed by others, that to-day price advertising is a beaten path. Even in smaller towns, where merchants are slower to adopt this idea, newspaper advertisements show a tremendous increase in price quotations.

“Nor does one need to experiment to ascertain that the price quoted is a strong determining factor of the purchasing value of an advertisement. Ask twenty women the pointed question with which this article is headed. More than fifteen of them will answer: “The price.”

“And why should it not be? We appreciate values by comparison. If all persons were six feet high, there would be no tall people. It is the relative proportion of the height of one person to another that helps us, after comparison, to appreciate their height value, and so we say that one person is tall and another short.

“In the purchase of a needed article the VALUE should be the determining factor. What then can help us determine the value of an article better than the price?

“Thoughtful advertisers, prudent advertisers, are fast learning that the advertisement which is besplendant with fanciful adjectives and the rhetorical exuberances of a linguistic prodigy is astonishingly lacking in pulling power. As one woman so aptly put it, when asked what interested

her most in an advertisement: “The price, I don’t want a number of fussy adjectives.” So to-day, advertisements are tending more and more towards short, sensible, plain and truthful descriptions of the lines advertised, and finally quoting the price with an elimination of adjectives of the superlative degree.

“There seems to be but one class of advertisements left that still permits of an unstinted flow of adjectival pomposity. In fact it is that pomposity that makes the advertisement so compelling. That is the circus advertisement. Childlike, we still love the circus, and we still enjoy its ads for their very garrulous characteristics. It is not a question of relative values with a circus ad. We really enjoy reading about its ‘stupendous and colossal collection of wild and untamed beasts, its gigantic gathering of gymnasts, a veritable labyrinthine wilderness of wonders, producing a prodigious parliament of physical phenomena.’ We little care whether these statements are just ‘au fait,’ or strictly to fact, we go to the circus because we love to go. And we enjoy very much of it. We even enjoy the barkers. We love to listen to their illiterative art as they joss and juggle unheard of utterances in their prodigious problem of synthetic syntax. And we usually get our money’s worth, and if we do not we usually enjoy the fact that we do not. But circus ads are different from those in our daily papers that advertise the things of every-day existence.

“Can you imagine a woman reading carefully through an advertisement, noting with interest the description of every detail and feature of its material and make-up, its finish, its color, its effect, etc., imagine if you can, a woman reading that far and then coming to the end finds no price quoted. What would be the result? How could she determine the value? Would such an advertisement induce her to purchase when she did not know the price? Is not the price absolutely necessary to determine the value, by comparing with other prices quoted or with the knowledge or conception she has of the price of such an article? Women, as a rule, are prudent buyers, possibly more prudent than men. They know prices and they know values, and to a woman, the price in an advertisement is like the finishing touches of an artist’s brush to his picture. No matter how elaborate, or plain a description, it would, to a great extent be meaningless, without the price quoted, for it is the price that enables one to determine the relative value of an article advertised.

“Humanity by nature seem to be bargain seekers. Whether this is a failing or a virtue will be hard to determine. Such a thing stimulates competition, and some one has said: ‘Competition is the life of trade.’ But have you not noticed how everyone enjoys telling of obtaining an article at a low figure? Even in Solomon’s time he, half censurously, tells how people when bartering will say: ‘Too much, too much,’ and then when the purchase is made after the price has been reduced, the buyer will boast of the good deal he has made. So with such an element largely developed in the human race there is little wonder that the price is the most interesting feature of an ad. True, the price alone would be an empty and unconvincing advertisement. It requires a certain amount of descriptive literature to make possible the consideration of the price and the determination of value. But the price is the crowning feature of the ad, the climax of the expression, the determining factor whereby decision is made.”

What American Shoe Leaders

Say Hints as to Styles and Business Plans for the Coming Season—How to Buy and How to Sell—Style Hints for American Centres

AT a meeting of the New York Shoe Dealers' Association, held last week, interesting discussions were held on retail topics, an address being given by H. T. Dougherty, of Wannamaker's, on "Why Departmental Stores Do Not Interfere with the Small Merchant." He showed that to-day a man with small capital has greater opportunity to make a success than he did years ago. Twenty years ago every shoe the small dealer had was ordered direct from the factory. To-day his jobber carries all the lines he needs to fill in, from the staple

to the popular selling novelty. He said that the small dealer, in fact every dealer, should watch his stock closely, for by doing so he can turn it time and again. The department store, especially those having lower priced basements, go to the man who sells low priced shoes, the same man from whom the small dealer buys. They hold this man to a standard, insist that he make up new lasts that are good fitting, and do lots of other things that help the small man.

Advice on Fall Buying.—Mr. A. C. McGowan, president emeritus of the National Retail Shoe Dealers' Association, gave a short talk on the work of the organization and digressed to give his opinions about fall buying. He said:—

"I feel safe in advising you to buy your fall goods early. Buy 80 per cent. of what you sold last year and leave 20 per cent. for new business. If you do not grow, go out of business; there are always new prospects and a store must always grow. If not, it is time to sell out. Temperance applies to your business; don't go out and spend all your money, spend 80 per cent. and hold the

NATTY NEW YORK STYLES



A Neat Medium Brown Oxford



An Ivory Oxford



A Black Vic Colonial



A Pleasing Combination of Grey and Black Patent



A Patent Colonial



A Combination in Light and Dark Grey

Selections from
Metropolitan Shoe
Windows



A Striking Skating Boot

other 20 per cent. for growth. I predict that this year you will have the greatest shoe business you ever experienced. Go after it, and do not forget to advertise."

Watching the Profits.—President Slater, in a well-phrased address on the work of the local organization, said:—"After organization with our trade associates, we must all organize ourselves and our own particular internal business, COST SYSTEMS, and an accurate finding of those lines which are money-makers or money-losers, must be installed. We must know who of our sales-people are profitable and who are not. Our turnover must be greater than before, as changing conditions are bound to bring a closer margin or profit. Labor of all classes must be paid according to their worth, and the retailer must be paid well for his services, his great risks, and for money invested, and in organizing his business to find the leaks he will make up that deficiency of profit which is bound to arise. Progressive business men are now working with these views in mind, and in the evolution of business those merchants who do not progress to new conditions will find that the leaks have become torrents, and the whole structure of his business washed away and destroyed.

An Oxford Season.—In spite of the fact that most New York dealers anticipated a good season in Oxfords, the supply is running short. The demand has far outstripped the estimates made at the beginning of the season. The call is principally for cocoa brown, nut brown, seal brown, or a medium shade of tan. Patent leathers and blacks are also in good demand. White kid Oxfords are

also being displayed to a large extent, but there is no great demand as yet.

Colored Kid.—In spite of the predictions early in the season and the limiting suggestions of the Conservation Council, colored kid seems to be looking up. In both high-cuts, as well as Oxfords, there is a growing demand for a variety of shades including dark and light gray, ivory, dark and medium brown and whites.

Colonials Popular.—There is some variety of opinion since the furor of Oxfords set in as to how matters will tend along this line. New York city merchants are not considering Colonials, but in the outside towns and cities they seem to be almost as popular as ever. Some think that as the season advances the demand will become more insistent and go as far as to predict that after the Oxford fad has exhausted itself Colonials will rule stronger than ever. As it is, there is a great demand for pumps with ornaments and buckles which goes to show that women are not ready to go back fully to the less ornate forms of footwear.

Patent Leather Growing.—Patent leather promises to loom up more largely from this on, being found to a large extent in Oxfords, and is beginning to assert itself more pronouncedly in vamps and foxings in high-cut women's lines. Patent leather pumps are found in the leading lines for fall. Colored patent seems to move slowly, although light shades such as field mouse is popular and difficult to procure. In browns there is also a good call, and altogether it looks as though the coming season was going to be the best for patents in many years.

FOOTWEAR REFORM

The Footwear Reform League held a meeting in the Central Y.M.C.A., Toronto, on March 7th, presided over by Mrs. L. A. Hamilton, provisional president of the League. In explaining the aims and objects of the organization, which is the first and only one of its kind in America, Mrs. Hamilton stated that the League, believing the conservation of Canadian foot-power a national necessity and that lack of information is the cause of practically all foot trouble, has for its purpose the education of the public, men, women and especially children to a better understanding of the foot. The other speakers who took part were Miss M. E. Steinberg, a directress of dancing, Mr. V. E. Taplin and Dr. W. S. Verral, superintendent of the Toronto Orthopedic Hospital. Mr. Taplin illustrated his remarks with lantern slides.

Organizations of this kind have very many obstacles to overcome, particularly that of prejudice and the inclination of the human race to follow styles. We are certainly in sympathy with anything that will bring improvement or betterment to the human race, nevertheless it should not be forgotten that the shoe retailer is in business to satisfy his customers. Perhaps no better explanation of this fact can be given than to quote from Joseph French Johnson, LL.D., dean of the New York University School of Commerce. He says:

"BUSINESS MUST SATISFY HUMAN WANTS.—Although the business man is seeking to make a profit for

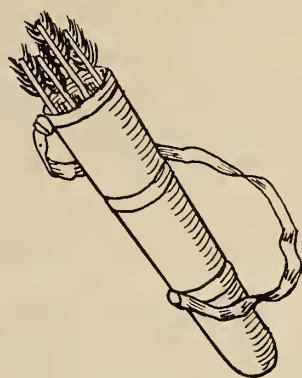
himself, he must, nevertheless, think more of others than himself. He can earn his profit only through his ability to please others. If he is a trader he must buy and sell things that people want. He is not a dictator and cannot make people buy his goods merely because he himself thinks they are better than the goods people call for. So the business man must study human wants and caprices. He may not approve of their tastes or their judgment, but if he wishes to make a profit, he must be ruled by them. He may be a manufacturer of shoes and know very well that high heels make walking painful, but he will not let what he knows about physiology and anatomy shape the model of any woman's shoe—unless possibly his wife's.

"The late P. D. Armour once said that he chose to deal in pork because it was an article that nearly everybody wanted in some form or other."

HALIFAX DEALER VISITS BOSTON MARKET

W. L. Tuttle, a prominent retail shoe merchant of Halifax, N.S., was in Boston last week. While there he called at the offices of the "Shoe Retailer," and through this publication wishes to extend his thanks to the people who so generously contributed to the Halifax fund after the recent explosion and fire. Mr. Tuttle says he and the people of Nova Scotia feel that this spontaneous response was a cheerful one, and consequently all the more appreciated.

Shafts from the Quiver



"Swifter than Arrows from the
Tartar's Bow."

Hit or Miss Sayings
of the Business Pro-
phet. Random Shots
from a Vagrant Bow.

An excuse is a self confessed fault.
Don't talk back; sit up.
Don't pity yourself; sit down and think.
Start something, don't wait for the boss.
A man in doubt gets nowhere.
If you are "in Dutch" climb out.
Don't talk "service," serve.
Walk up to your difficulties; face your fears.
Friendship without respect is not worth a hoot.
Never mind titles; do the work.
Good fellows seldom get fat orders.

Lack of ability may pass; lack of sincerity, never.
Be busy, but get somewhere. Don't chase your
tail.

Be loyal to the business and it will be loyal to you.
Enthusiasm moves things, judgment directs.
Stay with it. Don't throw up the sponge.
Be square and your sleep will be sound.
Time is money; save other people's as well as
your own.

Promptness is better than overtime.

Life is a battle, not a dream.

A dirty collar may mean a slim order book.

If a thing pleases you, say so.

Enthusiasm is a good thing if it's controlled.

Clothes don't make the man, but they often
spoil a sale.

Keep your eyes and ears open and your mouth
shut.

Be an optimist, it means health, wealth and
happiness.

Jack Blunt is often Jack-ass.

Do your best or leave it alone.

Cut out the deadwood, words as well as habits.

Worry is like a dirty spark plug, it stalls.

If you are a dollar an hour man, don't waste
time on twenty-five cent jobs.

Learn to decide. Waiting lost Waterloo.

MONTREAL NOTES

Mr. J. D. Palmer, of the Hartt Boot & Shoe Co., Fred-
erickton, N.B., made a flying trip east, spending a couple
of days each at Toronto and Montreal. Mr. Palmer says
their arrangements are now complete for the extension of
their plant to facilitate the expansion of their business.
They will have a special department devoted to the pro-
duction of their new women's lines which follow the Hartt
principle—"Nothing too good for the feet."

John Afeck, of Winnipeg, has been east on a buying
trip, visiting the Ontario and Quebec markets. He reports
business in the prairie city as going ahead. The people
have the money to spend and are spending it. He says the
outlook for spring and summer trade in Winnipeg is good.

Major Jas. A. Scott, of Quebec, was in Montreal for
a day or so this week on his way to Boston and New York,
to look up the markets and get a line on things generally.
He will spend a day or so at Atlantic City—probably St.
Patrick's day—and return towards the end of next week.

Quite a few Montreal retailers who have been south
to Boston and New York, have returned full of what they
have seen. They say that a furor is on for Oxfords and
our manufacturers here have been caught napping. On
this account orders have been placed for these goods on the
other side in hope of getting them for the Easter trade.
They say retailers who have failed to provide themselves
with Oxfords are going to lose a lot of business. The demand
is quite pronounced for patents.

Some excitement has been caused in Montreal by the
report that an absolute embargo was going to be put on
shoes and leather coming from the United States on 16th
inst. The SHOE AND LEATHER JOURNAL endeavored to
find the origin of the rumor and talked with some of the
authorities higher up without securing definite information
further than such a course might suggest itself to the United
States as necessary to the conservation of leather supplies.

Nothing, it is said, will be done without consulting the
trade and the government here.

Shoe manufacturers, who have orders for army shoes,
are kicking about the restrictions that have been placed
upon materials. It has been practically impossible to secure
British thread and yet it is stipulated that the stitching shall
be done with this material. The American thread is ad-
mitted as equally good, but those who are using it are taking
long chances.

A good deal of interest is being taken with regard to
reports of openings for Canadian shoes in Australasia and
there is some talk of a representative being sent down that
way to see what the prospects are for both leather and
shoes.

There has been some talk of the formation of a shoe and
leather club in Montreal on lines similar to those of the
Boston Club recently organized. There is a much friendlier
feeling amongst the trade here than used to exist, and the
feeling prevails that this could be enhanced by any means
for getting together more frequently.

The organization of the Retail Shoe Dealers' Associa-
tion is proceeding. The two or three meetings that have
been held this winter have demonstrated the fact that great
good can be accomplished by getting together. The address
delivered last month by Mr. Viau has been read with inter-
est, not only by retailers in Montreal, but throughout
the country. One dealer writes the SHOE AND LEATHER
JOURNAL that it was one of the best things we had ever
published.

Mr. G. H. Ansley, of the Perth Shoe Co., was in Mon-
treal last week with Mr. Albee interviewing the firm's cus-
tomers and feeling out conditions and styles for the coming
season. The Perth Shoe Co. have certainly made women's
welts a live proposition in the shoe game. They are de-
veloping some absolutely new features for the coming
season.

The "Piggly Wiggly" Shoe Store

"NO Clerks—Wait on Yourself."

Thus reads a sign on the window of the Shoe Market, Spencer, Iowa, and causes many a passer-by to stop, read, ponder, and then enter the shoe store in which the methods popularized of recent years in various eating places, and later yet in occasional grocery stores, are utilized.

Acting as his own salesman, the store visitor seeks out the footwear which appeals to him or her. Near at hand is a comfortable and thoroughly orthodox fitting bench. Here the customer takes the shoe, tries it on, and assures himself that the fit is correct, the appearance on the foot attractive, and the purchase desirable.

With the shoes picked out, the cashier and wrapper is approached, the footwear is bundled, the cashier is paid, and the customer takes his departure, having had the unique experience of actually selling himself a pair of shoes.

November 17, 1917, witnessed the formal opening of the Shoe Market in the room recently vacated by the Cash Bootery.

As will be noted from the photograph, the cashier's cage is just within the front door. Signs on the wall drive home the wait-on-yourself idea and emphasize the cash savings resulting from the elimination of service. Footwear is carefully arranged on tables and shelves, in such a manner that the customer has no difficulty in ascertaining the nature of the stock and in finding the footwear which conforms to his idea of what he wants.

Aside from Saturdays a girl cashier is the only employe in the store. Each morning she carefully dusts the stock rearranges goods, and prepares for the day's business. Purchases are wrapped at her desk, the money is paid, and the transaction is completed. Saturday, being a busy day, requires the service of one additional person, this being a floor walker performing much the same duties as does this same functionary in the city department store.

Some months ago, the "Shoe and Leather Journal" published an article on the "Serve Self" Shoe Store. Here is the story of another successful merchant who has adopted this system. From the Shoe Retailer.—Editor.

Natural queries which come to mind at this point are these: What methods are used? What kind of stock is carried? How does the plan appeal to the consumer? What have been the results to date?

Here are the answers to these questions:

"Shoes are arranged at the Market in the simplest manner possible. A green tag (shown herewith) is attached to each pair. This tag gives size, price and number. Instead of putting on the stock number as indicated by the tag we in reality have the lining number which obviates any chance of changing tags.

"Our cost price also appears above the word 'Price' on the tag. At the end of each day the cashier audits the day's business by checking cash against the tags, which are removed at time of each sale. In this way we get the exact profits from each day's business.

"Our stock includes leather shoes for every member of the family as well as a complete line of rubber goods, warm shoes, and findings such as polishes, laces, etc., etc. The regular dime findings sell in the Shoe Market at 8 cents.

"The first five weeks we were open for business we actually turned our stock one time.

"Signs on both sides of the room read from front to rear as follows: 'There are No Clerks—Fit Yourself'; 'Why Send Away for Shoes?'; 'You Can Buy Them Cheaper Here'; 'Please walk on Rugs when Trying on Shoes'; 'Pay the Cashier Who Will Wrap Your Purchase.'

"Our front is modern and fully as attractive as the interior. On the display windows are painted large signs. From the top of the plate glass three feet down is frosted, making a background for our sign in white and red letters which, on both panes, reads thus: 'The Shoe Market—We Undersell! All Others.' The inner panes running toward the entrance correspond and read in bold letters, 'No Clerks—Wait on Yourself.'

"Time after time passers-by have been noticed to read

CLERKLESS Shoe Store, where customers serve themselves, of Cobb Bros., Spencer, Iowa.



aloud to themselves our sign 'No Clerks—Wait on Yourself.' This frequently happens when persons are entirely alone. What other sort of sign will bring forth such an open utterance? This feature alone advertises the store to a great extent. It creates interest and curiosity in the minds of the public.

"A shoe repair department occupies a space in the rear of the Shoe Market and is equipped with all the up-to-date machinery and devices for the quick and efficient repair of footwear."

A news story in the local papers at the time the Shoe Market was opened gave a lot of valuable advertising to the new venture. One of these stories is reproduced here in the following:

The shoe cafeteria is the latest thing yet. It has made its appearance here in Spencer. They don't call it a shoe cafeteria, but that's what it is just the same. "The Shoe Market" is the name under which this new store will be operated.

The Shoe Market will open up in Spencer this coming Saturday. The Cobbs Brothers are the inaugurators of this new idea in shoe stores, in so far as it concerns Spencer.

All you do is just go into the Shoe Market, look over the shoes, find what you want, try on a pair or two or three, look at the price tag and if it's what you want you just prance up to the cashier and fork over the coin and she will wrap up the shoes and that's all there is to it. No clerks are employed, you just fit yourself. If you pinch your feet, it's your fault. Everything is marked plain.

Under the plan it is easy for you to wait on yourself and the elimination of clerks and other expenses will, the Cobbs Brothers say, make it possible to conduct a high class cut rate shoe store. The Shoe Market will be open to the public on Saturday.

In these days when the most popular and frequently used adjectives appear to be those having the little word "less" as their final syllable (witness wheatless, meatless, lightless, etc.), it is not to be wondered at that a retail store which can and does feature the adjective "clerkless" should gain instant recognition by the buying public.

That this has proven the case with the Shoe Market is evidenced by that record of a complete stock turn during the first five weeks of operation.

Just here it would be interesting for the reader to read the story of a chain of grocery stores in the South which are operated on much the same plan.

They are known as the Piggly Wiggly stores, which sounds as if their origin was Mother Goose. But in fact they originated in Memphis, Tenn., and there is far more in the idea that they represent than the name implies.

When a customer goes into a Piggly Wiggly grocery store she usually carries a basket and, if not, she can get one inside. Once within she is confronted with shelves and bins of groceries in packages with prices plainly marked, but no clerks to wait on her. She merely takes what she wants and puts it in her basket. The way out, and the only way out, is by the cashier, who looks at her purchases and takes her money. There is no delay, no wrapping unless the buyer does it, no delivery, no clerks, and no clerk's expense. The customer gets her goods quickly and cheaply. The store does its business efficiently and cheaply. The Piggly Wiggly stores sell at lower prices than normal grocery stores. They must get customers and they can because their expenses are so low. An account of their operations in "Printers' Ink" says:

"For the week ending October 6, the total expense for the nine stores then operating in Memphis was \$795.11. The net sales were \$25,429.90, which leaves the cost of

doing business only 3.12 per cent. The highest cost of any store was 5.27 per cent. and the lowest 2.31. Salaries, \$494.85; ice, \$46.20; light, \$21.74; rent, \$180.82; sundries, \$24.32; telephone, \$11.81; water, \$1.67.

"The first store in a town is called 'King,' the second 'Prince,' and the rest are numbered. The color scheme is blue and white, both inside and out. The queer name, 'Piggly Wiggly,' was selected because of its attention-getting value and because it is difficult to imitate. Patrons of the store take a basket when coming in, if they do not bring one, and after going through a turnstile pass through a series of aisles and before shelves, bins, counters, refrigerators, etc. There is a swinging price tag before each article and every piece of merchandise is within the convenient reach of the customer. To get out of the store the buyer has to pass before the cashier.

"Like everything else about these unusual stores, the advertising is decidedly different. Mr. Saunders (the founder of the Piggly Wiggly system of stores), believes

SHOE MARKET

SIZE 8½

PRICE \$3.47

Stock No. 635

**Present This Check to the
Cashier**

Who Will Wrap Your Purchase

A Tag Like This is Attached to Every Pair of Shoes.

strongly in advertising his ideas and the enterprises with which he is connected. He has a strikingly individual style. Some might call some of the copy bizarre. Usually generous space is employed which is packed with reading matter. The Piggly Wiggly advertisements are copy-righted, and are part of the system.

"As an experiment in distribution, Piggly Wiggly is interesting and is worth watching. As a retail system that demonstrates the easy salability of advertised goods, its initial success speaks volumes. But just how wide the field is for stores that eliminate absolutely all service and thus keep selling expense down to a minimum remains to be seen."

When this is compared to the normal 12 to 20 per cent. of expense necessary in the conduct of the ordinary grocery store, it becomes plain why the Piggly Wiggly grocery-cafeteria plan can reduce prices.

The Canadian Consolidated Rubber Company has purchased the building joining their Toronto offices at the corner of Yonge and Front streets. The place is now occupied by the Canadian Customs Department and is 30 x 180 feet. The company purpose extending their offices, and enlarging their show and display rooms. The entire building will be eventually remodelled and used for their rapidly growing business. The acquisition of these premises nearly doubles their present floor space.

Sterilizing the Old Shoes

The Possibilities of Disease that Lurk in the Cast Off Shoe—York Street a Hotbed for Disease Germs—A Job for the M.H.O.

“I CAN tell whether a woman eats onions by the odor of her old shoes. I can tell a cigarette smoker by his feet.” These words from a well-known Queen street shoe dealer, set the ball rolling on the question of the feet as conveyers of disease, as well as human avoirdupois.

“People smile at this question of disease through discarded footwear, but I tell you there is more in it than people think or even the doctors are ready to admit. I have been fitting shoes now for nearly a quarter of a century and if I don't know anything about human feet by this time I ought to quit the business. It is an interesting subject, but perhaps not as pleasant as some others. I can say with Shakespeare—

“But that I'm forbid,
To tell the secrets of my prison house,
I could a tale unfold, whose lightest word
Would harrow up thy soul!

“The experiences of the shoe salesman are not all happy ones by any means and amongst the most difficult as well as trying duties are the fitting of new shoes. Socks and stockings cover a multitude of things, but they do not always hide the unmistakable indications of disease that are found in many feet, although people as a rule come prepared.

“If we think a moment, we will realize that as perhaps the tenderest part of the anatomy, the foot is about the most susceptible to physical derangement. It is one of the principal air-holes of the human sewer system, as evidenced by the damp and odor that exude from them all too frequently at any time.

“They thus become the means of infection and contagion in various diseases and it is only to be expected that they would give off in a most positive way, exhalations and excrecences that will contaminate all with which they come into contact. There is hardly a day passes that a customer does not come in whose feet give some indication of the physical condition of their system. If this be so and the affection becomes noticeable in spite of the difficulties incident to ordinary foot coverings and efforts at cleanliness, how much must exist that is not brought to the attention of the salesman through the obvious odor and appearance. So convinced am I of this constant menace to health through diseased feet that I am now a thorough believer in the shoe-man, as well as the dentist and the surgeon, using an anti-septic wash after handling cases where there is the slightest reason for suspecting the presence of disease. Of course, in spite of precautions, there is the obvious danger of infection through people coming in who have had contagious diseases, or who have come from houses where these diseases have existed. Such dangers, unknown as they are, must always be faced by those dealing with the public in any way without any possible protection.

“But a thing that often troubles me is the fate of the discarded shoes that we throw into the lanes, especially those that have come from diseased feet. For my own part, I make a practice of feeding these discards, which I handle with gloves, into the furnace and thus end the possibilities of disease spreading. But there are hundreds, yes thousands, of pairs of shoes gathered up by second-hand men from the stores and lanes and taken away to be repaired and resold to those who cannot afford the price of new shoes. I never

go down York street or along the south side of Queen street and look in the windows of the second-hand shops without shuddering at the possibilities that lurk in the shoes that are there displayed. In almost everything else we are up to the mark in sanitation, but these shops are allowed to spread disease in the most insidious and effective way without hindrance. Some day we will awaken to the menace that lies in these second-hand shops and insist on the shoes being sterilized, as they do in the army with the rehabilitated footwear. Before such shoes are repaired, they should be dipped in a carbolized bath or treated to formaldehyde.

“The repair question is another phase of this evil. I believe the day will come when repair shops will be under inspection and when lasts as well as shoes will have to be constantly and thoroughly disinfected in order to guard against the communication of disease through contact.



One of many places where old shoes are sold

The Medical Officer of Health in Toronto is a man supposed to be alive to the health interests of this great centre of population. There is a chance for him to show leadership along this line. It ought not to be as difficult a matter to arrange as the milk supply. I understand Dr. Hastings is a great advocate of municipal pasteurizing of milk. It would not be half as difficult to establish a sterilizing plant for old clothes, shoes, bedding and other things that are commonly sold second-hand. In fact the city could make money at the business as well as safeguard the people against infection and contagion. The sterilized or disinfected goods could be sold at a profit as is the case with the armies on the field in Europe and the money turned to account in perfecting the other means taken for guarding against disease.

“In country districts there may not seem to be the need for this treatment of cast-off shoes, but the danger is often greater for there are not the usual means for applying the Board of Health regulations. At all events it would do no harm and remove the possibilities of danger to have all cast-off or repaired footwear subject to a carbolized bath or other disinfecting process before being used over again.”

*Spring and Summer
Models
In-Stock*



9096



7039



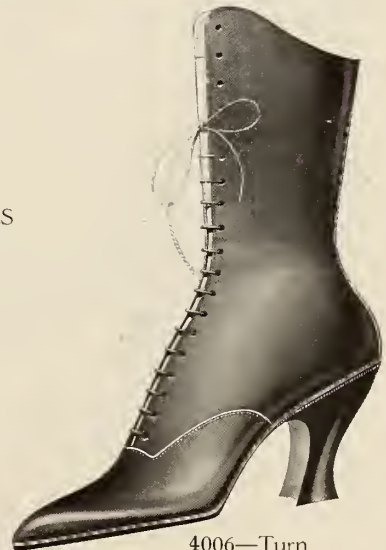
4007—Turn



8202-8203-8197



8200



4006—Turn

FOR DESCRIPTIONS AND PRICES
SEE PAGE 38

*Blackford Shoe Manufacturing Co. Limited
92-94 Sherbourne Street Toronto*

Spring and Summer Models



4506



4505



9118



9117



7508



9115—Special

Blachford Shoe Manufacturing Co. Limited
92-94 Sherbourne Street Toronto

*Oxfords in Stock April 1st
Pumps in Stock May 1st*

Order Now



3517



8563



9508



1502



9506



8568

FOR DESCRIPTIONS AND PRICES
SEE PAGE 38

*Blachford Shoe Manufacturing Co., Limited
92-94 Sherbourne Street Toronto*

Oxyx and Georgina Shoes
for Spring and Summer

1502 All Patent Pump. Aluminum Heel Plate. Last 29 Sizes, 2 to 7 Widths—A, B, C, D. \$4.00	4505 Kid Pump, Turn Sole. Last 25 Sizes, 2 to 7 Widths—A, B, C, D. \$4.35	8202 Seal Brown Calf Lace 8-inch Last 26 Sizes, 2 to 7 Widths—B, C, D \$6.15	9115—Special Kid Lace, Light Gray. Buck Top, 9-inch Seam- less Vamp. Last 27 Sizes, 2 to 7 Widths—A, B, C, D \$7.25
3517 Tan Calf Lace Oxford Last 25 Sizes, 2 to 7 Widths—A, B, C, D \$6.00	7039 All Velour Lace, 8-inch Last 28 Sizes, 2 to 7 Widths—B, C, D \$5.75	8203 Seal Brown Calf Lace. 9-inch. Last 26 Sizes, 2 to 7 Widths—A, B, C, D. \$6.50	9117 Kid Lace, Mat Top, 9-inch Last 22 Sizes, 2 to 7 Widths—B, C, D \$5.90
4006—Turn All Kid Lace, 8½-inch Last 25 Sizes, 2 to 7 Widths—B, C, D. \$6.00	7508 Velour Calf Lace Oxford Last 26 Sizes, 2 to 7 Widths—B, C, D. \$4.50	8563 Seal Brown Calf Lace Oxford. Last 26 Sizes 2 to 7 Widths—A, B, C, D. \$4.75	9118 All Kid Lace, 9-inch Last 27 Sizes, 2 to 7 Widths—A, B, C, D \$6.35
4007—Turn All Kid Lace, 8-inch Last 22 Sizes, 2 to 7 Widths—B, C, D \$5.90	8197 Pecan Brown Calf Lace 8-inch, Neolin Sole. Last 23 Sizes, 2 to 7 Widths—B, C, D. \$6.10	8568 Seal Brown Calf Lace Ox- ford. Imitation Wing Tip Last 28 Sizes 2 to 7 Widths—A, B, C, D. \$4.75	9506 Kid Lace Oxford, White Welt. Last 27 Sizes 2 to 7 Widths—A, B, C, D. \$4.90
4505 Glazed Kid, 5 eyelet Oxford, Turn Sole. Last 25 Sizes, 2 to 7 Widths—A, B, C, D. \$4.75	8200 Seal Brown Calf Lace 9-inch Last 28 Sizes 2 to 7 Widths—B, C, D. \$6.65	9096 All Kid Lace, 8-inch Last 26 Sizes 2 to 7 Widths—A, B, C, D. \$5.90	9508 Glazed Kid Pump. Last 31 Sizes 2 to 7 Widths—A, B, C, D. \$4.35

All Prices Subject to Change Without Notice

Terms—Net 30 Days

Bluchford Shoe Manufacturing Co., Limited
92-94 Sherbourne Street Toronto

Leather Trade Jottings

What is Seen and Heard in Leather Circles—Trend of Events in the Leather and Shoe World—Opening of Spring Business

LEATHER has quickened somewhat in the past week or two on account of the approach of spring business. This is true, both of the manufacturing and jobbing trades. The winter has been long and discouraging, but the end is in sight and people are beginning to show their appreciation of the fact. Manufacturers report considerable activity in sorting trade and a general tendency to repeat on spring orders. Retailers are beginning to realize that they have ordered rather closely in some lines, and are now afraid of a shortage. Shoe manufacturers are therefore making more enquiries than for some time past, as to supplies.

About Shoe Prices

Jobbers who have been east lately report that prices are practically unchanged. Here and there concessions are obtainable on "jobs" but the prices are usually in accordance with the character of the goods. When ten cents a pair leeway is given in price it is sure to come out of the goods, and manufacturers do not show any disposition to take regular orders at concessions. In fact the general feeling seems to be that prices will strengthen. All lines of light stock are holding their position and in kids of the better class there is a decided firmness. The opinion seems to prevail that, with anything like a normal demand, this market will stiffen up. In sole leather it is only the light weights that show any tendency towards weakness. There is a scarcity of good plump stock of prime tannage.

Tanners and Supplies

It looks as though Canada were getting the "dirty end of the stick" in the leather game. What with licenses and transportation difficulties it is almost impossible to get shipments of hides and tanning materials through in anything like reasonable time these days. Complaints are coming from all directions of stuff being held up. Even those who buy direct from South America through their own agents, say they can get nothing through. New York is now practically the only port of entry for Canada, and whether it is congestion or a definite game on the part of those interested in holding materials in the United States some express doubt. There is going to be some hard feeling, it would seem, before things are straightened out.

Some hot letters are passing to and fro on this subject. Here is a reason for a Canadian Tanners' Council.

The Leather Embroglio

The same applies to a certain extent to shipments of leather into the United States. What with licenses and regulations everything seems to block progress. A letter was shown by a large leather concern recently, written by its agent who says he has about given up trying to do business on this side. He says he could get business and plenty of it, and could meet all competition in quality and price, but the nagging over permits and the haggling over dues to the Tanners' Council discourages customers. There seems to be no doubt that the leather men on the other side of the line are determined to make business with Canada as troublesome as possible. In the meantime some of the larger concerns here are opening warehouses across the line and serving customers from stock.

Now It's Shoe Manufacturers

The recent embargo regulations adopted by the United States government upon exports, is holding up business coming this way. Shoe manufacturers are complaining that it takes from two weeks to a month or more to get a shipment of leather through. There can be no doubt but that these regulations are well meant and it is only right that the utmost care should be exercised that alien enemies are not benefited by the production of leather or anything else made by the Allies and of which they are in dire need. But it ought to be possible to have these regulations carried out with as little friction and loss to the country and its customers. There is more excuse for the regulations affecting exports, it may be said, than for most of the vexations and unnecessary restrictions that seem to be put upon imports into the United States.

Leather and Shoes in England

Naturally there is a good deal of restiveness and complaint in Great Britain over the regulations regarding the sale of leather and shoes last month. A number of leather factors were prosecuted for a breach of the rule forbidding the delivery of more than five hundred bends or their equivalent in backs or butts or five tons of shoulders or bellies to one concern. The goods were disposed of finally to repairers, thus observing the spirit of the law, but the transactions in the meantime with the factors, violated the provision. The sale of regulation civilian footwear has all been balled up. Certain classes and sizes have been ready for some time but stocks of others have been short. Dealers have been in a quandary and some have been selling goods before the specified time, April 1st. There is a good deal of dissatisfaction with regard to the profits arranged as between manufacturers, factors and retailers. At a conference held last month, of the Shoe Distributors' Association, a re-arrangement of the division of the profits on war-time boots was asked. An instance is given of a shoe

(Continued on page 56)



Life-Buoy Footwear

Life-Buoy Footwear



WAIT
for a
“LIFE-BUOY”
SALESMAN

before placing your order for your Fall Rubber requirements. They are on the road now with a complete line of samples, and will be glad to explain why “LIFE-BUOYS” are your best purchase.

If QUALITY is a consideration, buy
“LIFE - BUOYS”



Life-Buoy Footwear

Life-Buoy Footwear



Rubber Footwear Notes

IT is almost too soon to say anything about the prospects for fall placing orders, although the travelers have now been out on the road for over a month. Reports,

as far as we have received them, however, indicate a greater inclination on the part of buyers to anticipate their wants this year than for several seasons past. No doubt the reason for this is the difficulty in securing supplies for the past season. Dealers are determined they will not be caught napping again. There can be no doubt that should we have another season like the present one, there will not be enough rubber shoes to go around. Manufacturers declare that it is still very difficult to secure sufficient help and this trouble is increasing as the days go by.

All kinds of supplies, particularly fabrics, are in small supply and some of them are off the market. During the next couple of weeks, there will be a chance to judge how far the capacity of the rubber mills will be tested during the coming season in the manufacture of rubber footwear.

Raw Rubber Conditions

The raw rubber market continues easy, although there is a slight stiffening on account of the general scarcity of transportation facilities. Upriver fine Para is selling at about 58 cents with pale crepe latex quoted about 57 cents. Manufacturers claim that it is most difficult to secure shipments. Most of the plantation rubber now comes by way of the Pacific and this involves difficulty in railroad transportation across the continent. The severity of the winter this year has created conditions that are most unusual. One large concern reports that a large consignment of raw rubber is tied up somewhere between here and the coast. This gives some idea, together with the shortage of fuel, of the difficult conditions under which manufacturers are working to-day. As stated in our last issue, the English War Council have decided to limit the amount of plantation rubber which they will carry this year, so that this is having a further effect upon the raw rubber market.

Retail Shoe Prices

The scarcity of rubber has had the effect of keeping up prices during the past season better than they have been kept for a considerable while past. Dealers had the backbone to ask sufficient for their rubber footwear to get a decent margin. This was almost entirely owing to the fact that they found it almost impossible to sort up promptly with the goods they needed. The lesson thus taught ought to be profitable in future rubber business. There is no reason why rubber boots and shoes should continue any longer to be regarded as the one product in the shoe trade to which the sliding scale applies. A few years ago, before manufacturing and jobbing had reached the position it

News of the Rubber Footwear Trade at Home and Abroad—Present and Future Outlook of Rubber Trade. Buy Early, the Watchword.

has to-day, the rubber shoe business was the "rag of the shoe trade." Dealers considered that if they came out even on their rubber sales, they were doing pretty well. To-day

retailers have been educated to the idea that they must make the same proportion of money out of this branch of their business as they do on other goods.

Object to Non-Liability

Some opposition is being shown by dealers with regard to the provision jobbers are making with regard to the fulfilling of rubber contracts. Naturally, dealers argue—why should they give their orders for fall delivery if the manufacturers do not intend to fill them. They claim that if the manufacturer makes a contract, he should keep it. The answer made by manufacturers to this is that they intend to keep their contract if they are able. They point out that it is to their advantage to have as much business as possible if they can only procure the materials and labor to complete their contracts. It does not take any ability to see that manufacturers in all lines are working under most extraordinary conditions. It is practically impossible to know whether supplies in certain lines will be forthcoming from month to month. The difficulties of production and the difficulties of transportation are such to-day that no manufacturer can tell what a week may bring in his particular case. Retailers should bear this in mind and will realize, if they think and wish to be fair, that it is only right that the manufacturer should protect himself against the disposition on the part of unfair people to force him into agreeing. In the meantime, we understand the non-liability clause is being fairly well adopted.

Fitting Rubbers

One of the greatest sources of trouble and loss in the selling of rubber footwear is careless fitting. To-day, rubber shoes are made for practically every style of footwear, so that there is no necessity for forcing on people shoes that are undesirable in style or fit. The price of rubber footwear makes a sale seem insignificant, but if the dealer will only stop to consider it, he may spoil the sale of other goods, and in fact estrange trade by unsatisfactory service in rubbers. The rubber shoe should fit thoroughly the boot that it covers. A tight-fitting rubber will not only cause trouble in putting on and off, but it will cause the heel, for instance, to wrinkle and finally break. Probably the worst fault in the rubber shoe is this tight-fitting, because it annoys, as well as causes loss. On the other hand, a loose fitting rubber is always unsatisfactory and also does not wear as well. Dealers who find the rubber business more or less of a difficulty and source of loss should watch the fitting of rubbers in their establishment. Carelessness in this respect may do serious damage.

Monarch and Brandon Shoes will be your way any day now.

See our samples, and let your choice be either a Monarch or Brandon for leadership in your Men's Department.



It means that you get for 1918 a known shoe of highest quality backed by an advertising campaign that is bringing business to Shoemen all over Canada. You become part of a successful distributing campaign, and a participant in the profits.

Write us to-day and we shall have our traveller call on you.

BRANDON SHOE CO., LIMITED

BRANTFORD

ONTARIO

A Suitable Window Background For April Showing

Very few merchants pay their windows near the salary they should receive in return for the services they render. Some windows do not seem to be even paid the compliment of a bath.

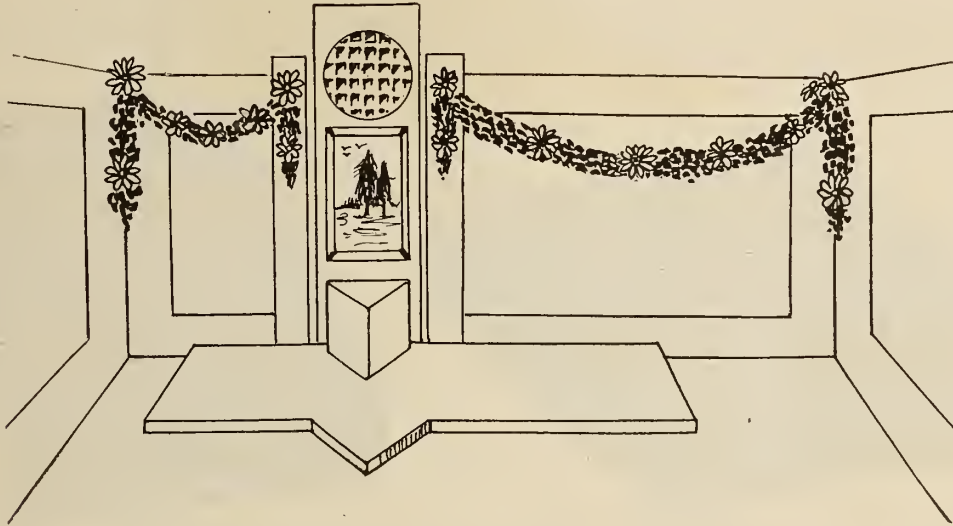
The window is the best salesman you have, yet very often receives too little attention, receives a miserly salary and takes the most abuse.

Windows should be washed outside every other day and once a week inside. Do not use strong alkalis if you

ance. Stain the wood a dark oak and do not varnish.

The upright panel should be 5 feet by 1½ feet, and the two small upright panels 4 feet, 6 inches by 6 inches. Or you may adapt the size to your window.

At the top of the large panel a circle design should be pasted, a pretty flower design in wall paper will be attractive, and below this a scenic panel of wall paper will suffice. Alabastine these small panels with a little darker shade of green made by adding a small quantity of lamp black to the



have letter signs on them or it will damage the paint or gold leaf. Bon-Ami is good for the inside, clear water for the outside.

The background here shown is very simple in construction and very attracting.

The large panel in the back is made of a full-sized sheet of beaver or wall board, with a three-inch border of half-inch pine or any other cheap wood. The end panels are made of another sheet of wall board cut in two to make both panels. To color the panels use a light shade of green Alabastine and add sawdust to give it a rough appear-

ance. Alabastine already made up for your other panels, but be sure to mix the lamp black well, separately first, or it will streak. Use a solution of washing soda water or borax water. Now place in your window and use a flower festoon of daisies or any attractive spring flowers as shown in the illustration.

The floor work may be of wood, stained a dark oak to match the panels, or green cloth material of some kind.

This background should be used not less than a month and should not cost over four dollars. A small salary for a good salesman. Save your wall board. It will come in handy.

SHOE CLERKS' UNION

A new Shoe Clerks' Union was organized at the Labor Temple, Toronto, on March 6th, when about fifty members were installed. Mr. F. Revell was elected president, G. Stokes, vice-president, Miss M. Bryson, secretary, and Mr. W. R. Sivees, treasurer. Mr. E. W. O'Dell, Mr. W. Cassaday and Mr. H. S. Foster delivered addresses on the subject of, "Unionism Among Shoe Clerks."

The Fit-Rite Shoe Store has re-opened after its big fire in Montreal. The store, which is situated at the corner of Notre Dame and Inspector streets, has been enlarged and thoroughly renovated throughout giving much more room for their increased stock of boots, shoes, findings, etc. They ran a big fire sale before having their official opening.

Business Manager Walter Brown, of the Local Boot and Shoe Workers' Union, received a communication from general secretary Chas. L. Bain, to the effect that the inter-

national union would pay to the Trades Congress of Canada per capita tax direct for all members in Canada. This means an additional membership of twenty-five hundred to the Congress.

Eugene Bedard, of Huot & Bedard, shoe manufacturers, Ancienne Lorette, Que., is dead. He was well known in the shoe trade in Montreal and vicinity.

Mr. Geo. E. Chambers, of the Regal Shoe Co., Toronto, left for a business trip to Boston on Monday, March 11th.

Mr. R. J. McAllister has started on his western trip with samples of the Brandon Shoe Co., Brantford, Ont. Mr. McAllister will go through to the coast and expects his trip will last at least three months.

"What I Would Do if I Were a Shoe Manufacturer," will be the subject of a symposium of retailers in the April issue. The shoe manufacturer may expect to hear something about himself.

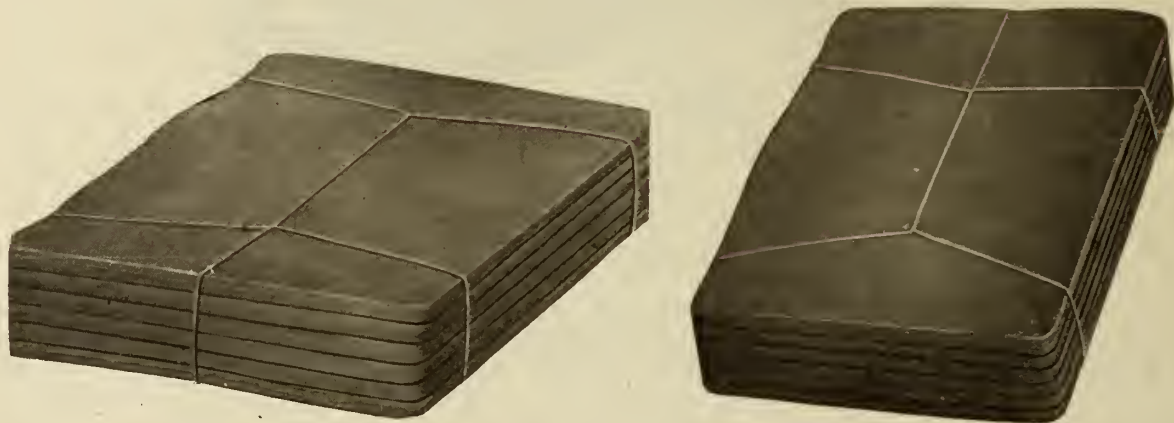
The Cost Controller

in the Repair Shop is

JUMBO BLOCKS

They rule off the debits of lost time and wasted material.

They multiply the credits of well executed jobs and thoroughly satisfied customers.



Their controlling powers lie in the following 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."

WE ALSO CARRY A COMPLETE LINE OF TAP SOLES

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, ONTARIO

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

Toronto Shoe Repairers' Second Annual Banquet



THE splendid condition of the Toronto Shoe Repairers' Association was abundantly evidenced by the splendid success of their second annual banquet held Wednesday evening, March 6th, in Young's restaurant, corner of Yonge and Queen streets. Every appointment was first class and the evening from opening to closing was most thoroughly enjoyed by the hundred and twenty-five or more members and friends of the association.

An excellent menu was provided and a delightful musical program added greatly to the evening's pleasure. Mr. H. K. Hayward, president of the association, proved himself a capable toastmaster and ran the list off with much vim. Harvey Lloyd, the popular entertainer, kept the company in good humor the entire evening.

The toast to the wholesale trade brought out the aims of the association in a very concise and effective manner. The mover, Mr. W. Burnill, referred to the conditions of the shoemaker of twenty-five and forty years ago; how he toiled from early morn until late into the night for a mere living, and how the spectre always haunted him that when he became too old to work on custom work he would be consigned to the cobbler's bench.

The introduction of machinery had changed this. It had shortened the hours of labor and had moved the dread of a cobbler's fate. The specialization of factory methods did not train an all-round man, but it possibly worked out better conditions for everybody connected with the trade.

The association, by its spirit of co-operation, was doing much toward benefitting its members and by the friendly exchange of ideas was making better "all-round" shoemakers, broader-minded men and better business men. They were men of whom any community would be proud to have.

And so the wholesaler and manufacturer came in to close touch with the members, and because of the association, better business relationships were established and

both greatly profited thereby. The fact that a man was a member of the association gave him a standing with the wholesaler. The unprincipled man, the price cutter, the undesirable, was one who had no place in the association and would gradually fade away wherever a healthy organization was established and this is greatly appreciated by the wholesale trade.

The response from the representatives of the wholesale trades expressed a hearty sympathy with the organization and promised a co-operation and service that would be mutually beneficial to them and the association.

Among those who responded the toast were:—Mr. L. O. Breithaupt, Breithaupt Leather Co., Kitchener; Mr. A. Moore, Beardmore & Co., Toronto; Mr. Lacey, Anglo-Canadian Leather Co., Toronto; Mr. Stockton, C. S. Hyman Co., London; Mr. Rogers, Dalley & Co., Hamilton; Mr. Alderson, Gutta Percha and Rubber Co., Toronto; Mr. W. G. Martin, Canadian Consolidated Rubber Co., and others.

Mr. C. F. Robertson, past president of the association, in a few well chosen words proposed the toast to the Trade Press.

At this stage of the proceedings Mr. Arthur Butterworth, the treasurer, was called to the phone and when he returned announced that twins—a boy and girl—had arrived at the home of the vice-president. When the latter reached home after a hurried exit he found that Mr. Butterworth got the wires crossed or misunderstood the message, for it should have been "past" president instead of "vice" president. However, next morning Charlie Robertson said over the phone, "Nothing doing—joke ain't on me."

Mr. James Acton, of *THE SHOE AND LEATHER JOURNAL*, in his response to the toast, referred feelingly, entertainingly and interestingly to the development of shoemaking in Canada and the relationship of *SHOE AND LEATHER JOURNAL* to the trade during the past thirty years. He stated he was born with the smell of leather in his nostrils,



TORONTO Shoe Repairers' Association Banquet, held Wednesday Evening, March 6

for his father was a shoemaker and was a member of the old organization of St. Crispin, in Toronto, many years ago. This had always made his work a keen pleasure for as he remembered the labor of his father and the fine character he developed as he worked, and sang and whistled, or stopped to refer to "the Book" always within reach, there was no wonder that for thirty years past the Journal had advocated policies for the best interests and advancement of the shoemaker and the shoe and leather industries. And it could always be depended on to back up the association in its highest aims. He concluded by reading a little sketch he had written and is published on another page and was inspired by the "Old Wooden Shoe Bench" of his father.

In the absence of Dr. Carr, Mr. Coombes represented "Footwear in Canada."

Among those present from out of town were Messrs. Thomson, Lummerlin, Jarvis, Wilmer, Tebbs and Lurridge, all members of the Hamilton Repairmen's Association, and Mr. Walter Legg, of the St. Catherines Association.

Among other guests were Mr. E. T. Jacobi, of Philip Jacobi, Toronto; Messrs. Shaw and Mahappy, of the Gutta Percha and Rubber Co., Toronto; Messrs. Thompson and Richards, of the Dunlop Tire Co., Messrs. Allen and Baggett, of the Nonsuch Co., Mr. Evans, of Evans' Detachable Heel; Messrs. H. V. Tilly and G. McClennan, of Tilly & Son; Mr. Al. Wallace, of P. Wallace & Son, Toronto; Mr. Tedd, Mr. A. Wilson, Toronto; Mr. Harry King, of Jos. King & Co., Toronto; Mr. Wesley Allen, of C. Parsons & Sons; Messrs. C. G. Walker and C. H. Clancy, of the Goodyear Rubber Co.; Messrs. Naylor, Coates, Haire and Pretty, of the U.S.M. Co., Toronto; Mr. W. A. Beal, of Beal Bros., and the following representatives of the firm, Mr. L. McDonald, western salesman; Mr. Chas. H. Walden, manager of warehouse; and Mr. Fred Hudson, city salesman, M. W. G. Martin and James Smith, Consolidated Rubber Co.

Pencil Pick-Ups Around the Room.

"Gee, this is some doin's, ain't it?"

"Who'd a thought we could pull off a stunt like this?" was the expression from a couple of members as they ate at that Ontario turkey.

E. T. Jacobi did not stay to make his speech. Someone said he had a meeting with the Red Cross Society.

Walter Legg wants to know the name of the waitress who spilled the peas down his back.

Someone said the reason that toast to the association was left off was because they couldn't "Hall" the proposer in with a raw-hide rope, and that the financial secretary



The Telephone Wires Got Crossed

took down his notes on a tap sole for the response and in a moment of forgetfulness "welded" the sole on a customer's shoe a la Edward's method.

Chadwick Mather would like to know who poured the water down his back when Harvey Lloyd was getting off one of his dry jokes.

Mr. Wilman, of the Hamilton contingent, demonstrated his ability to sing and Mr. Jarvis of the same association,

OFFICERS TORONTO SHOE REPAIRING ASSOCIATION



C. E. Robertson Past President and member of Executive.



H. K. Hayward, President



S. Burnett, Financial Secretary



Spring Repair Season

Shoe repairing takes a lively turn when people discard overshoes and rubbers.

Leather suffers deterioration from being encased in rubber throughout long periods.

Moreover, with no outer covering to conceal them, needs for repairs become so instantly obvious as to demand immediate attention.

The work comes with a rush, and that is the occasion when the time-economy of the tap sole is fully appreciated.

STAR BRAND TAP SOLES not only put the *Customer* on the best footing, but also put the *Repairman* on the best footing with his trade.

Place your order for STAR BRAND TAP SOLES TO-DAY, and be prepared to handle the business in the most efficient manner.

BEARDMORE & CO.

Sole Leather Tanners and Sole Cutters

TORONTO

Cable "ROBSON"
OSHAWA



Established 1866

COLORED SIDES

Full Grain—Aniline Dyed

TAN Color No. 1

MAHOGANY No. 2

PURPLE ROYAL No. 4

These leathers stand for quality, and for Spring and Summer wear will be very popular. If you are not already a cutter of our colored sides, may we send you samples?



**The Robson Leather
Company, Limited**

OSHAWA, CANADA

MONTREAL
QUE.

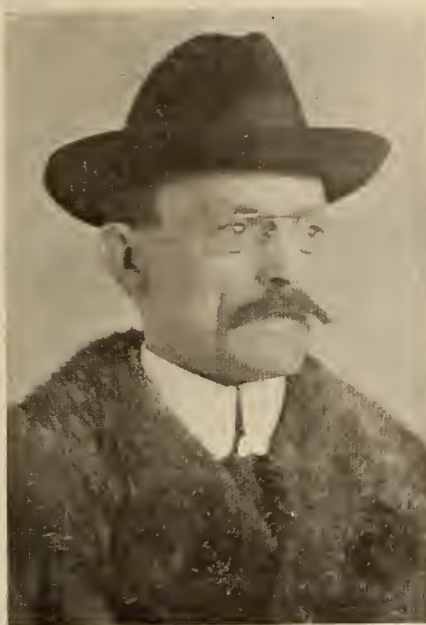
QUEBEC
QUE.



OFFICERS OF TORONTO SHOE REPAIRING ASSOCIATION



Arthur Butterworth, Treasurer



S. Mason, Toronto, newly elected Recording Secretary



J. W. Hendry, Vice-President

that they do not need to go outside their organization for an accompanist.

Mr. Smallwood's banjo selections, accompanied by his son, on the piano, were very enjoyable numbers added to the program.

Clarke Acton says Louis Breithaupt always tries to "Hide" behind that "Bull."

Certainly the boys appreciated those vest pocket note books the Dunlop Tire Co. had placed at each plate.

TRIPLETS

Just as we were going to press word was sent in that triplets had arrived at the home of Mr. Shusterman, a shoemaker, living on Dundas street, Toronto.

REPAIRMAN WHO KNEW HIS BUSINESS

"I dropped into a shop this morning on my way down to the office," said a prominent business man, "to leave a pair of shoes to be repaired. It was my first visit to this place and there was a business-like air about the shop that appealed to me. It was clean and tidy and well to the front stood a silent salesman in which were neatly displayed various findings, accessories, etc.

The repairman was waiting on a lady when I entered. He greeted me in a business-like way and without neglecting the lady customer said to me that he would be through in a moment and asked me to be seated in one of a row of chairs he had for customers.

I became immediately interested in him and his customer. The woman had brought him a pair of shoes on which the heels had become loosened from the sole at the back. She wished them fastened on.

What interested me most was the tactful manner in which he handled the situation. I became immediately convinced that he knew his business. He explained to the customer that he could fix the heels but they would not hold long and would soon become loose again. He showed her how the bottom of the heel was set too far under the centre of the foot, thus causing too much strain in the back of the heel, and also making walking a disagreeable effort. He suggested that she have a new pair of heels put on, and while

the cost was more the satisfaction would be correspondingly greater.

Then he took down a board on which were displayed various heels and he chose the type suitable for her shoes and explained carefully how, that by having the heel more perpendicular, it would not destroy the appearance of the shoe and would give far better results. He had little difficulty in convincing her and she ordered the shoes re-heeled.

When she had gone I congratulated him on his knowledge of the business, his tactful manner and success in convincing the customer. He then told me that many customers buy shoes and before wearing them bring them to him to be re-heeled.

Of course I had no thought that he would do any tactful selling with me for my shoes simply needed half-soling. But when he looked them over he said equally as tactful as with the women: 'Now if you will permit me to offer a suggestion I would advise that you have the outside of the soles raised a little. You notice how you wear the outside more than the inside. You will also notice that the uppers of the shoes, because of this, have a tendency to 'run over.' If you have a thin piece inserted on the outside between the soles it will cause you to wear them even and keep the uppers in better shape.

As the cost of this extra advice and work was trifling, I have ordered it done. It is truly good to find one who appears to be interested in you and is not just coldly anxious to get your money."

ST. CATHARINES REPAIRMEN'S MEETING

A meeting of the Shoemakers' Association was held on Tuesday evening, at which the following officers were elected: President, Fred Pople; vice-president, W. McCause; secretary-treasurer, Walter Legg; management committee, A. Dainty, W. Inglis, W. Sloan and J. Shaw.

The Association decided to close their shops on Wednesday afternoons during June, July, August and September at 12.30 noon.

The secretary was chosen to represent the Association at the second annual banquet of the Toronto Association, on March 6th.



"Over the Top"
for
1918

FROM COAST TO COAST

"NUGGET"
Shoe Polish

WILL BE ADVERTISED IN STREET CARS
AND ON BILLBOARDS

Good, Strong, Interest-Compelling
Advertisements that Sell Goods

WATCH FOR THEM

"Nugget" is made in Black, Tan, Toney Red and Dark Brown

THE NUGGET POLISH CO., LIMITED

TORONTO

Those who think that a down-town repair shop is not so well situated as one in the residential section, will be surprised to know that a young man with a great deal of courage, who already runs four successful repair shops in Dallas, Texas, has invaded New York City and opened a very fine shoe repair store right in the heart of the down-town section on Broadway, for which he pays \$6,000 a year rent. It is fitted up elaborately and he makes a specialty of "while-you-wait" repairing. He has two rows of seats for this class of customers and instead of furnishing the usual carpet slippers, he furnishes paper slippers, which when they are soiled, are discarded. These paper slippers can be procured at very small cost and now that sanitation is a great consideration in a repair shop, it is thought that these are just as important as the paper cup. As this establishment has only been running two or three months, it is not time yet to venture on what its success will be financially.

Will some of the repair men kindly write the SHOE AND LEATHER JOURNAL and tell us from where the word "cobble" came and how it came to be applied to a shoemaker or shoe repairer.

In repairing rubbers a common mistake is to repair without splicing. When a patch is applied directly to the rubber shoe the best quality rubber only should be used. When first quality rubber is used, soles are applied with the proper cement so as to form a whole, and the writer has seen rubber soles applied to leather shoes which had been cemented on without any other fastening than the regular rubber cement. These shoes were worn by a railroad man who jumped on and off passenger trains on the tar pavement usually seen around the railroad stations, and the main reason why the rubber soles held down until worn through was due to the fact that first grade rubber and rubber cement had been used. A very successful repairer buffs down every heel and sole before applying cement and he does likewise to the old shoe, to which the new rubber sole or heel is to be applied, the idea being to level the surfaces and not roughen them out, although a somewhat roughened surface will hold the cement better and will produce better results.—"The Shoe Repairer and Dealer."

Repair men send in samples of your advertising whether it is hand bills or newspaper.

Onyx and Georgina Shoes



Always fashioned from carefully selected leathers in the most styleful designs. A perfect foot covering. Our Walking and Sport Boot models in Seal Brown and Black Calf are particularly correct.

Spring fashion plates of these distinctive shoes mailed on request.

Built Exclusively By



Blachford



Shoe Manufacturing Company
Limited

92 Sherbourne Street, Toronto

Obtained through Canada's leading boot shops

1

The first advertisement of Blachford Shoe Mfg. Co. of Toronto, in their campaign to educate Canadian women to buy Canadian shoes for style, service and comfort.



There are many ways of making Shoes. The GOOD-YEAR WELT PROCESS is generally conceded the Best. The Very Finest Shoes are Made by This Process.

ALL PERTH SHOES ARE MADE
GOODYEAR-WELT PROCESS

Perth Shoe Co. Limited

Largest Manufacturers of Women's Goodyear
Welted Shoes Exclusively in Canada

PERTH, ONTARIO

MONTREAL SHOE MANUFACTURERS' BOWLING LEAGUE

Bowling has become immensely popular in Montreal this winter. The shoe manufacturers have a league in which are no less than twelve teams. The Star Shoe Co.'s team have proven themselves the star players and this year have been very successful in their games, so much so that they are the champions for Montreal. They have beaten the teams of all the other shoe factories and are leaving



The late Mr. H. E. Hamilton, whose death recently occurred in Toronto, notice of which appeared in our last issue.

on the 16th of the month for Quebec to play the champion team there, which happens to be the team formed by the John Ritchie Co.

Mr. Peter Doig, manager of the Star Shoe Co. is very proud of the splendid showing which the employees of the firm have made, so much so that it is said that he anticipates a great victory for his team in Quebec, and it is hinted that Peter is going down to Quebec next Saturday with a rabbit's foot in his pocket so as to assure victory for his boys.

THE FOURTH GENERATION

The Robinson name is to be perpetuated in the shoe trade of Canada. On February 28th last, a new member was added to the firm of James Robinson, Montreal, when Mr. George Robinson was presented by his wife with a bouncing boy. Both mother and boy are doing well and "George" is naturally wearing his best spring smile. The Journal extends its congratulations and is going to ask that the happy father celebrate as soon as possible by having a new picture made of himself and the new scion. The trade will join us in congratulations. By the way, this makes the fourth generation of Robinsons in the shoe business.

MR. JAMES F. SAGER DEAD

The death occurred on Saturday, March 1, of Mr. James F. Sager, of 180 Connaught avenue, Montreal West, leather merchant of Montreal, and president of McLeod, Hawthorne, Limited. Mr. Sager was fifty-seven years old, and was born in Liverpool, England. He came to Montreal thirty years ago, and for twenty-two years was in business as a leather merchant. Three years ago he joined the firm of McLeod, Hawthorne, Limited, as president of the company, and held this post until death. Mr. Sager had a wide circle of friends in the commercial and business world. He

is survived by a widow, three daughters, May, Gladys and Ursula, and one son, Bert. The funeral took place Monday morning, March 4th.

VANCOUVER NOTES

Frost, rain, snow, sunshine and slush have been the combinations of elements that have gone to make up Vancouver's weather these last two weeks. The sudden thaw after the fall of snow made walking very irksome. Amusing episodes were frequent where ladies were trying to cross the streets, many places ankle deep with water.

Broad smiles were worn by shoe dealers owing to the rush for rubbers, of which several stocks were depleted. Other than this the trade has been normal.

The new boot department which has been added to the gents' furnishings of J. Dicks was formally opened this week under the management of Mr. C. Clark. Ample space is assigned to the department and a bold display of men's footwear made in the windows.

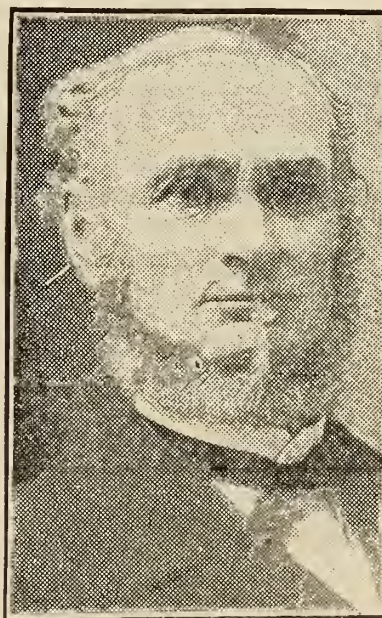
Quite a flutter of excitement was caused in the city during the last week. Two of the leading polishes have advanced in price from \$10.80 per gross to \$13.80 and \$14.40 per gross, which made dealers who got wise to it place their season's orders before the prices came into effect.

For the first time since the beginning of the war, sole leather and cut stock took a drop in price. Number 1 bends are now being quoted in the city, by the roll up to 114 pounds at 88 cents, and 114 pounds upwards at 90 cents. Cut stock is down about 20 per cent.

Owing to the increased cost of material and living, shoe shines are up to 15 cents.

Mr. J. Moory is again around after several days in the hospital with eye trouble, caused by a piece of emery grit flying off the scouring wheel of the finisher.

Mr. Newman Silverthorne who died in Toronto this week at the ripe age of eighty-nine was quite a figure in shoe circles thirty or forty years ago. He was the inventor of toe protectors which, when prospecting in the west, he improvised



The late Mr. Newman Silverthorne, Toronto

out of pieces of tin and attached to his boots. A full description of this remarkable man and his invention appeared in the SHOE AND LEATHER JOURNAL just twenty-nine years ago, at which time he was a frequent caller. He spent many years in litigation defending his patents.



THE sale of White Dressings this year will be IMMENSE, and come in early. You have no time to lose in getting your stock ready.



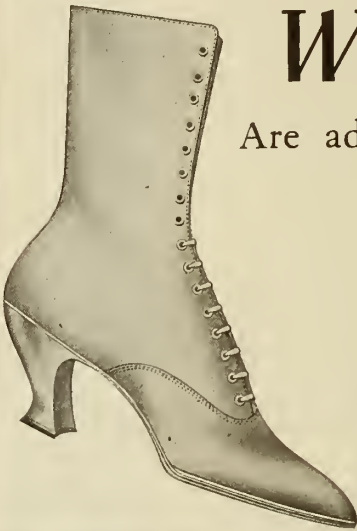
— *Ralston's* —
White Dressings

Are adapted to use on high-class white footwear.

ORDER TO-DAY

Robert Ralston & Co.

Hamilton, Ontario



F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

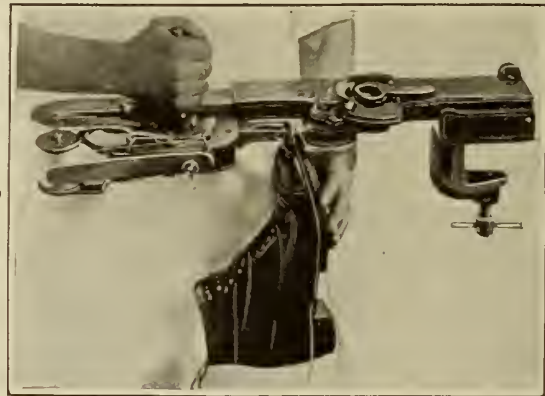
Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
63 Bay Street, Toronto

BRANCH WAREROOMS
252 Notre Dame St. W., Montreal
553 St. Valier Street, Quebec
RICHARD FRERES, Agent

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher

Hand Power

Stitches Neolin and Fibre Soles
Indispensable to Repairmen

WRITE FOR PARTICULARS

C. PARSONS & SON
LIMITED

Repair and Shoe Store Supplies
79 Front St. E. Toronto, Ont.

KEEPING THE TRADE AT HOME*(Continued from page 21)*

simply because I had decided beforehand that was all the space I could afford to buy. The printer knows more about "set-up" than I do. It is up to him to give me satisfactory results in a reasonable amount of space.

Our advertising expenditure runs about 2½ per cent. of our gross sales, quite low I find, in comparison with the figures of many other merchants. Almost every week we send some direct-by-mail advertising matter—quoting prices—to several hundred customers. The items are printed on a card usually six by nine in size. Frequently I attach samples of the goods advertised. Very often I print notices of farm sales that are to be held in our neighborhood, along with the notices of my merchandise. Farmers holding sales of live stock or farm produce appreciate the courtesy. The cost is slight.

A short time ago we bought some extra fancy dried apricots. I selected samples and placed them in a 1½ by 2 inch drug envelope and attached the envelope to the regular card. Our sales on apricots the next two weeks increased enormously over any previous records.

Spring wall-paper samples were sent out in a similar manner. On the back of each sample we told the cost of the paper required for a room ten by twelve feet, with two windows, two doors, and an eight-foot ceiling. As that is the average sized room in the average farm house it answered the farmer's most natural question—"What's the cost?"

Dress goods samples used in the same way always attract women buyers. The prices per yard are plainly marked.

Some Special Selling Methods Have Helped

Occasionally I send out the old-fashioned stick candy (the kind that comes wrapped in paper) to the children. Children make mighty good friends and it pays to watch for the little things that will interest them. Many times when I have been traveling about the country I have sent out several hundred picture post-cards of various points of interest. These are addressed to the children. Each card carries a greeting, and tells where I am and what I am doing. Sometimes I mention that I have just bought some very attractive lines which I believe will be of interest to their mothers or fathers. These cards, addressed to the children, receive a wide reading among grown-up customers.

Many merchants tell me they don't know how to write good advertising copy. I don't either. I try to put just as much of myself into every advertisement as possible. I write my copy just as though I were standing behind the counter and telling the customer about the merchandise or the special bargain offer. I believe every merchant should cultivate an individual personality for his store, a personality that will be generally recognized by the buying public. That it why I believe it is poor policy to start off an advertisement with some high-sounding phrase that is absolutely unlike anything you yourself would use if you were talking.

Here is a sample of the kind of copy I have found most effective, the kind I use every week in the year. This happens to be on churns.

Are you interested in churns? I'm not. Too many painful memories left over of when I was a kid for me ever to take any further interest in churns. Every time I go back home and see that old churn, I'm glad I've "grewed up."

If, however, you are unfortunate enough to have churning to do, just to show that I really sympathize with you, I will sell you a barrel churn, five-gallon size, for \$3.35. If you need a larger one, we have a seven-gallon model at \$3.55. Both sizes guaranteed.

This is nothing put on about it. It's just the way I would talk to a customer. Maybe that is not "good" advertising, but it sold the churns and it is the kind of advertising that has helped me to reduce my stock about fifty per cent. and has increased my sales several hundred per cent. in the past seven years.

Another thing I have found of vast importance is always to stand behind my advertising. Not so long ago, I meant to advertise a lantern special at 79 cents. The price quoted in the paper was 20 cents. It was the printer's mistake. However, I did not tell customers anything about his mistake. I sold our entire stock of lanterns at 20 cents each. That was way under cost, as they were a good value at the regular price. This loss was charged to advertising.

For many times the amount of that loss I could not have afforded to tell customers that a mistake had been made in my advertising, or that I could not sell the lantern for such a ridiculously low price. The very reason I'm advertising is to impress upon customers the principle that what I advertise, they will get.

Being a country merchant, I feel that I know the problems that are worrying most small merchants day and night. I believe the trouble with most of us is, we get mentally lazy. I know I do. And I feel that the more I can conquer this attitude, and concentrate my energies on developing my natural trade territory, remembering all the while that I am in business to serve, just in that proportion will my business grow. Think it over. Isn't it so?—System.

LOOK AFTER THE EASTER TRADE

Because Easter comes early this year it will likely interfere some with selling. But do not be faint-hearted. Go after it harder than ever. As it may be too cool for pumps and Oxfords, why not push gaiter sales with these lines? Don't forget them in your window displays.

BOSTON STYLES SHOW NEXT SUMMER

Robert J. Walsh, of the Dayton Last Co., Boston, announced last Wednesday that he has completed arrangements with the Copley-Plaza Hotel for the use of display rooms and the ball room to stage the biggest shoe style show Boston ever witnessed on July 8, 9, 10, 11 and 12. Mr. Walsh says that the event will be not only a style show for women's footwear, but that men's shoes will receive equal consideration, and that the latter will be displayed on living models the same as the women's shoes will be. Mr. Walsh promises the people of Boston and New England and the shoe buyers in Boston at that time, one of the most educational style shows ever given.

SHOE TRAVELER'S IDEA OF FINDINGS

"I don't sell findings," said a shoe traveler as he sat chatting with a number of other "road knights" in a hotel up country, "but if I were a retailer I certainly would, and here are my reasons: First of all an attractive silent salesman showcase, neatly dressed with findings and accessories, foot relief lines, etc., is an agreeable change from the monotony of hundreds of cartons on shelves. Then they furnish a pleasant mental diversion for the dealer from the constant thought of 'boots, boots, boots,' if I may be permitted to quote from Kipling. The growing demand for these lines makes them almost necessary to carry, which mean they are trade attractors for other lines. Occasionally a window of these lines may be put in that will be a wholesome change from the all shoe windows that grow difficult to arrange. And lastly they show a good profit without an increase of overhead expense. Surely those are sufficient reasons why the retailer should carry a stock of findings."

SHOES IN HOLY WRIT

(Continued from page 26)

The great apostle completes the application of "shoes" to the Christian life in his dramatic picture of the Christian warrior in Ephesians: "Stand therefore, having your loins girt about with truth and having on the breast-plate of righteousness, and your feet shod with the preparation of the gospel of peace; above all taking the shield of faith wherewith ye shall be able to quench all the fiery darts of the wicked. And take the helmet of salvation and the sword of the Spirit, which is the word of God, praying always with all prayer and supplication in the Spirit and watching thereunto with all perseverance." He had in mind, no doubt, in his vision of the "church militant," the words of Ezekiel: "Bind the tire of thine head upon thee and put thy shoes upon thy feet" as well as those of Isaiah, "And He will lift up an ensign to the nations from far and will hiss unto them from the end of the earth; and behold they shall come with speed swiftly; none shall be weary nor stumble among them; none shall slumber nor sleep; neither shall the girdle of their loins be loosed nor the latchet of their shoes be broken."

Shoes were not in Scripture times the expensive articles they have since become, although even the sandals of the ancients were sometimes elaborated with decorations and emblazoned with precious jewels. The ordinary footwear of the people, however, represented even less than the proverbial "old boots" of this generation. This fact is vouched for by references in Holy Writ such as those of the Prophet Amos who said, "Thus saith Jehovah:

"For three transgressions of Israel and for four I will not turn away the punishment thereof; because they sold the righteous for silver and the poor for a pair of shoes." It is to be feared, that the accusation is as applicable in this age of high-cuts as it was in the days of sandals and thongs.

LEATHER TRADE JOTTINGS

(Continued from page 39)

the manufacturers priced, which was 10s (\$2.40), on which the manufacturer's profit was fixed at 9d (18c) and the shoe was to sell retail at 13s, 4d (\$3.20).

Hides and Skins

There is practically nothing doing in packer or country hides. It is the worst period of the year. The condition of the hides makes them very undesirable and the prevailing situation makes things even worse than usual. Packers seem willing to receive lids of any kind, but tanners are holding off in expectation of lower prices still. Heavy native steers remain at 26c. for February's, native cows being quoted 22½c. for March heavies. Chicago country hides are neglected and some low quotations have been made. The best of last year's buff hides are held at 18½ to 19c. Calf tans have weakened and packers have sold at 34c. with the ruling figure 32c. Dry hides are up on account of the European demand, the price being almost prohibitive. B.A.'s are quoted 38 to 40c. and Montevideos 41c. with practically no takers. The goatskin situation is very unsettled. The general expectation is towards a stronger market.

ON THE SHOE AND LEATHER HONOR ROLL

Mr. Gordon Slater, recently on the staff of the SHOE AND LEATHER JOURNAL, has joined the Royal Flying Corps.



Gordon Slater, of the Shoe and Leather staff, now with the Royal Flying Corps

His past associates called him to office on Monday evening, March 4th, and presented him with an address expressing good wishes and to make these more emphatic and tangible,

one of the young ladies buckled a watch on his wrist to remind him, the address said, of the "time" he spent with them. Mr. Slater has been training in Toronto during the past winter and leaves for overseas very shortly.

MONTREAL SHOE RETAILERS MEET

A most interesting meeting of the Montreal Shoe Retailers was held on March 13th in their hall on St. Dennis street. Mr. Geo. E. Gales presided at the meeting and after the business of the evening, an address on "Advertising for Small Shoe Merchants" was given by Mr. Chas. A. Holmes, the well-known advertising man of Montreal and director of the journal called "Publicity." This article did not arrive in time for this issue of the SHOE AND LEATHER JOURNAL, but it will be published in full in our April 1st number.

Among the interesting points brought out by Mr. Holmes in his address were that Bradstreet's is authority for the statement that eighty-four per cent. of the failures in the shoe business were by non-advertising merchants and there is not a business from selling peanuts to million-dollar corporations that cannot benefit and improve by advertising; how to divide your advertising appropriation; what mediums to use; the small ad problem; advanced information; addressing people individually; how manufacturers can assist you in your advertising; you can write your own ads; putting "price" into publicity, and advertising as an instrument.

After Mr. Holmes' address the members showed a very lively interest by entering into a discussion on the subject of shoe selling and advertising.

“Classics”

FOR EARLY SPRING BUSINESS



No. 8329

In Stock
April First

Order Now



No. 8329—Brown Calf Bal.
Oxford. Made on No. 968
McKay Last. 12/8 heel.
Sizes 2 to 7. C and D
widths.

These three numbers represent the best values procurable. They are right in Style, Quality and Price. The shoe merchant who features them for Spring WILL BE GLAD OF IT.



No. 8326—Women's Brown Calf Sport Bal. Made on No. 968 McKay last, 12/8 heel. D width only.

No. 8325—Women's Gun Metal Calf Sport Bal. Made on No. 968 McKay last. 12/8 heel. D width only.



No. 8325 and 8326

Getty & Scott, Limited
Galt - Ontario

A MAN HIGHLY ESTEEMED

It is only a month ago that we placed on the front cover of the *SHOE AND LEATHER JOURNAL* as one of Canada's shoe captains, the portrait of Mr. Mercer J. Adams, of Toronto. Last week Mr. Adams passed to the "great majority"—most unexpectedly. He was not perhaps as well known to the shoe trade as his son, W. M. Adams, who is the executive head of the business, but he was sincerely esteemed and appreciated by a wide circle of friends in Toronto and throughout Ontario and the West. He had a great reputation for kindness of heart, as well as sterling integrity of spirit and leaves his family that which should be prized beyond everything else—a good name. He was



The late Mercer J. Adams

practically in his prime and will be missed by family and friends alike, for all who knew him unite in the description of him, that he was a fine man.

SHOE TOPICS FROM ST. JOHN, N.B.

Rev. George Steel, D.D., Superintendent of Missions for the Methodist church in the Maritime Provinces, received word recently that his son, Sergt. Percy J. Steel, had been wounded while fighting with a Canadian unit in France. The telegram read: "Sincerely regret to inform you that your son, Sergt. Percy J. Steel, has been officially reported wounded in action, and has been admitted to No. 6 Field Ambulance Depot, France, February 24th. Gunshot wound in the left leg." Sergeant Steel is the proprietor of a boot and shoe establishment on Main street, St. John, N.B. In 1916 he went to Toronto and took a course in the Cavalry school. He later went to Halifax and qualified as a lieutenant in the Royal Infantry School. After completing this he took a special course in machine gun work and eventually qualified as a Captain. After many months vainly endeavoring to become attached to some military unit he enlisted as a private and joined a machine gun section under Lieutenant Campbell. He was appointed acting-sergeant and crossed overseas. He has a wide circle of friends in the city and province who will anxiously await further particulars regarding his condition.

Luther Golding, of St. Patrick street, was quite seriously injured a few days ago in Peter's Tannery, Erin street. He was attempting to put a belt on a wheel when his clothes became caught in a set screw and he was whirled around several times. He was badly shaken up and in addition sustained injuries to his head and hands. He was rushed

to the General Public Hospital and was later reported to be improving and out of danger.

Harold W. Rising, has returned to the city after an extended business trip to Quebec, Montreal, Toronto and Boston. While away he made large purchases for the wholesale department of the firm of Waterbury & Rising, Ltd. He was accompanied by J. C. Featherstone, of the wholesale department, who unfortunately had to return home from Boston owing to the death of his mother.

E. L. Rising, president of the firm of Waterbury & Rising, Ltd., writing from Los Angeles, Cal., where he spent the winter months, told of meeting L. W. McManus, a boot and shoe merchant of Fredericton. He said he intends leaving California on April 2nd and expects to arrive in St. John about May 1st. Both he and his wife are greatly improved in health.

The sympathy of boot and shoe men in the Maritime Provinces is being extended to A. F. Stillwell, of the firm of Waterbury & Rising, Ltd. His mother passed away recently after a short illness.

Harold W. Rising recently received a letter from his brother, Capt. P. M. Rising, who is with the 13th Canadian Reserve Battalion in England. He said their unit is now over 2,000 strong. He is quartermaster of the Battalion, which is under the command of Lieut.-Col. Brown, formerly of the 26th N. B. Battalion.

Wholesale dealers have their travelers on the road and reports from all over the province are very gratifying. The rubber business is much larger than last year owing to the increasing demand for rubber goods.

HE KNOWS THE GAME

(See Front Cover)

If any man in Canada ought to know the selling end of the shoe business it is R. E. Jamieson, of the Dominion Rubber System, Montreal. He has spent a lifetime at the game, and has run the whole gamut from retailing to wholesaling, from selling shoes to fastidious patrons of the shoe store to bearding exacting and captious retailers in their dens.

Since 1901 he has been more particularly identified with the rubber shoe end of the business, having at that time taken the position of Ontario representative of the Canadian Rubber Co., of Montreal. In 1905 he took the management of the British Columbia interests of the concern and six years later was brought east to take charge of the Western Ontario Branches of the Canadian Consolidated Rubber Co., with headquarters at Toronto. A couple of years later he was promoted to the position of general sales-manager of the company and transferred to Montreal, where his qualifications have since been recognized by his election to the directorate and vice-presidency of the Dominion Rubber System.

His affability, combined with his enthusiastic thoroughness as a salesman, have been the qualities that have brought him to the fore. He has the faculty of winning the loyalty and co-operation of those associated with him to a remarkable degree, which is, perhaps, after all, the most potent influence in the success he has made.

His hobby is business but he is a golfer of no mean merit and puts the qualities of salesmanship into his pursuit of the flying "sphere." His great sphere however, is making people buy rubbers—Dominion, if possible; but rubbers anyway.

NEW PUBLICATION

"Marketing" is the title of a new business magazine, whose first issue has just come to hand. It has thirty-two pages and cover, 8½ by 11½ inches, and both advertising and editorial matter are certainly on a plane with the best publications. It is edited by Mr. W. A. Lydiatt.

NEWSY BRIEFS OF INTEREST TO SHOEMEN

Mr. Ludlow, of Ludlow Bros., Brantford, Ont., was in Toronto recently on a business trip.

The Miner Rubber Co.'s new catalog is an exceptionally fine book, both from a printer's point of view, and as a reference book for the trade. There are one hundred pages with excellent reproductions of their various lines, many being in colors.

Geo. A. Blachford left this week for New York and other centres of fashion.

Mr. Oscar Clement, of Quebec, was in Montreal this week sounding out the shoe trade.

Mr. Jno. Affleck, of Winnipeg, was in Montreal this week on his way west from Boston.

Mr. Frank Slater, of Three Rivers, Que., was in Montreal his week and he advises us that the Eureka Shoe Co. is very busy and business looks good.

Mr. M. A. Desmond, of Montreal, was in both Quebec City and Western Ontario this week on business.

Mr. Jno. Sinclair, of Barrie, was in Montreal on business recently. He reports that business both east and west is very good and that the Barrie Tannery is kept going to capacity.

Mr. H. C. Hatch, late superintendent of the Miner Shoe Co., has taken the position of superintendent of the factory of Tourigny & Marois, Quebec City.

A NOBLE CALLING.—A youngster about eleven years of age had been to church alone on Sunday morning. He was questioned as to the sermon and being asked for the text said, after some hesitation: "I will mend your shoe." During the week the preacher called, and the subject of the Sunday sermon came up. He was asked where he got his text and it transpired his discourse was taken from the twenty-third Psalm and the words were: "He restoreth my soul."

Mr. E. C. Getty has severed his connection with the Galt Shoe Co., Limited, of Galt, and has organized a shoe company to be established in Kitchener. The new company will make the same line of goods as the Galt Shoe Co.—youths', misses' and children's McKays and turns. Mr. Getty will be succeeded in the Galt Shoe Co. by Mr. Ford F. Murphy, who has had long experience in manufacturing.

Mr. Willard Helburn, of the Helburn Thompson Co., of Salem, Mass., has been a business visitor in Toronto recently. The firm is represented in Canada by Lewis & Co., 45 Front street east, Toronto. Mr. Helburn is in very close touch with the leather trade in the United States and says that prices are firm and while leather is inclined to move a little slowly the tendency seems to be for higher prices. There is big demand for good stock. He also states that many tanners are selling at a loss through a peculiar condition at this time. They were compelled to buy a number of lower grade hides from which they could select higher grades, and while they are not losing on the high grade lines they are compelled to do so on leather made from the poorer ones.

The Ontario Conference of Boot and Shoe Workers' Unions, met in Galt, Ont., Saturday, March 2nd, 1918. Delegates were present from the various cities where shoes are made in the province. Among the matters discussed was, the shorter work day, Fair Wages Clauses in Army contracts, and the introduction of Asiatic or cheap labor into Canada. On the latter subject, the conference went on record as unalterably opposed to its introduction under any pretext whatever.

The officers elected were as follows:—President, Walter Brown, Toronto, Ont.; vice-president, E. W. A. O'Dell, Hamilton, Ont.; secretary-treasurer, Edgar Drage, Preston, Ont. The next meeting will be held in London, Ont.

\$137,000

worth of advertising ideas for Live Shoe Merchants

There isn't a retail shoe merchant in Canada that can afford to miss this opportunity of sending for full information on Ways and Means for Increasing Business.

The best advertising brains in the world stand ready to make your business the greatest retail shoe store in your town.

Let us tell you all about it
THE POSTAGE IS ALL IT WILL COST

MAIL THIS COUPON NOW

Merchants Business Building Service
239 W. 39th Street, New York

Send full information about your shoe service
at once.

Name.....

Town

State

The Gift of Comfort

SHOES in BROKEN SIZES

Copyright 1918 by Merchants Business Building Service, N. Y. Page 576

This page of twenty interesting cuts is a miniature reproduction of one of ten pages of illustrations appearing in this month's Merchants Business Building, Shoe Service Bulletin, together with complete copy, layouts and timely suggestions.



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.

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 Stitch-down Shoes.

Humberstone Shoe Co.
Humberstone, Ont.

JOHN McENTYRE, LIMITED

LEATHER and SHOE GOODS
28 St. Alexander Street
MONTREAL

PLANTS
Rubber Cement Factory
26 Gladstone Ave.

TANNERY
1704 Iberville St.

"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.



1



2



3



4



5



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

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

AMONG THE SHOE MEN.

In England the repair men are at their wit's end to get leather.

If you can prevent the "making" of small pieces of leather it is more economical than the "using" of small pieces.

Can any one suggest a better word than "Cobbler"?

Mr. Wesley Thurston, shoe retailer, of Stratford, was in Toronto recently.

Mr. J. Hessenauer, of Kitchener, retailer, was in Toronto this week.

Wm. Chamberlain, of Galt, was down in Montreal this week looking over the shoe situation.

John McEntyre, of Montreal, was in Toronto and Western Ontario shoe centres this week, on business.

The Pendrith Machinery Company have installed a four barrel, direct driven 20 H.P. motor, Eureka mixer, in the plant of the Goodyear Tire & Rubber Co., Ltd.

H. E. Wettlaufer, of Kitchener, has left for British Columbia with the Ahren's samples, going by Chicago and Denver, Col. Ed. wanted to have another look at the Grand Canyon.

If there is a Shoe Retailers' Association in your town send us the names of your officers and other particulars. If there is none, tell us why.

James P. Kilgour, vice-president of Kilgour-Rimer Co., leaves in a few days for a friendly call on all their customers between here and the coast west.

We also overlooked the page advertisement run by Gourlay & Fogelberg, Limited, in the same catalog.

Mr. Frank Wagner, of the Aylmer Shoe Co., Limited, was in the city recently on a business trip.

In the last issue of the SHOE AND LEATHER JOURNAL we unintentionally omitted to mention the name of the W. E. Woelfle Shoe Co., Limited, of Kitchener, as having a full-page advertisement in the catalog, "A Message from Kitch-

ener, Canada," issued by the Kitchener Manufacturers' Association. Mr. Woelfle is the secretary of this association.

Mr. J. H. Parker, of Preston, was on a buying trip to Toronto one day recently.

Mr. Fred Love, retail shoe dealer, of Aylmer, Ont., was in Toronto recently making purchases for his store.

Mr. Foote, of the Independent Rubber Co., Merritton, Ont., paid a business visit to Toronto last week.

Mr. Oscar Vogt, of the Great West Felt Co., Elmira, was in Toronto recently on business of the firm.

Mr. J. A. Connor, the Canadian Consolidated Rubber Co.'s manager for Ontario, took a little trip last week merely to keep his fingers on the pulse of C.C.R. Co.'s business in the western part of the province.

Mr. Owens, of the Owens-Elms Shoe Store, Toronto, has just returned from an inspection and buying trip to New York and other American shoe centres.

Mr. Ernie Getty, recently of the Galt Shoe Company, but now of Kitchener, was in Toronto looking after business for his new shoe manufacturing establishment in Kitchener.

Mr. Macklin, of Macklin & Son, shoe merchants of Stratford, Ont., was in Toronto recently purchasing goods for their retail store.

Mr. C. E. Hurlbut, of the Hurlbut Co., L d., Preston, Ont., was in Toronto recently making purchases for his factory.

The Paris office and warehouse of the Tetrault Shoe Manufacturing Co., Ltd., 9 Rue de Marseilles, Paris, France. While complying with the formalities of French law regarding entrance of foreign firms into France, Mr. Tetrault had his own name inserted on building instead of the Tetrault Shoe Manufacturing Co., Ltd. This photo was taken shortly after the Paris office was opened.

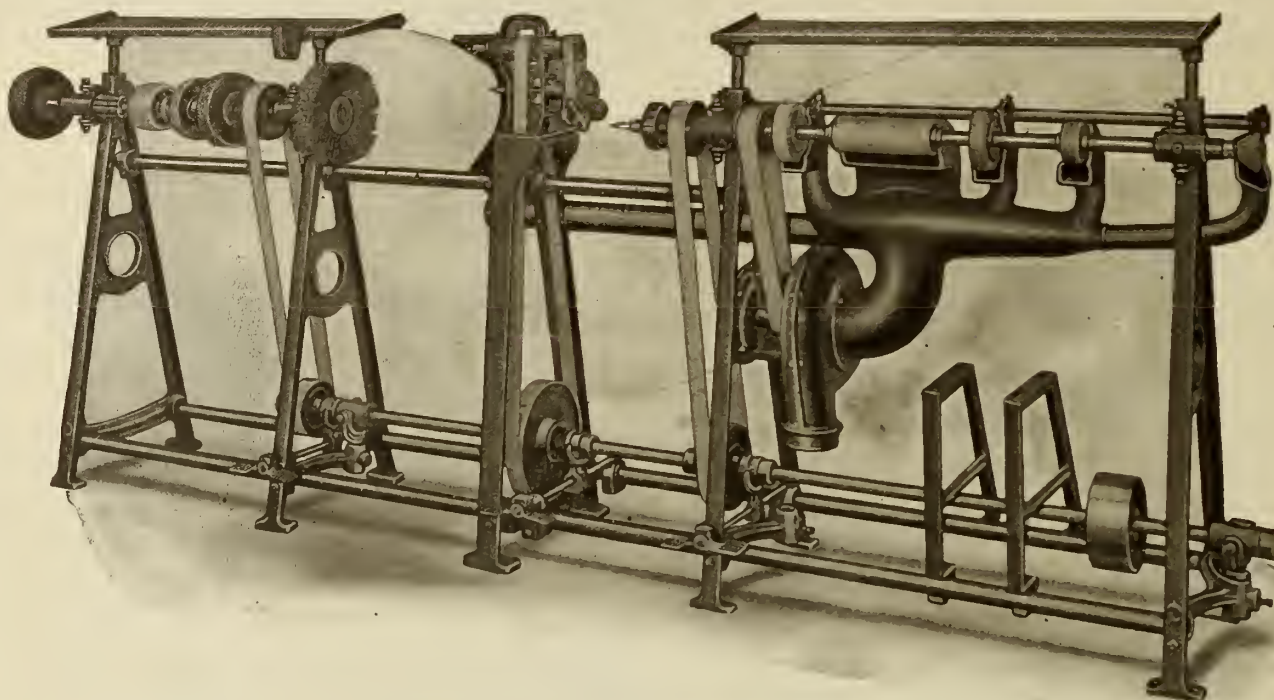
THEIR PARIS HEADQUARTERS

The European office of Tetrault Shoe Company, Limited, Montreal.



USMC

SOMETHING NEW



11-FOOT SHOE REPAIRING OUTFIT—MODEL P SERIES

A NEW LINE OF SHOE REPAIR OUTFITS

Developed after much thought and experimenting by the leading shoe machinery experts of the world. Lighter in construction than our well known Model N Series and taking up less space—but not to be confused with certain cheap, flimsy and poorly constructed machines which have appeared on the market from time to time.

Self Oiler Bearings	- - - -	Easy Running
An Efficient Blower System	- - - -	That REMOVES the Dust
High Grade Castings	- - - -	Cast Malleable Dust System (not Tin)
Steel Top Work Tray	- - - -	No Wood used

Equipment that allows the operator ample working room

Let us send you all particulars of these new Outfits—or we will have our salesman call personally if convenient.

WRITE US A POSTAL NOW

United Shoe Machinery Co. of Canada, Limited
MONTREAL - - QUE.

90 Adelaide Street West
 TORONTO

179 King Street West
 KITCHENER

28 Demers Street
 QUEBEC

Mr. Bond, of the Robt. Simpson Co., Limited, Toronto, was in Montreal recently on a shoe buying trip.

Mr. C. F. Tugman, of the Royal Shoe Store, Toronto, and his assistant, Mr. N. L. Smith, have just returned from an inspection and buying trip to New York, Boston and other American shoe centres.

Mr. Ben Martin, of the John Ritchie Company, Quebec City, was calling on business friends in Toronto last week. Mr. Martin is always a welcome visitor to men in the shoe trade.

Mr. W. J. Sisman, of Aurora, Ont., made a little trip to Toronto last week and called on the various jobbers who handle their lines of "Every-Day Shoes."

Rubber manufacturers and jobbers report that placing orders are coming in unusually well this year.

The Greb Shoe Co., Limited, of Kitchener, have issued a new and very attractive folder-catalog of their various lines of shoes for workmen. It is well illustrated in colors and shows the shoes "On the Foot," as well as a "Close up," in each line.

We do not know what is the matter with the shoe clerks in Belleville, for they allowed the barbers of that good city to beat them at a game of hockey by one goal. That was a close shave.

Sergt. D. N. Presho, who received his discharge from the army last June, is now on the selling force of the Adanac Shoe Co., of Wellington street, Toronto, left for his territory in Saskatchewan and Alberta, where he expects to be until June.

The assets of G. C. Locke & Co., shoe merchants, of Calgary, are advertised for sale by the assignee.

A great number of Boston manufacturers of men's shoes have added women's models to their products.

Mr. Adams, of the late firm of Barclay & Adams, New Westminster, B.C., is now engaged with the Popular Shoe Store of that city, and Mr. Barclay is in a repair shop.

Mr. William McKnight, shoemaker, of St. Marys, Ont., died on Wednesday, February 20th. He was seventy-five years of age and was an old resident of St. Marys. The funeral took place in Stratford on Saturday, February 23rd.

The boot and shoe firm of E. I. Peel and A. A. Reid, at Oxford, N.S., has been dissolved and in future will be conducted under the name of E. I. Peel & Son. It is understood that Mr. Reid intends going to Western Canada.

Mr. A. C. Taylor has purchased the general store business of Logan & Young, Beaverton, Ont. Included in the stock is about \$4,000 worth of boots and shoes. Mr. Taylor is running a special sale at reduced prices.

H. Barringer, of Port Rowan, has sold out his stock of boots and shoes to Mr. T. D. Pierce of the same place. It is Mr. Barringer's intention to put in a line of auto supplies and he has installed an up-to-date steam vulcanizer

in connection with his harness and shoe repairing business. He will still make a number of shoes to order.

Mr. J. D. Palmer, of Fredericton, was in Montreal and Toronto this week on business.

Mr. G. H. Ansley, of Perth, was in Montreal this week on business.

R. L. Styles, of Jno. R. Evans Leather Co., was in Quebec City this week.

Mr. Jos. Daoust, of Daoust, Lalonde & Co., Montreal, paid Toronto a business visit recently.

Chas. Albee, of Perth, was in Montreal this week on business.

Mr. M. A. Desmond, manager of Montreal store of Newcastle Leather Co., has just returned to the city after spending a few days in New York.

Mr. W. A. Lane, of Montreal, and Mr. J. A. Scott, of Quebec, left this week for Boston, New York and Philadelphia, to look over conditions in the shoe and leather markets.

FOR SALE—Several wooden glazing machines of the Delaware Machine Works Co. make, in first-class condition. Apply to Aug. Pion, 344 Prince Edward street, Quebec.

WANTED—Head salesman for exclusive retail Boot and Shoe Store. Splendid position for good man. State experience, references and salary expected. H. Megginson, Sault Ste. Marie, Ont.

SHOE SALESMAN—Age twenty-nine, seeks permanent position in a first-class shoe store. Five years' experience in retail boots and shoes. Box 43, SHOE AND LEATHER JOURNAL.

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.

OPEN DATES FOR PERSONAL SERVICES, JUNE AND JULY

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS



“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		E		N	
	PAGE		PAGE		PAGE
Aird & Son.....	6	Evans, John R., & Co.....	I.F.C.	Nugget Shoe Polish Co. Limited	50
Ackerman, B. F., & Co.....	4	E-Z Walk Mfg. Co.....	14	P	
Ames-Holden-McCready, Limited	10	Edwards & Edwards.....	14	Perth Shoe Co.....	52
Adams Shoe Co.....	17	F		Palmer-McLellan	16
B		Foerderer, Robt. H., Inc.....	3	Palmer, John C.....	12
Bell, J. & T., Limited.....	7	G		Parson, C., & Son.....	54
Breithaupt Leather Co.....	44	Getty & Scott, Limited.....	57	R	
Beardmore & Co.....	47	H		Ralston & Co., Robert.....	54
Beal, R. M., Leather Co.....	14	Humberstone Shoe Co.....	60	Robinson, James.....	9
Blachford Mfg. Co. Limited.....	35-38	I		Robson Leather Co.....	48
Brandon Shoe Co.....	42	Independent Rubber Co.....	15	Root-Heath Co.....	60
C		J		S	
Can. Consolidated Rubber Co.....	18	Johnston, H. B., & Co.....	13	Sisman, T., Shoe Co.....	8
Cote, J. A. & M.....	6	K		St. Hyacinthe Soft Sole Shoe Co.....	60
Collis Leather Co.....	8	Kaufman Rubber Co. Limited.....	40	Schmoll, Fi's & Co.....	64
Cobourg Felt Co.....	63	L		Staynes, W. H., & Smith.....	64
Clarke & Clarke.....	54	Lewis, A. C., Leather Co.....	60	T	
Clark, A. C.....	63	Logan Tanneries.....	16	Tetrault Shoe Mfg. Co.....	11
Clarke & Co., A. R.....	O.B.C.	M		U	
D		Martin Corrugated Paper & Box Co..	4	United Shoe Machinery Co.....	62, I. B. C
Davis Leather Co.....	5	McEntyre, John.....	60		
Duclos & Payan.....	14	Merchants Business Building Service	59		
Davis, A., & Son.....	12				

W. H. Staynes & Smith,
 CASH ADVANCED
 ON CONSIGNMENTS
Leicester, Eng.

**HIDE and LEATHER
 FACTORS**

and at Kettering, Northampton
 Bristol, and Norwich.

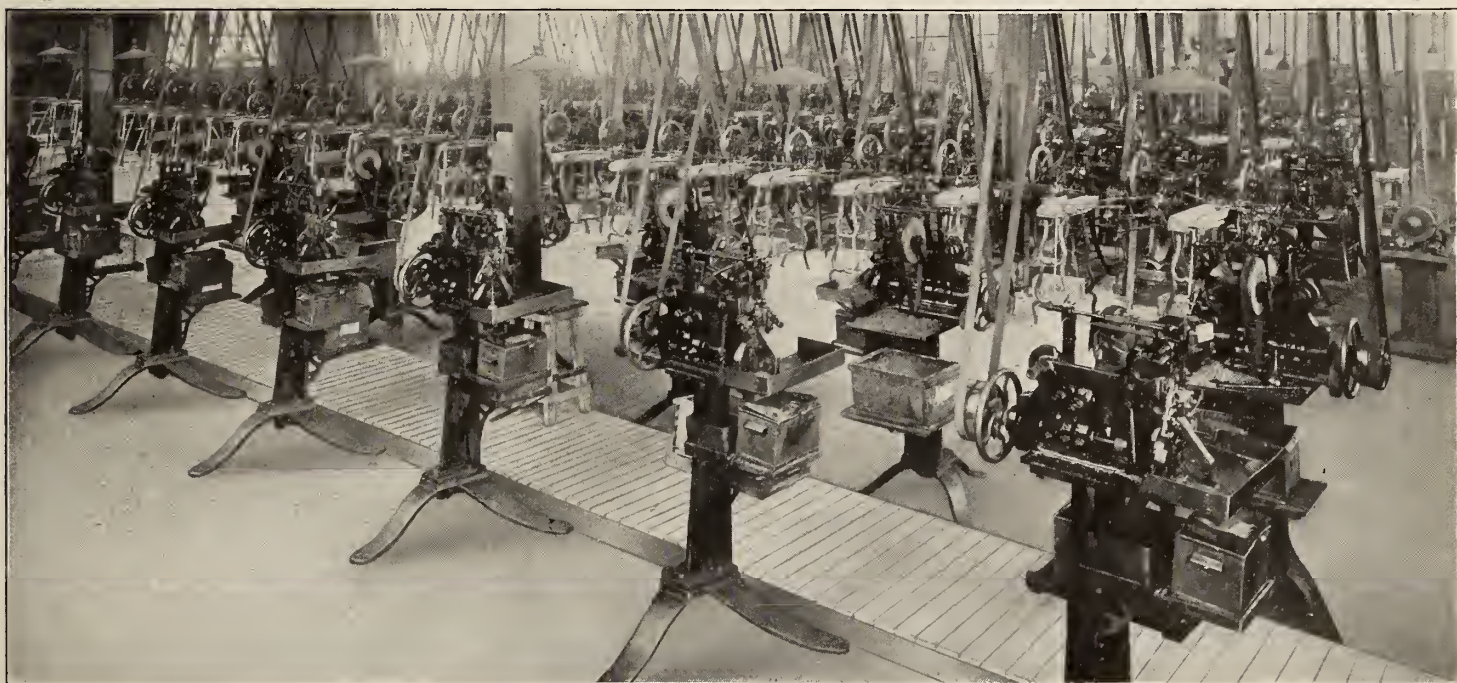
Cable "HIDES" Leicester.

THE NAIL



KLEAN-KUTT PEGGING NAILS IN ALL SIZES

WHERE IT IS MADE



WHY IT IS MADE

TO FILL A LONG FELT WANT. Especially suitable for use by Repair Men to make a light, inconspicuous fastening for light sole shoes.

LIGHTER THAN SHOE RIVETS. STRONGER THAN SHOE TACKS Not made to take the place of either, but rather to fill the gap between them for a light, easily clinching, small headed sole fastening for shoe making and repairing. Excellent for use where the insole is light or frail, or in attaching any sole where a light tenacious fastening is desired. SMALL HEAD. CORRUGATED SHANK. CURLING TACK POINT.

WHERE YOU CAN SECURE IT

United Shoe Machinery Co. of Canada, Limited

MONTREAL - - QUE.

TORONTO
90 Adelaide Street West

QUEBEC
28 Demers Street

KITCHENER
179 King Street West

CLARKE'S
PATENT
LEATHER



CLARKE'S
PATENT
LEATHER



HIGHEST
QUALITY

ABSOLUTELY
RELIABLE

“Us ‘Shiney Blacks’ shore is gwine ter be moughty poplar dis yere comin’ Spring and Summah.”

And it’s a fact—“Shiney Blacks” or, rather, “Patent Leathers” are going to enjoy a popularity they have not experienced for many a day.

Chiefly because the dressiness of Patent Leather is still unequalled, and also because of economic conditions.

A. R. Clarke Leather Co. Limited
Toronto Canada

THE SHOE & LEATHER JOURNAL

The
Thirty-First
Year

Toronto
April 1st
1918



THE DAWN OF WORLD DEMOCRACY

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Summer and Autumn Styles Number



THE SLATER "IN-STOCK" SERVICE.

In this organization, the word "SERVICE" stands out in bold relief.

For we realize that we are losers in the final count UNLESS our In-Stock Service is PERFECT and unless it represents the utmost a well-balanced organization can achieve.

THE SLATER IN-STOCK SERVICE comprises a wide range of selection in shoes and offers 40 different lines to select from.

Write us to-day for our interesting In-Stock Service Catalogue. Examine it—and soon you will come to the conclusion that to look for BETTER is utter waste of effort.

Lest you forget—write for it TO-DAY!

SLATER SHOE CO. LIMITED
MONTREAL

Established



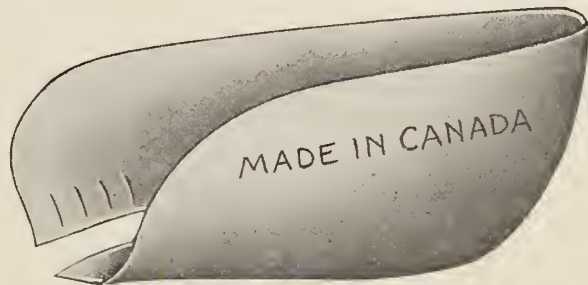
1872

The Largest Factory in Canada
Exclusively Devoted to Making
FIBRE COUNTERS

This is a day of SPECIALISTS and SPECIALTIES. We make counters and make nothing else in this spacious factory. We make counters for every purpose and they SERVE the purpose—They stand the severest test. They outlast the shoes.

Nearly half a century of counter making means satisfaction in service.

A GOOD COUNTER MEANS
THE LIFE OF THE SHOE.



Ask Us About our Special Counters for Felt Shoes and
Rubber Footwear

Representatives:—

For Ontario:—E. R. Lewis, 45 Front Street East, Toronto.

For Quebec City:—Richard Frere, St. Valier Street, Quebec.

DUCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
Montreal



Acme

Ability, Pliability

Reliability

"Acme" soles have "walked" into favour with the public. The tremendous increase in the demand proves that.

Outside of Dunlop "Traction Tread" Tires, no other product emanating from our factories has quite equalled the furore created by "Acme's" advent into Soledom.

In a field so new and so radical, only one fact could account for such an unusual success in such a short time—Ability, Pliability, Reliability.

Ability of "Acme" Soles to outwear leather.

Pliability of "Acme" Soles in actual use by those who search for boot and shoe comfort.

Reliability of "Acme" Soles when the count is being made of Squeaks, Cracks, Leaks.

Colors: Black, White, Tan. Supplied in sheets 3/16", 1/4" and 5/16" thick for repair purposes.

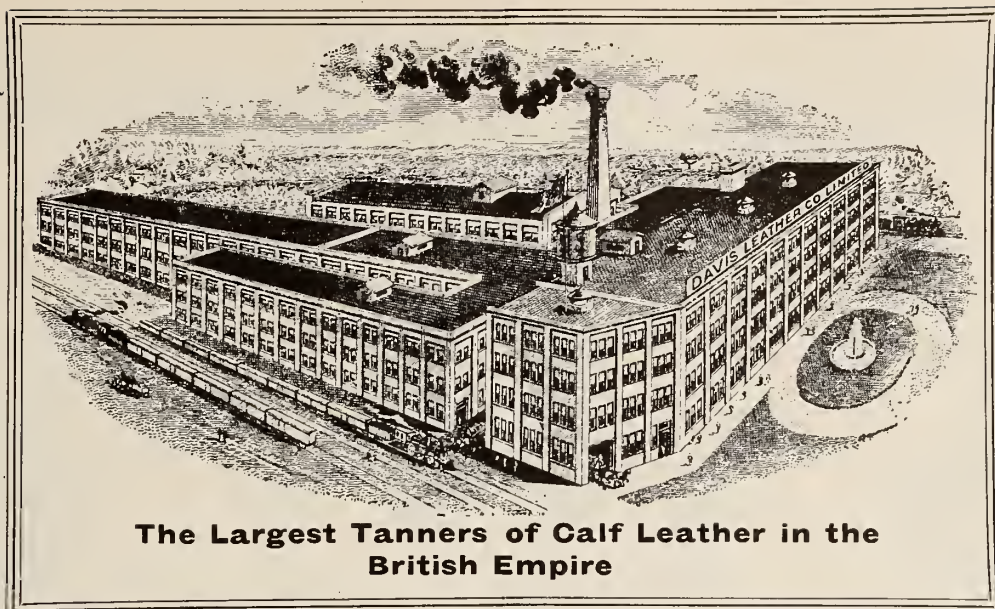
Specify "Acme" on all your Boot orders.

Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories, TORONTO

Branches: Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, Halifax.

Makers of High-Grade Tires for Automobiles, Motor Trucks, Bicycles, Motorcycles and Carriages; High-Grade Rubber Belting, Packing, Fire Hose and General Hose, Dredge Sleeves, Military Equipment, Mats, Tiling, Heels and Soles, Cements, Horse Shoe Pads, Plumbers' and Railroad Supplies, and General Rubber Specialties.



The Largest Tanners of Calf Leather in the
British Empire

DAVIS LEATHERS

Made from the very
BEST RAW SKINS.

Under DAVIS'
SUPERVISION—
backed by half a
century of experience.

Each skin receives
*special individual
care and treatment.*

Uniform in Tone and
Finish.

Texture, Silky, Even
and Firm.

Cutting Quality and
Economy Unexcelled.

Davis' Calf Keeps
its Shape.

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

LIMITD

NEWMARKET, ONT.





MADE IN CANADA

For over 60 years we have been Specialists in

Sole Leather



L. O. Breithaupt, Sales Manager



J. Edward Breithaupt, Kitchener Tannery

Our Well Known and Popular Brands are:

EAGLE	KITCHENER	PENETANG	TRENT VALLEY	LION	ROYAL
(Hemlock and Union)	(Union)	(Hemlock)	(Oak)	(Oak)	(Oak)

THE BREITHAUPT LEATHER CO. LIMITED

Tanners of Hemlock, Union and Oak Sole Leather. Manufacturers of Tap Soles and Jumbo Blocks for the Repair Trade.

HEAD OFFICE - - KITCHENER, ONTARIO

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

REPRESENTATIVES:—Montreal, R. M. Fraser and John McEntyre

Quebec, Lucien Borne



DON'T
CLOSE YOUR
EARS TO
THIS:



There is practically an embargo on Tanning materials that has placed the Canadian tanneries in a very trying position.

We have been fortunate enough, however, to get a limited supply of the necessary extracts, and are prepared to look after our customers' interests as far as possible.

We would suggest that you anticipate your requirements as early as possible in order that we may protect you.

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, ONTARIO

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

REPRESENTATIVES:

Montreal, R. M. Fraser and John McEntyre.

Quebec, Lucien Borne



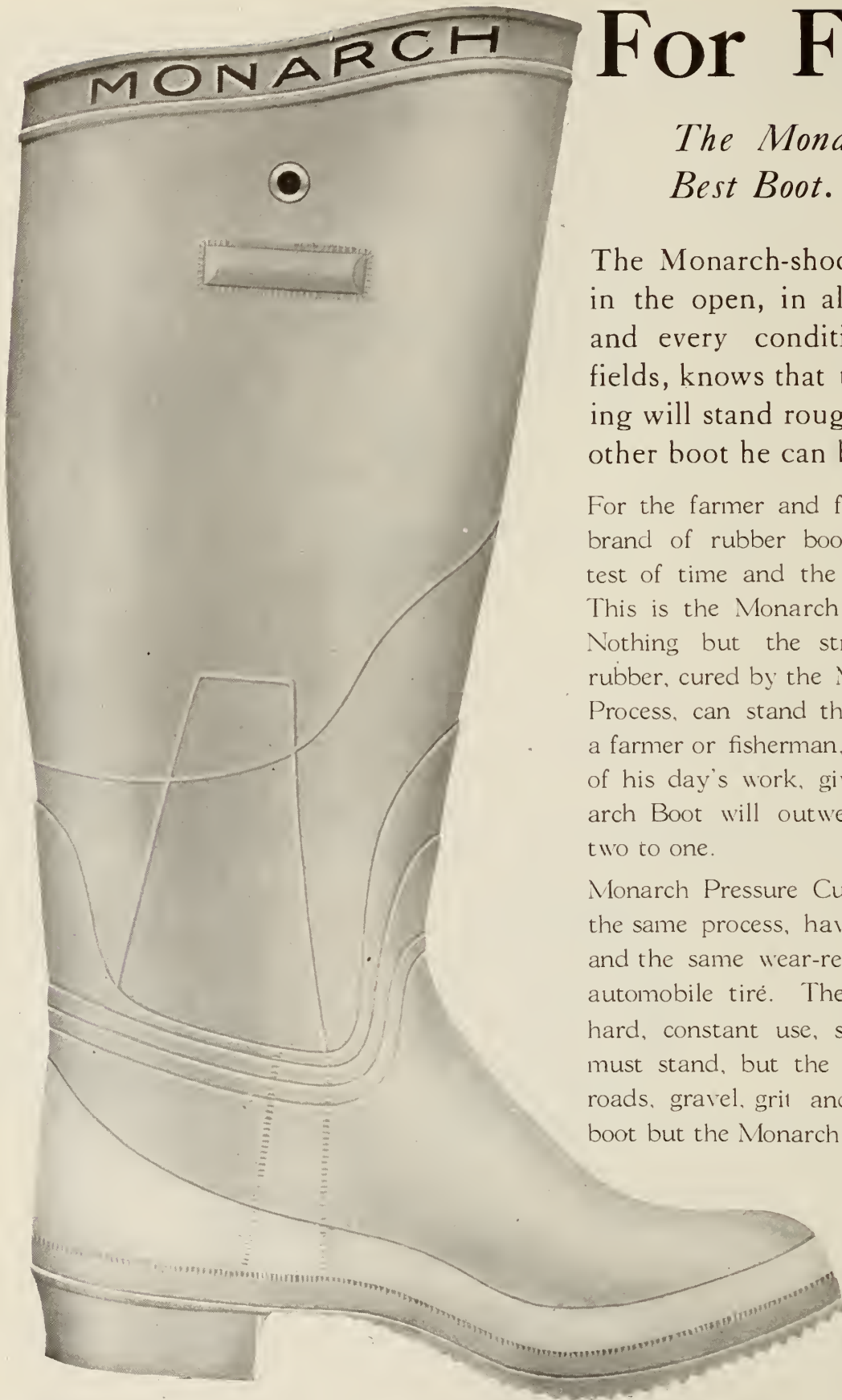
For Farmer

The Monarch is the One Best Boot.

The Monarch-shod farmer, working in the open, in all kinds of weather and every condition of roads and fields, knows that the boot he is wearing will stand rougher usage than any other boot he can buy.

For the farmer and fisherman there is one brand of rubber boot that has stood the test of time and the hardest kind of wear. This is the Monarch Pressure Cured Boot. Nothing but the strongest and toughest rubber, cured by the Monarch Pressure Cure Process, can stand the heavy wear and tear a farmer or fisherman, in the ordinary course of his day's work, gives a boot. The Monarch Boot will outwear the ordinary boot two to one.

Monarch Pressure Cured Boots are made by the same process, have the same grey color and the same wear-resisting qualities as an automobile tire. They will stand not only hard, constant use, such as any good boot must stand, but the abuse of rough, stony roads, gravel, grit and stubs, which no other boot but the Monarch can stand.



The Miner Rubber Company, Limited

Sydney, C.B., St. John, N.B., Quebec, Que., Montreal, Que., Ottawa, Ont., Toronto, Ont., Hamilton, Ont.
London, Ont., Winnipeg, Man., Regina, Sask., Edmonton, Alta., Vancouver, B.C.

For Fisherman

In Four Years No Unsold Monarch Boots.

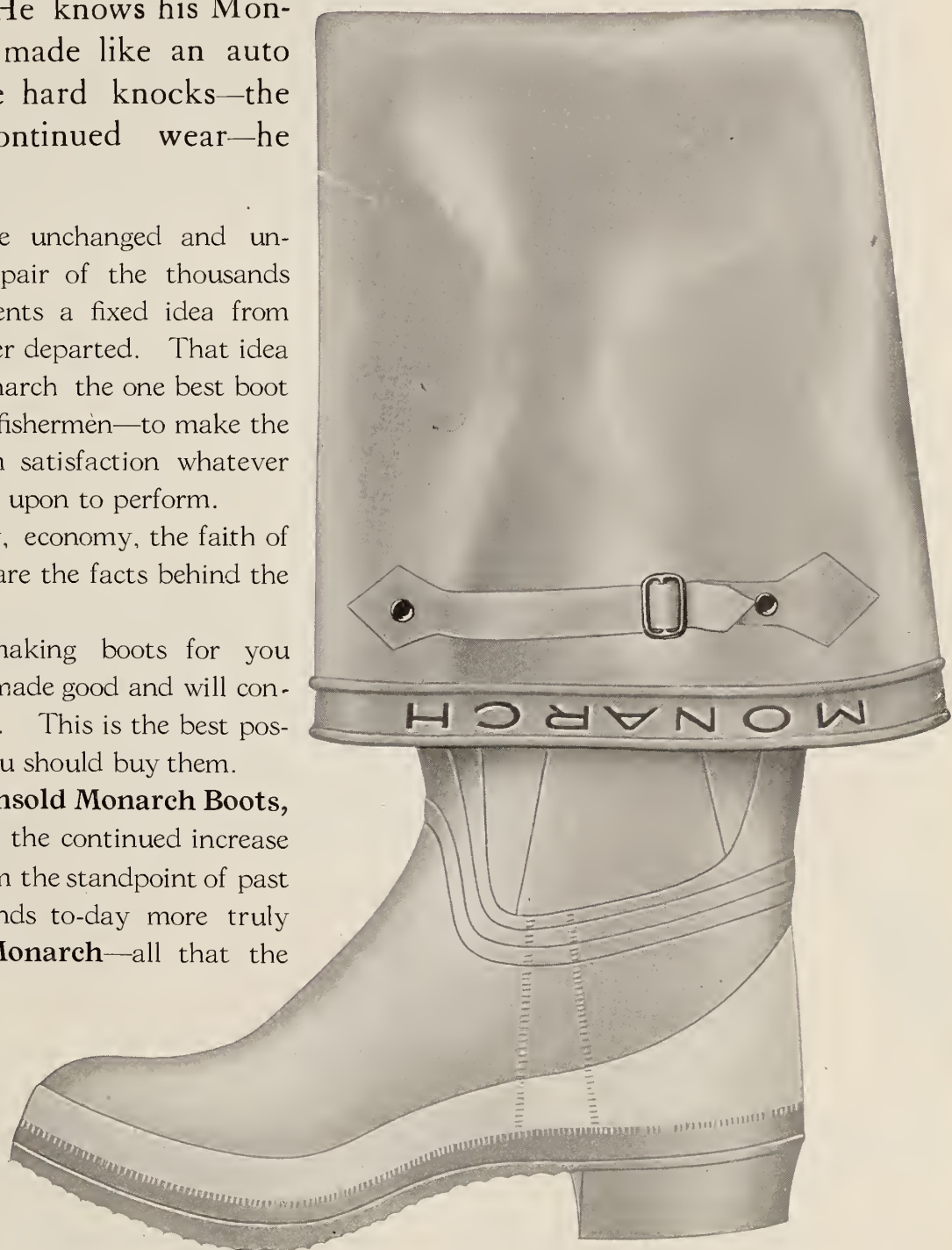
The Monarch-shod fisherman does not hesitate to face every extreme of wet and cold. He knows his Monarch Boots are made like an auto tire to stand the hard knocks—the day-after-day continued wear—he gives a boot.

Monarch Boots are unchanged and unchanging. Every pair of the thousands now in use represents a fixed idea from which we have never departed. That idea is to make the Monarch the one best boot for farmers and for fishermen—to make the Monarch give them satisfaction whatever the duty it is called upon to perform.

Strength, durability, economy, the faith of the makers—these are the facts behind the Monarch Boot.

They are money-making boots for you because they have made good and will continue to make good. This is the best possible reason why you should buy them.

In four years no unsold Monarch Boots, and that in spite of the continued increase in production. From the standpoint of past performance it stands to-day more truly than ever—**The Monarch**—all that the name implies.



The Miner Rubber Company, Limited

Sydney, C.B., St. John, N.B., Quebec, Que., Montreal, Que., Ottawa, Ont., Toronto, Ont., Hamilton, Ont.
London, Ont., Winnipeg, Man., Regina, Sask., Edmonton, Alta., Vancouver, B.C.



Lawrence Leathers

Are Known and Used the World Over

A. C. LAWRENCE LEATHER CO.

BOSTON, MASS., U.S.A.



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
Black and Colors

The most extensively sold Chrome Patent Sides on the market.

Originators of

GUN METAL

(Reg. U.S. Pat. Off.)

CALF

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, Mahogany,
Cherry Red.

Originators of

"HUB"

Pigskin Welting

"HUB"

Pigskin Sole Leather

A·C·LAWRENCE LEATHER CO.

BOSTON . MASS. U.S.A.

NEW YORK

CHICAGO

ROCHESTER

ST LOUIS

GLOVERSVILLE

CINCINNATI

McLAREN & DALLAS

30 FRONT ST. WEST
— — TORONTO — —

SPRING HAS SPRUNG ITS DEMANDS

And we are prepared with an exceptionally fine range of the lines that have immediate call.

Women's Oxfords and Pumps

Mahogany Calf, Patent and Vici Kid

White and Grey Canvas Shoes

Oxfords and Pumps and
8" and 9" High Cut Bals.

All signs point to a splendid season from the shoe-trade standpoint. It is anticipated that the turnover will be large, and for this reason, and also in view of transportation difficulties, it will be well to estimate your needs and order now.

Our Travellers are in their various Territories.

Mail Orders are handled with scrupulous care and promptness.

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

The Public Balks at a 15c. Shoe Dressing

Knowing this, we determined to make our advance in price to the trade so slight that the high-grade REGENT POLISH can still be retailed with profit at the old and popular price, 10 cents.

This applies to the following lines:

TILLEY'S REGENT SHOE PASTE,
black, tan, ox blood, chocolate, etc.

TILLEY'S LADIES' SHOE DRESS-
ING, in individual cartons.

TILLEY'S WHITE CANVAS DRESS-
INGS, in individual cartons.

TILLEY'S REGENT WHITE CAKE,
in tins.

85c. per Dozen

You would be wise to order by letter,
'phone or wire, NOW.

We also manufacture a complete range of
the 25-cent lines.

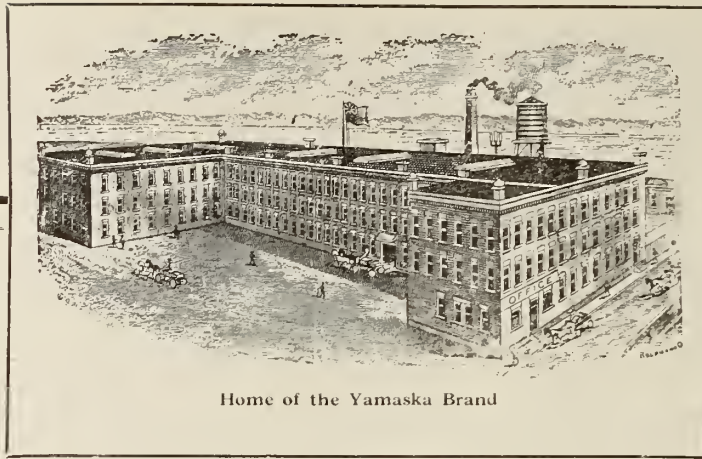
WRITE FOR PRICE LIST
BEAUTIFUL CALENDAR

CHAS. TILLEY & SON

90 Richmond St. West

Toronto, Ont





Home of the Yamaska Brand

“Only the GOOD endures”

This is the Cote creed. This is the underlying secret of our success in the past, and YOUR strongest guarantee for the future.

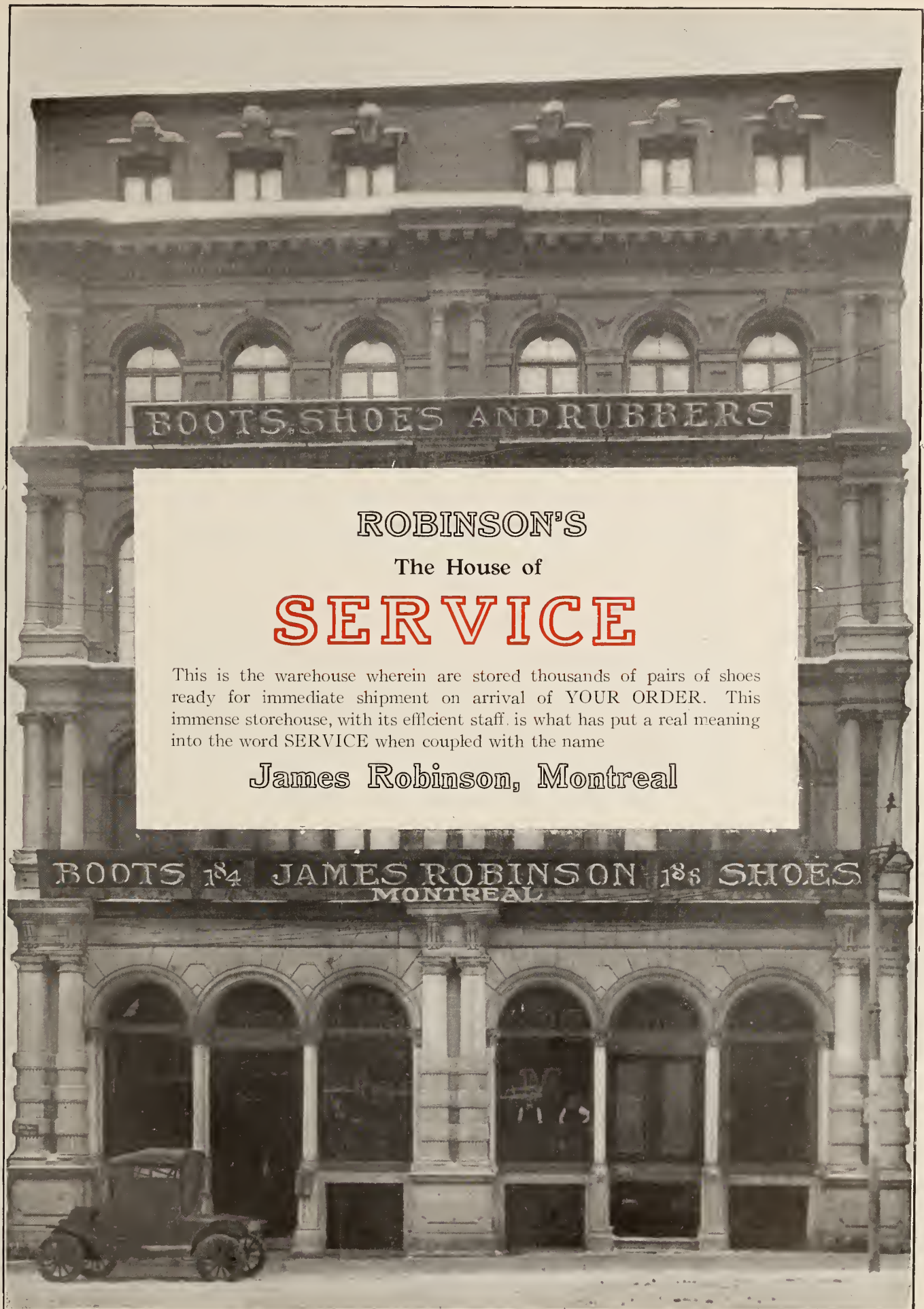
THE “YAMASKA BRAND SHOE”

of to-day is the final test of years of steady grind; it represents the utmost a well-balanced organization can achieve in the making of a perfect shoe of the “EVERYDAY AND EVERYBODY” Brand.

Our Fall styles are up-to-the-minute, they are just the kind of shoes you would expect one of the oldest and foremost shoe factories in Canada to turn out. No popular-priced shoe to-day more perfect in every detail than we offer you.



LA COMPAGNIE
J. A. & M. COTE
 ST. HYACINTHE, QUE.



ROBINSON'S

The House of

SERVICE

This is the warehouse wherein are stored thousands of pairs of shoes ready for immediate shipment on arrival of YOUR ORDER. This immense storehouse, with its efficient staff, is what has put a real meaning into the word SERVICE when coupled with the name

James Robinson, Montreal



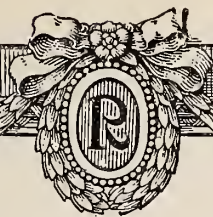
WHITE GOODS

Recognizing the growing demand for WHITE GOODS, and realizing that they will be worn more extensively than ever this Spring and Summer, we have prepared for this great demand, and can supply you with the newest ideas in these attractive lines.

We have been fortunate in our selections, choosing style models we know will sell at sight and give satisfaction. If you have held off ordering, you know now that every indication is toward these popular lines being a big selling factor in your Summer's trade.

And We Can Ship NOW

James Robinson
Montreal



SUMMER LINES

The retailer, to be successful, must sell what his customers want.

There will be great call this Summer for fine, classy, stylish models in the various color shades that have now become almost staple footwear.

In our selection of these we have some of the best values we have ever offered. And what makes them such extra value is their MODISH DESIGN, EXCELLENT FINISH and APPEARANCE, SUPERIOR WORKMANSHIP and, most important, THEIR MODERATE PRICE.

And We Can Ship NOW

James Robinson
Montreal



FALL PLACING

The shoe trade is just as uncertain as last year, but one fact is absolutely certain, PEOPLE MUST HAVE SHOES.

Knowing this, we went right along and bought and prepared for Fall placing. We bought heavily of the very choicest lines we knew would sell. It was a sort of "Business as Usual" with us.

And now we can positively take care of your every shoe need, and furnish you with the lines that sell.

And we can ship right on the time specified.

James Robinson
Montreal

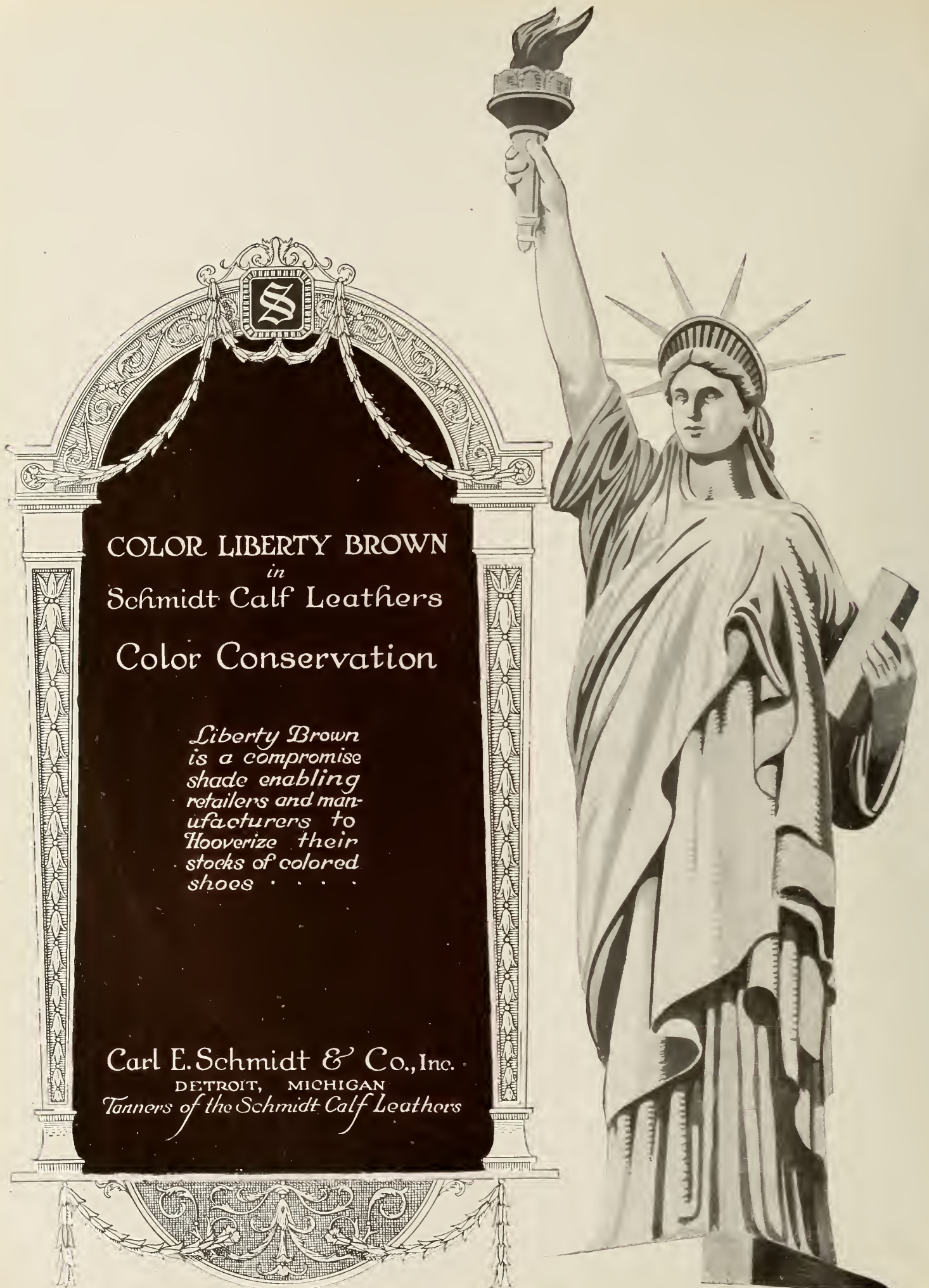


Schmidt's
VICTORY TAN

*Victory Tan is a
neutral shade
that has gained
acceptance because
it encourages the
two color standard
set by the Commer-
cial Economy Board*

Carl E. Schmidt & Co., Inc.

Tanners of the Schmidt Calf Leathers
DETROIT, MICHIGAN



COLOR LIBERTY BROWN
in
Schmidt Calf Leathers
Color Conservation

*Liberty Brown
is a compromise
shade enabling
retailers and man-
ufacturers to
Hooverize their
stocks of colored
shoes*

Carl E. Schmidt & Co., Inc.
DETROIT, MICHIGAN
Tanners of the Schmidt Calf Leathers

Our *New* Premises

In the Mappin & Webb Bldg.

(Corner Victoria and St. Catherine Sts.)

are being made ready for us now,
and we will be located there about
April 15th.

We invite the trade to call and see us



We will continue to carry a complete
line of the

Thompson Kushion-Sole Shoe

A shoe that has already made itself
an absolute necessity to the Live Shoe
Merchant on account of its SALE-
ABILITY.



There are even more

Women With Tender Feet

than ever who not only NEED but
DEMAND the THOMPSON
KUSHION-SOLE SHOE.

We will also carry a complete range
of MEN'S, WOMEN'S and CHIL-
DREN'S STAPLE LINES along with
MALTESE CROSS RUBBERS.



When in the city make our Sales Room your Headquarters

THOMPSON SHOE CO., LIMITED

10 Victoria Street

-

Montreal



FALL

1918

AIRD *Always*
MODELS *Lead*

Are now in the hands of all the best

JOBBERS

from Coast to Coast. Do not fail to ask for "AIRDS." The name is a guarantee of

SELLING QUALITY

All our lines are designed, constructed and furnished to make them LEADERS IN THEIR CLASS.

AIRD & SON (Registered)
MONTREAL

PARIS

Men's Welts, Women's McKays

PATRICIA

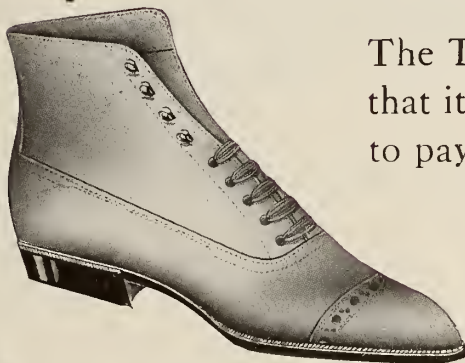
Women's Welts and Turns

METROPOLITAN

Women's McKays, Men's Welts



These shoes embody in surpassing measure all of those qualities which make their purchase so desirable. Recommend them to your customers—it is a compliment to your good judgment and a dividend to your pocket-book, for they are sold to you at the lowest price at which they CAN be sold, and leave you a nice margin of profit.



The Trade knows that they are GOOD shoes, that it is needless to pay MORE, and unwise to pay LESS.

Daoust, Lalonde & Co. Limited
MONTREAL

Jobbing Branch, Metropolitan Shoe Company, 91 St. Paul Street, Montreal

SOLID LEATHER
for
SOLID VALUE



COMPRESSED VALUE is what
you can offer your customers with

HYDRO CITY SHOES



They have all the
SUPERIOR
WEARING
QUALITY
that only
SOLID LEATHER
can give. They are
placed beyond the
ordinary run of
Staple Shoes by
possessing a



STYLE and SHAPELINESS worthy the attention of your BEST TRADE.

It will pay you to give your patrons REAL VALUE. You can do it with
the HYDRO CITY LINES. There is no doubt as to their worth. Lay
the sure foundation of

Hydro City "Solid Stylish Staples"

Hydro City Shoe Manufacturers

Limited

Kitchener

- - -

Ontario

EVANS

"MAXIMUS"

PATENT LEATHER

Mahogany, White, Drab, Pearl
and Battleship Gray

"PEERLESS"

GLAZED KID

White, Gray and Brown

"RUBY"

GLAZED KID

PEERLESS MAT CABARETTAS

SERVICE

Our service is worth a great deal to you in these days of selection. We carry a large stock in our store of all our various lines.

QUALITY

No skin comes into or goes out of our store but we are prepared to stand behind it.

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

YOUR



USMC



**GUARANTEE
FOR QUALITY**

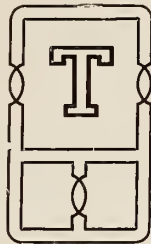
**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



HE man who never saw an Electric Light could easily be persuaded that a Kerosene Lamp was "just as good."

Likewise, you will NEVER realize the superiority of our different makes of shoes UNTIL you have inspected them. For your information and profit, make yourself familiar with their ultra value.

McKay Sewn Leather Shoes

FOR WOMEN

Fashionable Women's Leather Footwear

NEWEST LASTS AND PATTERNS

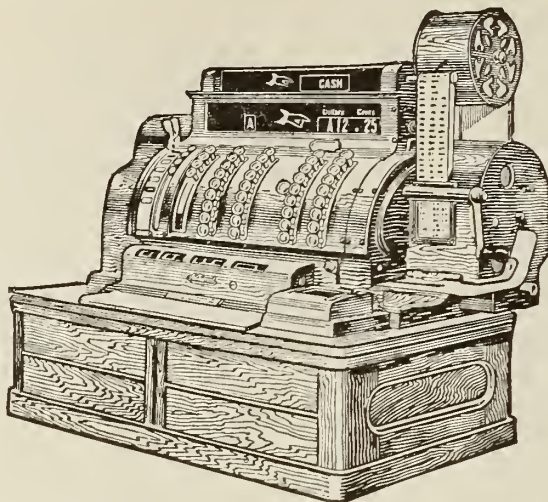
WHITE GOODS

FOR WOMEN, MISSES, CHILDREN AND INFANTS

This Summer, in view of the "higher-than-usual" prices for leather shoes, the demand for White Goods will be exceedingly great. Have YOU prepared to meet such demand? If not, do it NOW.

Gagnon, Lachapelle & Hebert

55 KENT STREET
MONTREAL



Rising Costs Attack Profits

*More than Ever Before Merchants
Must Guard Every Cent of Profit*

MERCHANTS to-day are face to face with several difficult problems, the most important of which is the rising cost of merchandise.

In many instances these rising costs are hard to pass on to the customer.

Consequently the merchant's margin of profit is lessened.

Merchants find the use of a National Cash Register helps greatly in solving this serious problem.

It safeguards every cent of profit that they can make.

It conserves their profit by preventing losses, by eliminating mistakes in change, by recording all charge transactions.

It reduces overhead by making clerks more efficient, speeding up store service, reducing the number of clerks required and the deliveries to be made.

It relieves the merchant of details and worry, giving him more time to consider his purchasing and market problems.

The National Cash Register Co. of Canada, Limited,
Toronto, Ont.

Please send me full particulars of your latest model cash register and tell me how it will help me in my business.

Name.....
Business.....
Address.....

**The National Cash
Register Co. of
Canada, Limited, Toronto.**



MOOSE HEAD BRAND

Oil Tanned Footwear

Has Forced Recognition THROUGH SHEER MERIT

Nothing but Perfection in Product could result in buyers of Larrigans, Shoe Packs, Moccasins, etc., in every part of Canada asking explicitly for MOOSE HEAD.

A fifty year record for worth is as good as a guarantee. MOOSE HEAD BRAND Oil Tans are time-honored for reliability.

A most complete range comprising over fifty styles in
MEN'S, WOMEN'S, BOYS' and GIRLS'



John Palmer & Co., Limited
Fredericton, N.B.



ARMY SHOE
MUNSON LASTARMY SHOE
MUNSON LAST

What LEATHER means to a World at War

has since been proven; if ever there was a time that a shoe should be made to yield up to the last atom of its usefulness, that time is with us NOW!

Scarcity of leather, combined with high prices of other materials, make it necessary for any dealer to handle shoes which go farthest, endure longest!
As such we recommend

THE PETERBORO SHOE

The long life of the Peterboro shoe—the Ackerman line of Staples for

Men, Boys, Youths and Little Gentlemen

is not due to chance; it is the result of definite and positive qualities in ANYTHING that is used to make a worth-while Staple Shoe what it SHOULD be, that users may get out of them the last bit of good!

They LOOK well, too, so well that they need fear no contender in staple shoes, no matter what "CLASS" they may show.

B. F. ACKERMAN, SON & CO.
LIMITED

Peterboro, Ont.

Regina, Sask.

ARMY SHOE
MUNSON LASTARMY SHOE
MUNSON LAST



The time sheets tell the story, but— are they accurate?

This is a vital question in every industrial organization, large or small—vital because it eats into the profits. Solve it and you have eliminated the greatest adverse factor to the successful operation of your plant. Neglect it and an ever-increasing overhead expense will be the result.

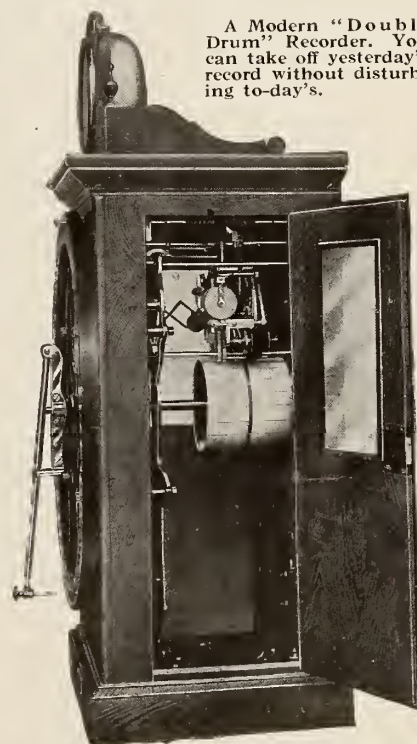
Eliminate all this inaccuracy WITH AN INTERNATIONAL Time Recorder

Not only does it give you an accurate, legible and unchangeable record of your pay-roll data, but it also cuts down to a minimum the time needed to make up that data.

We are the largest makers of Time Recorders in the world, and our advice is at your disposal—FREE at any time.

There are over 260 different styles and types to suit every kind of business—one of which is particularly adaptable to your own business.

Write our nearest office TO-DAY, telling us the nature of your business and the number of employees. We will advise you what style of Time Recorder to install.



A Modern "Double Drum" Recorder. You can take off yesterday's record without disturbing to-day's.

International Business Machines Co., Limited TIME RECORDER DIVISION

TORONTO: Head Office, 270 Dundas St. West, FRANK E. MUTTON, Gen. Man.

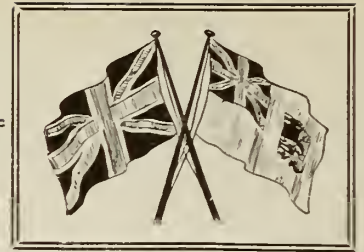
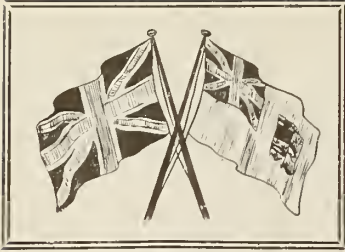
MONTREAL

WINNIPEG
Geo. Morris, Sales Agent
227 McDermott Ave.

VANCOUVER
R. Donohoe, 624 Birks Bldg.
(Opp. Vancouver Hotel)

Wm. A. Wood, Jr., Sales Agent
Cartier Bldg., Cor. McGill and Notre Dame Sts.
Phone Main 7025

ALSO MANUFACTURERS OF DAYTON AUTOMATIC SCALES AND HOLLERITH ELECTRIC TABULATORS



Holding the Line

We are sitting tight and doing all that
can be done in reason
to supply

Trickett's Slippers

To those who rely upon them for the coming Fall and Winter trade, and are able, in spite of the TREMENDOUS pressure, to give Canada her fair quota of these popular lines. We are looking forward to the time when the tide of battle has turned in BUSINESS, as well as in FRANCE, when we hope to be able to do our full duty to CANADA, which has responded so loyally and gallantly to Britain's call in her time of stress.

Be patient with your Jobber
and especially with

TRICKETT'S

SIR H. W. TRICKETT, LIMITED

WATERFOOT (Near Manchester), ENGLAND

Canadian Representative: J. S. ASHWORTH, Manchester Building, TORONTO

"It is the Law of Supply and Demand—Leather prices are steadily advancing—high prices MUST prevail—and the natural result will be

A Great Demand for White Shoes"



And thus it is worth remembering
that we carry

A Splendid Line of White Shoes

from the largest for the sturdiest man to
the daintiest for the tiny baby—a stock
that leaves nothing to be desired, nothing
else to be obtained.

We are Agents for

The Daniel Green Felt Shoe Co.

The name is known wherever Felt
Shoes are sold and stands for all
that is good in Felt Shoemaking.

Scheuer, Normandin & Co.

8 St. Helen Street

Montreal



THOMAS ADAIR
British Columbia



ARTHUR L. BROWN
Maritime Provinces



FRED DAUB
Factory Superintendent



"Honest All Thru"

SALES
AND
EXECUTIVE STAFF
OF
GREB SHOE CO.
Limited
KITCHENER, ONT.



"Honest All Thru"

MANUFACTURERS OF
Men's Work Shoes



FRED LASHBROOKE
Main Lines Western Canada



MEDARD GAUTHIER
Montreal and Quebec Cities



FRED M. HOFFMAN
Alberta



CHAS. F. VETTER
Secretary-Treasurer



ERWIN C. GREB
President and General Manager



JAMES LAMONT
Manitoba



"Honest All Thru"

SALES
AND
EXECUTIVE STAFF
OF
GREB SHOE CO.
Limited
KITCHENER, ONT.



"Honest All Thru"

MANUFACTURERS OF
Men's Work Shoes



JOHN J. LEMBKE
North Western Ontario



VINCENT L. HOLMES
Northern Ontario



FRANK M. SMITH
Western Ontario

H

1918

1919

H

HIGGINS THE HUB OF THE MARITIMES

We are situated at the very CENTRE of MARITIME DISTRIBUTION. These days of Transportation Problems this means time, money and business in

SORTING TRADE



We carry a complete stock of everything you need in Men's and Women's lines for

Spring and Summer Trade

A full line of Fine, Medium and Coarse goods in Black, Tan and Colors.

**QUICK SHIPMENTS
OUR SPECIALTY**

FOR FALL, we will show a complete range of the BEST SELLERS, culled out with special reference to the MARITIME TRADE. With nearly half a century's knowledge of its needs we can promise the BEST THAT THE TRADE AFFORDS.

Headquarters for
MERCHANTS' RUBBERS and SEA BOOTS

L. HIGGINS & CO.

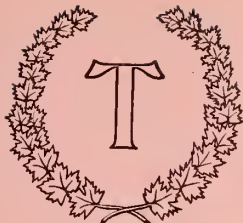
Wholesale Shoe and Rubber House

MONCTON

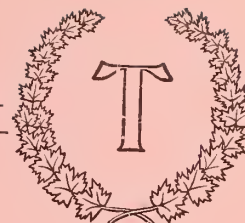
NEW BRUNSWICK

H

H



Tetrault Welts



N. TETRAULT, President

The King of Welts

Why Tetrault Shoes
DOMINATE the trade
and are recognized as the
supreme standard in their
class, and why

Tetrault Welts

hold their POWER and claim their RIGHT
TO RULE is that they satisfy the most ex-
acting demands of modern shoe production.

Their sceptre of authority
lies in their embodiment of
Style, Fit and Durability.

TETRAULT WELTS

Dominate all others.

Tetrault Shoe Manufacturing Co.

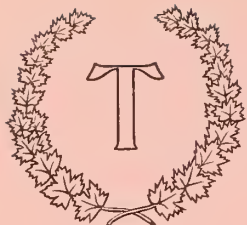
Largest Manufacturers of Goodyear Welts in Canada

LIMITED

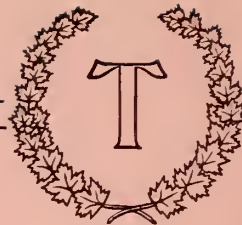
Office and Warehouse at
9 Rue de Marseilles
PARIS

MONTREAL

SOLD BY ALL FIRST CLASS
JOBBER IN CANADA



Tetrault Welts



FIRST AGAIN!

In protecting the customer's interest, Tetraults are always **ON THE SPOT**. We purchased an **AUTOMATIC DIAL SCALE** from the Gurney Scale Co. practically a year before the article quoted in page 157 of the Shoe & Leather Journal appeared, as evidenced by the letter on opposite page.



It proves again that Tetraults are always **AHEAD** of **THE GAME**. The scales were lost in transit for some months, but have now been in operation for some time.

Our customers now receive the benefit of accurate **SHIPMENT WEIGHTS**.

This new method will enable you to check up freight bills intelligently, comparing weights of bills of lading with your own invoice. Check up carefully and you will be surprised at the result.

TETRAULT FIRST IN SERVICE

Tetrault Shoe Manufacturing Co.

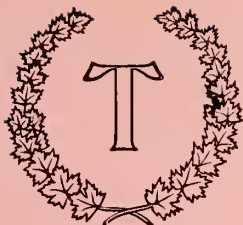
Largest Manufacturers of Goodyear Welts in Canada

LIMITED

Office and Warehouse at
9 Rue de Marseilles
PARIS

MONTREAL

SOLD BY ALL FIRST CLASS
JOBBER IN CANADA



Tetrault Welts



FIRST IN IDEAS

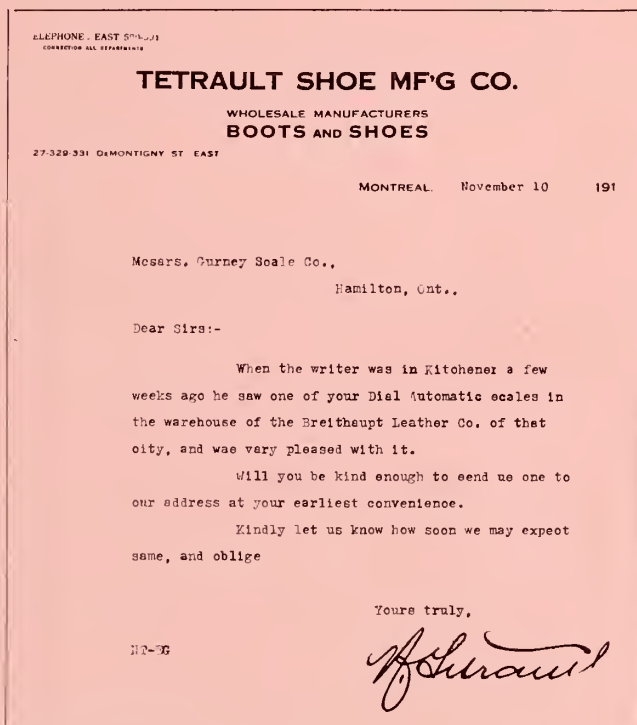
Tetraults are not content with being FIRST in WELT SHOE production, but are first in everything that concerns WELT SHOES and their PATRONS. Here is a letter we wrote eighteen months ago, ordering a Gurney Dial Automatic Scale to ensure correct weights.

Each case stencilled with full shipping directions.

Exact weight stencilled plainly on case.

Prevents loss by errors in billing.

Checks losses through pilfering immediately.



Weigh and check cases promptly on arrival to verify weights.

FIRST IN PROTECTION

Tetrault Shoe Manufacturing Co. LIMITED

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse at
9 Rue de Marseilles
PARIS

MONTREAL

SOLD BY ALL FIRST CLASS
JOBBER IN CANADA



Tetrault Welts



Tetrault Shoes are Sold by all the Leading Jobbers

**THESE FIGURES TELL
THEIR OWN STORY**

MONTHLY SALES OF TETRAULT SHOES
FOR 1917 AND 1918

	1917	1918	INCREASE
January	\$101,278.04	\$176,654.52	\$75,376.48
February	157,827.08	223,568.42	65,741.34
<u>March 1 to 15, 1918 - \$116,126.64</u>			

It is a steady record of GROWTH built upon genuine MERIT in the goods and SERVICE to the trade.

*We are the Largest Shoe Manufacturing Concern
Under One Roof in Canada.*

This is the best evidence of the POPULARITY
and WORTH of the TETRAULT SHOE, the
sales of which have gone steadily forward month
by month until they promise to eclipse anything
ever done in Shoe Manufacturing in Canada.

Tetrault Shoe Manufacturing Co.

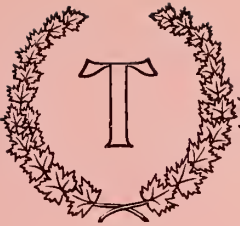
Largest Manufacturers of Goodyear Welts in Canada

LIMITED

Office and Warehouse at
9 Rue de Marseilles
PARIS

MONTREAL

SOLD BY ALL FIRST CLASS
JOBBER IN CANADA



Tetrault Welts



FIRST WITH "JAZZ"



TETRAULTS led the merry dance in shoe-dom two years ago with the first **COLORED SIDE LEATHER SHOE** made at a **POPULAR PRICE** ever turned out by a Canadian factory. It set the pace and kept shoe buyers

Jazz—otherwise "Pep." That quality of Southern dance music that impels even the octogenarians to trip the light fantastic.—Webster.

"ON THEIR TOES" ever since.

It was made by "Combination Tannage," the only thing available at the time, but has held **POPULAR FANCY** till the present. The demand for a softer and more pliable material has resulted in a **SPECIAL CHROME TANNAGE** made to yield a rich mahogany leather, uniform and close grained in texture with the **LUSTRE** and **FEEL** of **CALF**.

It has all the "JAZZ" of the old favorite with the added charm of touch and appearance. Put "Jazz" into your business by selling

THE "KING OF WELTS"

Tetrault Shoe Manufacturing Co.

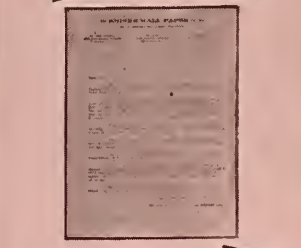
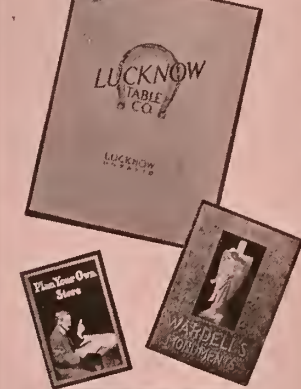
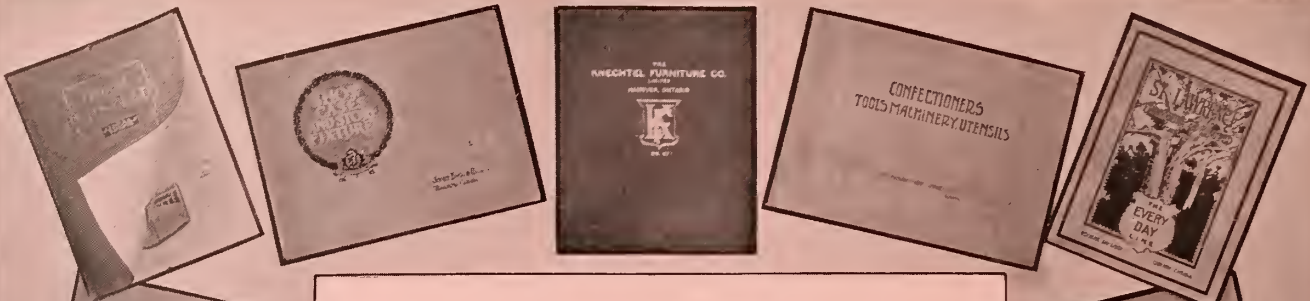
LIMITED

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse at
9 Rue de Marseilles
PARIS

MONTREAL

SOLD BY ALL FIRST CLASS
JOBBER IN CANADA



IF YOU WANT
GOOD PRINTING
 At reasonable rates
 and a SERVICE that
 cannot be excelled
 WE CAN SUPPLY THEM

*
 Are you using up the
 postage you are pay-
 ing for on your letters
 these days?
 Use a little GOOD
 PRINTING to back
 your letters.
 *

The Acton Publishing Co.
 Limited
 TORONTO MONTREAL

COLOR WORK A SPECIALTY



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 VALE, QUE.

Acton Shoe Co., Inc., general line, medium, S. and P. larrigans, J.

AMHERST, N.S.

Amherst Boot & Shoe Co., general line, medium, Mc., S. and P. men's welts, top boots.

ANCIENNE LORETTE, QUE.

Huot & Bedard, moecasins and larrigans, general lines, T., W., Mc. and S.

AURORA, ONT.

T. Sisman Shoe Co., Limited, general line, medium, Mc., S., P. and storm J.

AURORA and BARRIE

Underhill's, Limited, general line, medium, Mc., S. and P., J.

AYLMER, ONT.

Aylmer Shoe Co., Limited, men's medium and fine welts, athletic and storm boots, J.

BRAMPTON, ONT.

J. W. Hewetson Shoe Co., Limited, misses', children's, infants', boys', youths', little gents' medium and fine, Mc., turns, W., J.

Williams Shoe, Limited, general line, medium, Mc., S., P., W., sporting and long boots.

BRANDON, MAN.

Borbridge, S. & H. Co., moecasins.

BRANTFORD, ONT.

Brandon Shoe Co., Ltd., men's medium and fine welts.

BRIDGETOWN, N.S.

MacKenzie, Crowe & Co., Ltd., larrigans, shoepacks and oiled tanned moecasins, J.

CAMPBELLFORD, ONT.

Weston Shoe Co., Ltd., women's, misses' and children's medium and fine welts, Mc., T., J.

CAP MADELAINE, QUE.

Roy & Co., Limited, 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, women's, misses', children's, infants', T., J.
Papin, J., misses', children's and infants', Mc. and turns, J.

ELMIRA, ONT.

Great West Felt Co., felt footwear, also felt.

Ideal Shoe Co., Ltd., The, slippers and infants' bootees.

FREDERICTON, N.B.

Hartt Boot & Shoe Co., Ltd., men's, women's and boys' fine welts.

Palmer, Jno., Co., Ltd., shoepacks, moecasins, sporting shoes, larrigans, fishing and hunting boots.

Palmer-McLellan Shoe Pack Co., larrigans, shoepacks, moecasins, work boots, farm boots, fishing and sport boots.

GALT, ONT.

Galt Shoe Mfg. Co., Ltd., youths', little gents', misses', children's, growing girls' and infants' medium and fine, Mc. and T.

Getty & Seott, 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 high-grade staples and high cut welts for hunters.

GRANBY, QUE.

Miner Rubber Co., Ltd., general line of rubber footwear.

HAMILTON, ONT.

McPherson, Jno., Co., Ltd., Jackson St. E., men's and women's medium and fine welts, Mc. Wholesale all lines of footwear.

HEBRON, N.S.

Crosby, H. H., Co., Ltd., general line, Mc., S., T., misses', children's and infants' pumps.

HUMBERSTONE, ONT.

Humberstone Shoe Co., sandals, stitch-downs, men's nailed work shoes, J.

KITCHENER, ONT.

Ahrens, Chas. A., Ltd., Linden Ave., general line high-grade solid staples, Mc., S., loose nailed and stitch-downs.

Canadian Con. Felt Co., Margaret Ave., general lines of felt footwear and canvas shoes, J.

Gourlay & Fogelberg, Ltd., Mansion St., women's fine McKays.

Greb Shoe Co., Ltd., 17 Queen St. S., men's high-grade Mc., N., P.

Hydro City Shoe Mfgs., 117 Weber Ave., general line, Mc. and men's S., R., solid leather staples.

Kauffman Rubber Co., Ltd., 410 King St. W., rubber footwear of all kinds.

Kimmel Felt Co., Ltd., general line of felt Mc. and canvas shoes, J.

Lady Belle Shoe Co., Ltd., Breithaupt St., high-grade women's Mc.

Rumpel, Osear, Queen St. S., general line felt shoes and slippers, J.

Western Shoe Co., Limited, 236 Victoria St., high-grade staples, Mc., S., P., J.

Woelfle Shoe Co., W. E., 127 Wilmot St., women's high-grade, Mc.

JOLIETTE, QUE.

Malo, J. N., misses', children's and infants' cheap turns, canvas slippers, J.

LAVALTRIE, QUE.

Villeneuve, Amedec, children's low-grade turns.

LINDSAY, ONT.

Beal, R. M., Leather Co., larrigans and leggings.

LONDON, ONT.

Murray Shoe Co., Ltd., Richmond N., men's and women's medium and fine welts, women's McKays. Scott-Chamberlain, Ltd., Richmond St., men's fine and medium W.



ESTABLISHED 1848



*Largest Combined Shoe Manufacturing
and Jobbing House in the Province.*

The Hamilton Policy

is to protect its customers by, first of all,
HAVING THE GOODS. Our immense
manufacturing and wholesale facilities
make certain the supply of

STYLISH SHOES *for* IMMEDIATE USE

We have a complete range of Popular
Sellers in Men's and Women's.

TRY US OUT

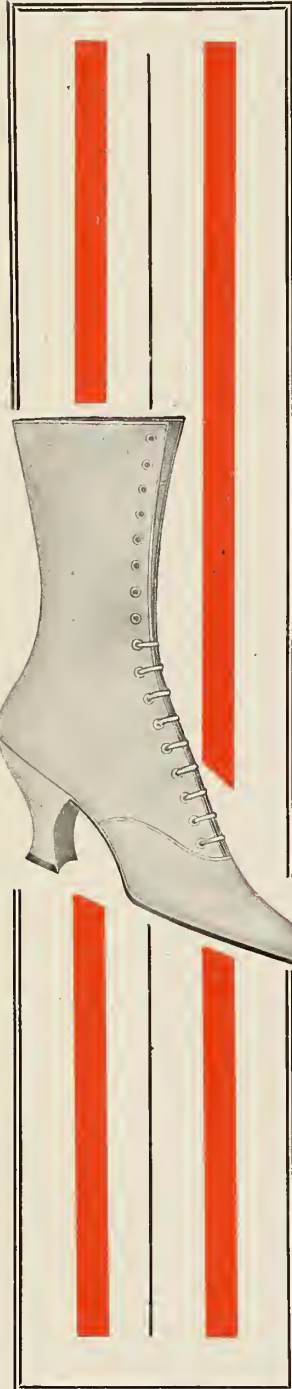
The Hamilton Service

We are within five minutes' walk of the
the Union Depot and Freight Offices—
shipments are THAT easy. For three
generations we have maintained a record
for "DELIVERING THE GOODS."

PUT US TO THE TEST

*W.B. Hamilton Shoe Co.
Limited.*

TORONTO



Sterling Bros., Ltd., 330 Clarence, men's, boys', youths', women's and misses' medium **S.** and **P.**, also top boots.

LORETTEVILLE, QUE.

Auclair, Wilfred A., moccasins.
Bastien, A., moccasins and fancy slippers.
Bastien, M., moccasins, slippers and snow shoes.
Boivin, T., moccasins.
Huron Glove Co., Reg., moccasins, fancy slippers.
St. Amand, R., moccasins.
Ross, Henry, moccasins and snow shoes.
Verret, Jules, moccasins.

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' and youths' medium **Mc., J., S.**

MILVERTON, ONT.

Grosch Felt Shoe Co., Ltd., general line of felt footwear, **J.**

MONTREAL, QUE.

Acme Glove Works, Limited, 181 Vitre E., moccasins, slippers and wannigans, **J.**
Aird, James & Co., 17 St. Gabriel, general line cheap and medium **Mc., J.**
Aird & Son, Reg., 482 Ontario E., general line **Mc., T., S., J.**
Ames-Holden McCready, Ltd., 1221 Mount Royal Ave. E., general line all grades, **W., T., Mc., P., S., T.**
Bell, J. & T., Ltd., 180 Inspector, men's and women's fine **W.** and **T.**
Bonin, Antoine, 937 Cartier, general line cheap **Mc., T. and S., J.**
Can. Consolidated Rubber Co., 201 Inspector, general line rubber footwear, slippers, bathing, athletic and sporting shoes.
Canadian Footwear Co., Ltd., 44 St. Antoine St., women's, misses' and children's medium and fine **Mc., J.**
Canadian Slipper Mfg. Co., 914 St. Lawrence St., carpet, leather, felt and artificial leather slippers, **Mc., J.**
Charbonneau and Deguise, 636 Craig E., boys', youths', little gents', growing girls', misses', children's and infants' medium **Mc.** and **S., J.**
Clarke, J. F., Ltd., Montreal, East, men's, boys', ladies', misses and children's canvas in colors, **Mc.**
Columbus Rubber Co., of Montreal, Ltd., 1349 DeMontigny E., general line of rubber footwear.
Corbeil, J. B. A., 599 DeLanaudiere, general line cheap and medium **Mc.**, women's to infants' canvas **J.**
Corbeil, Ltd., 345 St. Paul E., full line medium and fine **W.** and **Mc.**
Cornellier, Jos., 156 De Beaujeu, women's, misses' and children's canvas shoes, **J.**
Crown Shoe Mfg. Co., 864 Laurier Ave. E., misses' and children's high and medium **Mc.**, also canvas shoes.

Daoust Lalonde & Co., Ltd., 49 Victoria Squ., men's, youths' and boys' medium and fine **Mc., P., S.** and **W.**; children's medium and fine **Mc.** and **T.**

Desautels, Jos. A., 1080 Des Erables, misses', children's and infants' cheap **Mc., J.**

Dominion Shoe Co., 2298 Chabot, little gents', misses', children's and infants' cheap **Mc., J.**

Dufresne & Galipeau, Ltd., 60 St. Paul E., men's **P.** shoes.

Dufresne & Locke, Ltd., 587 Ontario E. Maissonneuve, general line **W., Mc.** and **T.** canvas and felt shoes, **J.**

Dupont & Frere, 301 Aird Ave., men's medium **W.**, men's, youths', boys' and women's medium grade **Mc.**

Eagle Leather Works, 886 Laurier E., moccasins and gloves.

Eagle Shoe Co., Ltd., 587 Beaudry, men's and women's **W.** and **Mc.**

F. & B. Shoe, Ltd., Champetre St., women's, misses', children's and infants' **T., Mc., J.**

Gagnon Lachapelle and Hebert, 55 Kent St., women's, misses' and infants' **Mc., J.**, canvas shoes.

Germain, Louis, 251 Christophe Colomb St., misses', children's and infants' medium **T., J.**

Hector Shoe, 719 Panet, children's and infants' cheap **T., J.**

Hudson Bay Knitting Co., Ltd., The, 294 Lagauchetiere W., moccasins.

Kingsbury Footwear Co., Ltd., 679 LaSalle Ave., women's medium and fine **Mc., T., W.**, also slippers and canvas shoes, **J.**

Lachapelle, L., 584 Chambord, infants' **T.**

LaDuchesse Shoe Co., Reg., 92 Beaudry, women's, misses' and children's medium **Mc.** and **T.**, women's slippers and canvas shoes, **J.**

La Parisienne Shoe Co., Ltd., 610 La Salle, women's fine **Mc., T.** and **W.**

Latour, David, 552 Henri Julien, misses', children's and infants' medium and cheap **Mc.**

Lida Shoe Co., Ernest and Third Ave., men's, women's, misses', children's and infants' **Mc., T.**

Lillian Shoe Co., Ltd., 85 Pie IX Blvd., children's high-grade **T., J.**

Macfarlane Shoe Co., Ltd., The, 61 DeNormanville, women's, misses' and children's medium and fine **W.** and **T.**, baby soft sole, **J.**

Mayer, T. H., 79 William, stitchdown leather sandals, all grades, also play shoes, elk soles.

Miner Shoe Co., Ltd., 78 St. Peter, general line **W., Mc.** and **S.**

McCaughan, J. A. & Son, 689 Champlain, women's to infants' medium and fine **Mc.**

Montreal Slipper & Gaiter Co., 841 St. Lawrence Blvd., slippers and gaiters.

Mount Royal Footwear Co., 2200 Charlmagne, misses' and children's cheap **Mc., J.**

L. H. Packard & Co., Ltd., 15 St. Antoine St., infants' soft sole shoes.

Regina Shoe Co., Ltd., 336 Notre Dame E., women's, misses' and children's **Mc., T.** and **W.** sport shoes, **J.**

Rena Footwear Co., Ltd., 611 Beaudry, general line medium **Mc., J.**

Roland, A. B., 214 Visitation, chil-

dren's and infants' cheap and medium, **T., J.**

St. Henri Shoe Co., 1579 Notre Dame W., men's, youths', boys', women's, misses' and children's medium and **Mc., S., W., N.** and **Im. W., J.**

St. Jean & Co., 1165 St. Catherine E., women's to infants' cheap **Mc., J.**

St. Laurent Garment Co., 52 Nazareth St., larrigans and wannigans, and horse hide moccasins, **J.**

Slater, Geo. A., Ltd., Ontario E. and Bennett Ave., Maissonneuve, men's and women's fine **W.**

Slater Shoe Co., Ltd., 105 Latour, men's and boys' fine **W.**

Smaridon Shoe Co., Ltd., 533 Visitation, women's fine **W.** and **T.**, also men's slippers.

Star Shoe Co., Ltd., 1464 St. Catherine E., women's to infants' medium and fine **Mc., T.** and cushion **W., J.**

Tetrault Shoe Mfg. Co., 331 DeMontigny E., men's, boys' and youths' medium and fine **W.**, men's and women's slippers, **J.**

Wayland Shoe, Limited, 360 Providence, men's and women's fine **W.**

Webster Shoe Co., The, 155 St. Lawrence, Arctic cloth slippers, **J.**

NEW HAMBURG, ONT.

Hamburg Felt Boot Co., Ltd., general and fine felt footwear.

NORTH BAY, ONT.

Parks-Murphy, shoe packs.

ORILLIA, ONT.

Good, John, 165 Mississauga, shoe packs and lumbermen's boots.

OTTAWA, ONT.

Borbridge, S. & H., 90 Rideau, moccasins, larrigans, etc.

Carson, Hugh Co., Ltd., Cor. Elgin and Queen Sts., oil tan moccasins.

PARRY SOUND, ONT.

Taylor, Wm., shoe packs.

PEMBROKE, ONT.

Fraser, Jas. S., Pembroke W., river boots.

Grievcs Bros., river boots.

Wright, A. & Co., moccasins and slippers.

Wright, H. W., Lake St., moccasins and slippers.

PENETANGUISHENE, ONT.

Gendron, Penetang Shoe Pack Mfg. Co., shoe packs hand sewn.

PERTH, ONT.

Perth Shoe Co., Ltd., women's fine **W.** exclusively.

PETERBORO, ONT.

Ackerman, B. F., Son & Co., Ltd., 201 George St., men's, boys' and youths' medium and high-grade staples, **J.**

PLESSISVILLE, QUE.

Plessisville Leather Shoe Co., men's medium **W.** and high-grade **S., P., J.**

POINTE AUX TREMBLES, QUE.

Canadian Footwear Co., Ltd., 6th Ave., women's, misses' and children's medium **Mc.** and **T., J.**

PORTNEUF, QUE.

Leville, J. C. A., general line **Mc.** and **S.**, also men's and boys' river boots.

A. DAVIS & SON

KINGSTON TANNERY



MANUFACTURERS OF

High-Grade Shoe Leathers

These leathers are the result of careful selection of hides suited to their particular class, the expert supervision of the newest and best methods of production and a thorough knowledge of the requirements of the Canadian Shoe Trade. DAVIS LEATHERS have the durability that belongs to thorough tannage, the smoothness that means perfect manipulation and the finish that means so much in the shoe.

OUR SPECIALTIES

ELK—Black and Colors

RUSSET—Oil Grain

MENNONITE GRAIN—Black and Red

COMBINATION—Smooth and Boarded Pebble



Russet and Black Collar Leather

Vegechrome—Black and Chocolate

Imitation Gun Metal

Ooze Splits in Black and Colors

Military Leather

OUR SMOOTH CHROME 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

PRESTON, ONT.

Hurlbut Co., Ltd., infants' soft soles, **J.**
Parker Shoe Co., Ltd., The, women's
medium **Me., J.**

QUEBEC, QUE.

Beaulieu, Jos. & Co., 80 Colomb,
general line cheap **Me. and S., J.**
Berrouard, F., 401 St. Valier, moccasins
and larrigans, hunting boots, **J.**
Bertrand & Thibault, 104 Montmagny,
women's, misses' and children's fine
and medium **Me., S., J.**
Bisson, O., 76 Marie Louise, misses',
children's and infants' cheap **Me., J.**
Delisle, H., 148 Colomb, general line
of cheap leather slippers, **J.**
Drolet, J. B., Co., Ltd., 51 Colomb,
men's and women's medium **W.,**
boys', youths' and little gents' **Me.**
Duchaine, Ludger, 593 St. Valier,
general line medium **Me.,** men's
and boys' **S.,** men's, boys', women's
and youths' **W.,** also felt soled
and rubber soled, **J.**
Duchaine & Perkins, 195 Crown, general
line **Me., S., P. and R., J.**
Gale Bros. Limited, 518 St. Valier,
women's, misses', little gents', children's
and infants' fine **Me.,** also
canvas, **J.**
Goulet, O., 575 St. Valier, general
line **W. and Me., S., P., J.**
Grevier Art, 140 Colomb, moccasins.
Holt Renfrew & Co., Ltd., 35 Buade,
moccasins, snow shoes and gloves, **J.**
Jobin, E., Limited, 35 Colomb, general
line medium **W., Me., T.,**
imitation **W.,** imitation **T., J.**
Lachance & Tanguay, 70 Bigaouette
Ave., general line **Me., S., J.**
Lagacé & Lepinay, 22 St. Anselme,
men's, boys', youths' and little gents'
medium **Me. and S., J.**
Maric & Trudel, Limited, Nelson St.,
general line medium **Me. and S., J.**
Marsh, Wm. A., Co., Ltd., 472 St.
Valier, men's and women's fine and
medium **Me. and W., J.**
Martin, J. & A., 117 Charest, men's,
boys' and 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.
Quebec Glove & Leather Mfg., 3rd St.
Limoilou, moccasins, slippers, mitts.
Ritchie, John, Co., Ltd., 496 St.
Valier, boys', youths' and little
gents' medium and fine **W. and**
canvas shoes, **J.**
Rochette, J. Marcel, 80 Signai, men's,
boys', youths' and little gents' medium
Me., S.
Routier, Luc., 56 Colomb, men's,
boys', youths' and little gents'
medium **Me., S., J.**
Saillant & Lessard, 29 4th St., boys',
youths', misses', children's and infants'
medium **Me., J.**
Samson, J. E., 20 Arago, general
line, medium **Me., S. and P.,**
specialty hockey, rugby and base-
ball shoes, **J.**
Stobo, J. M., 92 Arago, general line
Me., S. and P., men's **W.**
Tanguay, Jos., 122 St. Dominique St.,
general line medium **Me., S., P.,**
also sporting boots and sandals.
Thivierge, E., 585 St. Valier, general
line cheap and medium **Me., S. and**
P., J.

Tourigny & Marois, Reg., 463 St.
Valier, general line **W., Me. and S.,**
J.

Tremblay, Ed., 108 Boisseau, general
line medium **Me., S., J.**

Tremblay & Gosselin, 12½ Parent,
boys', youths', misses', children's
and infants' cheap **Me., S., J.**

SACKVILLE, N.B.

Wry, Standard, A. E., Ltd., men's,
youths', boys' and women's medium
P. N., also oil tanned shoe packs, **J.**

ST. GENEVIEVE DE BATISCAN, QUE.

St. Arnaud Biron & Co., moccasins
and shoe packs, men's heavy work
shoes.

ST. HYACINTHE, QUE.

Amcs-Holden-McCready, Limited,
men's **S.,** also infants', youths',
boys' and little gents' stitchdowns.
Cote, J. A. & M., Limited, general line,
W., Me., S., P.

St. Hyacinthe Soft Sole Shoe Co.,
boys', youths', little gents' and children's
S., J.

ST. JACOBS, ONT.

Canada Felting Co., seamless wool
boots, **J.**

ST. JEROME, QUE.

Canadian Consolidated Rubber Co.,
Ltd., Head Office Montreal.

ST. JOHN, N.B.

Humphrey, J. M. & Co., general line
and medium staples, **W., Me. and S.**

ST. STEPHEN, N.B.

Clark Bros., Limited, women's medium
and fine **Me.**

ST. THOMAS, ONT.

Nursery Shoe Co., Ltd., boys', youths',
little gents', misses', children's and
infants' **Me. and T.**

Wright, E. T., & Co., men's fine **W.**

ST. TITE, QUE.

Acme Shu-Pack Co., Ltd., shoe packs,
larrigans, moccasins and hunting
boots, **J.**

SAULNIERVILLE, N.S.

Comeau, F. G., & Son, larrigans and
shoe packs, **J.**

SEAFORTH, ONT.

Duncan, W. J., infants' soft sole, also
gaiters and leggings.

SHERBROOKE, QUE.

Sherbrooke Footwear Co., women's
medium **Me.**

SIMCOE, ONT.

Simcoe Shoe & Glove Co., children's
and misses' **Me.,** stitchdowns, **J.**

SOREL, QUE.

Duhamel, La Cie & Freres, general line
heavy shoes and oiled moccasins.
Juvenile Shoe Co., Ltd., misses', children's
and infants' **T.,** also stitch-
downs.

TERREBONNE, QUE.

Globe Shoe Co., growing girls', misses'
and children's **W. and T.,** medium
and high grades; white goods and
cushion, **W. a specialty.**

THREE RIVERS, QUE.

Baleer Glove Mfg. Co., moccasins.
Eureka Shoe, Limited, women's med-
ium **Me., J.,** making **W. 1918.**

Tebbutt, Shoe & Leather Co., men's,
boys', youths' and little gents'
medium and fine **W., Me., S., J.**

TILLSONBURG, ONT.

Tillsonburg Shoe Co., Ltd., men's,
boys' and youths', **S., R., W.,** also
prospectors boots, **J.**

TORONTO, ONT.

Adams Shoe Co., Ltd., College and
Euclid, little gents', misses', children's
and infants' fine **Me. and T.**
Blachford Shoe Mfg. Co., Ltd., 92
Sherbourne, women's fine **W. and T.**
Burnett, S., 761 Yonge, cripples' shoes
to order.

Canadian Shoe & Slipper Mfg., 354
King St. W., cheap buskins, Oxfords
and men's slippers.

Clarke, A. R., Co., Ltd., 633 Eastern
Ave., moccasins.

Denman & Silver Footwear Mfg. Co.,
13 Jarvis, soft sole, leather and felt
slippers, gaiters, leggings, bathing
shoes, **J.**

Forbert, F. A., 546 Manning, house
slippers.

Fry, Jos. S., 168 Seaton, cripple shoes.
Gutta-Percha & Rubber, Limited,
47 Yonge St., general line of rubber
footwear, rubber heels, etc.

W. B. Hamilton Shoe Co., Ltd., 15
Front E., men's and women's med-
ium and fine **W., Me.**

Hayward & Canning, Shoe Mfg. Co.,
1658 Dundas, men's and women's
medium **W.**

Inrig, Donald, 20 Linden, men's, boys'
and youths' medium **W., Me., S.,**
staples, sporting shoes.

King, J. D., Co., Ltd., 130 Wellington
W., military shoes.

Long, R. G., & Co., Ltd., 727 King
W., moccasins.

Minister-Myles Shoe Co., Ltd., 109
Simcoe, men's, women's and boys'
fine **W. and T., Me.**

Phillips Bros. Shoe Co., Ltd., 1191
Bathurst, children's and misses'
stitchdowns, ladies' slippers, **J.**

Regal Shoe Co., Ltd., Bathurst and
College, men's and boys' fine **W.**

Reliance Shoe Co., Ltd., 350 Sorauren
Ave., boys', youths' and little gents'
medium and fine **W. and Me.**

Toronto Slipper Mfg. Co., 18 Mill-
stone Lane, cheap and medium
slippers and bathing shoes.

Walker-Parker Co., Ltd., 152 Well-
ington W., women's fine **W., Me. and T.**

Williams, Geo. L., & Sons, 427 Queen
W., girls' and misses' stitchdowns.

Wilson, C. H., 141 King E., men's
and boys' **Me. and W.,** canvas and
sporting shoes.

UPTON, QUE.

Loiselle, Raphael, shoe packs, women's
Me.

VANCOUVER, B.C.

Harvey Boot Factory, 51 Cordova,
logging shoes (Repair Shop).

Leckie, J., & Co., Ltd., 220 Cambie,
men's, boys' and youths' medium
W. and S., wholesale general line.

VICTORIA CORNERS, N.B.

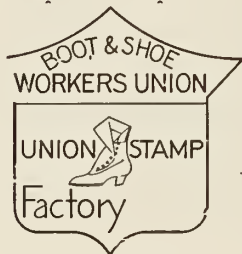
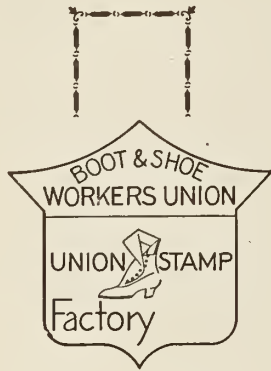
Boyer, J. W., & Co., hand-made river
boots.

WATERLOO, ONT.

Valentine & Martin, men's, boys' and
youths', **S., W., Me., P., J.**

WINNIPEG, MAN.

Canadian Glove Co., Ltd., 171 James
E., moccasins and wannigans, also
gloves, **J.**



Linking Our Advertising With Your Business

Throughout the country on display boards and through the labor journals of the country, the stamp of the Boot and Shoe Workers' Union is advertised.

Its message is brought home to every union man in this country.

Union men know the value, the meaning, and the significance of the Union Stamp, and insist upon it on the shoes which they purchase.

Can you afford to be without this business asset in your store?

Insist on the Stamp of the Boot and Shoe Workers' Union on your footwear.

Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street - Boston, Mass.

John F. Tobin - Gen. Pres.
Chas. L. Bain, Gen. Sec'y-Treas.

WHOLESALE DEALERS**Handling Boots, Shoes, Rubbers
Felts, Etc.****AMHERST, N.S.**

Amherst Boot & Shoe Co., Ltd.

BELLEVILLE, ONT.

B Belleville Shoe Co.

BRANDON, MAN.

Dowling & Creelman.

BRANTFORD, ONT.

Agnew, John, Ltd.

BROCKVILLE, ONT.

Johnston, J. A., Co., The.

CALGARY, ALTA.

Dagg, E. A., & Co.

Canadian Consolidated Rubber Co., Ltd.

Gutta Percha & Rubber, Ltd.

McFarland Shoe Co.

McKillop, A., Co., Ltd.

CHARLOTTETOWN, P.E.I.

Goff & Co.

Morris & Smith.

COLLINGWOOD, ONT.

Long, T., & Bro.

Stephens Co., Ltd.

EDMONTON, ALTA.

Ames-Holden-McCreedy Co. (Br.).

Congdon Marsh Co.

Gutta Percha & Rubber (Br.).

McFarland Shoe Co. (Br.).

Stockand, Geo.

FRASERVILLE, QUE.

Fraserville Shoe Co., Ltd.

GEORGETOWN, ONT.

Dayfoot, C. B., & Co.

HALIFAX, N.S.

Taylor, Robt., Co.

HAMILTON, ONT.

Barnett, L. H., 9 Market Square.

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.

HULL, QUE.

Smart Woods, Limited.

KINGSTON, ONT.

Midland Shoe Co.

LONDON, ONT.

Coates, Burns & Wanless, 320 Richmond

Graham, W. H.

Karn Shoe Co., 350 Richmond

London Shoe Co., Ltd., 326 Richmond.

Sterling Bros., Ltd., 330 Clarence.

MIDLAND, ONT.

Gendron & Fitzpatrick.

MONCTON, N.B.

Higgins, L., & Co.

MONTREAL, QUE.

Ames-Holden-McCreedy, Limited, 122 St. Antoine.

Bignell & Knox, 59 St. Henry.

Canada Shoe, 229 Notre Dame E.

Canadian Shoe Co., 108 Garnier

Chouinard, J. I., 330 Notre Dame E.

Cummings, Nathan, 153 Peel.

Dufresne & Galipeau, Limited, 60 St. Paul E.

Dupont, Nap. Regd., 602 St. Catherine.

Gagnon, O., 1167 St. Catherine E.

Home Shoe Co., Ltd., 327 Amherst.

Johnson, A. L., Co., Ltd., 17 St. Helen.

Labelle, J. R., 229 Lemoine.

Lambert, Alfred, Inc., 14 Notre Dame W.

Lion Brand Shoe, Regd., 15 Gosford.

La Maison de Gros Canadienne, Ltd.,

502 St. Catherine E.

Metropolitan Shoe Co., 91 St. Paul E.

Lefebvre, J. B., 1104 Mount Royal

Ave.

McKeen, C., Shoe Co., Ltd., Unity

Building.

Packard, L. H., & Co., 15 St. Antoine.

Phaneuf, Phillippe, 1124 Rachel E.

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.

Steinc, M. B., 86 Grey Nun.

St. Jean & Co., 1165 St. Catherine E.

MOOSE JAW, SASK.

Kennedy Bros.

Maybe's, Limited.

NEW GLASGOW, N.S.

Higgins, L., & Co. (Br.).

OTTAWA, ONT.

Ault, A. W., & Co., Ltd., 48 Queen.

Chouinard, J. I., of Montreal, 16

Musgrave.

Federal Shoe Co., 46 Queen.

Poaps, J. V., & Co., Ltd., 76 O'Connor.

QUEBEC, QUE.

Beaubien, Louis, 617 St. Valier.

Begin, J. H., Reg., 124 St. Dominique.

Brown, Rochette, Limited, 580 St.

Valier.

Duchaine Shoe, 29 Renaud.

Larochelle, J. H., & Fils, 533 St. Valier.

Poliquin & Darveau, 41 St. Pierre.

Paquet Co., Ltd., Pointe aux Levres.

REGINA, SASK.

Amherst Central Shoe Co., Ltd.,

Rose St. and 8th Ave.

McFarland, C. W.

ST. HYACINTHE, QUE.

Eastern Townships Shoe Co.

ST. JOHN, N.B.

Fleetwood, E. J.

Humphrey, J. M., & Co.

Waterbury & Rising, Limited.

ST. JOHNS, QUE.

McNulty, Louis.

SASKATOON, SASK.

Harley, Henry, Limited.

SHERBROOKE, QUE.

Nault, J. M.

SUDBURY, ONT.

Silverman, A.

SYDNEY, N.S.

Humphrey, J. M., & Co. (Br.).

SYDNEY MINES, N.S.

Cook, Wm., Shoe Co.

TORONTO, ONT.

American Jobbing House, 285 Yonge.

Blachford, Davies & Co., 60 Front

St. W.

Cronk, S. C., & Co., 60 Front W.

Clark, A. C., 491 Brunswick Ave.

Hamilton, W. B., Shoe Co., 15 Front E.

Hawthorne, D. D., Co., 27 Wellington

W.

Jacobi, Philip, 5 Wellington E.

King, J. D., Co., 130 Wellington.

McLaren & Dallas, 30 Front W.

Weston, F. J., & Sons, 53 Wellington W.

White Shoe Co., 48 York.

TRENTON, ONT.

Weaver, C.

VANCOUVER, B.C.

Damer Lumsden Co., 133 Pender W.

Henderson, F. & F., 416 Cordova W.

Leckie, J. & Co., Ltd., 220 Cambie.

Stevenson & Hoyland, 109 Powell.

VICTORIA CORNERS, N.B.

Boyer, J. W., & Co.

WINNIPEG, MAN.

Ames-Holden-McCreedy Co. (Br.).

Congdon March, Limited, 86 Princess.

Finch, D. E., 404 Ashdown Bldg.

Gardner, M., & Co., Bon Accord Block.

Hudsons Bay Co., Main and York.

Kilgour-Rimer Co., Ltd., 87 Princess.

Lennox, Geo. G., Ltd., 87 King.

Merchants Consolidated, Limited, 110

Princess.

Merchants Supply Co., Ltd., 178

Henry.

Middleton, H. G., Co., Ltd., 154

Princess.

National Clothing Co., Ltd., Sanford

Bldg.

Northwest Imp. & Job Co., 176 Logan

Ave.

Ryan, Thos., & Co., 44 Princess.

Struthers, J. R. C., 44 Princess.

YAMACHICHE, QUE.

Descoteaux & Villemure.

CLASSIFIED LIST**Boys', Youths' and Little Gents'**

Acton Shoe Co., Ltd., Actonvale, Que.,

P., J.

Ahrens, Chas. A., Limited, Kitchener,

Ont. **Mc., J.**

Ackerman, B. F., Son & Co., 201

George, Peterboro, Ont. Staples.

Aird, Jas., Co., 17 St. Gabriel, Mont-

real. **Mc.**

Aird & Son, Reg., 482 Ontario St. E.,

Montreal. **Mc., J.**

Adams Shoe Co., College and Euclid

St., Toronto. **Mc.**

Ames-Holden-McCreedy, Limited, 1221

Mount Royal Ave., Montreal. **W.,****T., Mc., S., P.**

Amherst, B. & S., Co., Ltd., Amherst,

N.S. **Mc., S., P.**

Beaulieu, Jos. & Co., 80 Colomb,

Quebec. **Mc., S., J.**

Bertrand & Thibeault, 104 Mont-

magny, Quebec.

Bonin, A., 937 Cartier, Montreal.

T., Mc., S., J.

Charbonneau & Deguise, 636 Craig E.,

Montreal. **Mc., S., J.**

Corbeil, J. B. A., 559 De Lanaudiere,

Montreal. **Mc., J.**

Corbeil, Limited, 345 St. Paul E.,

Montreal. **W., Mc.**

Cote, J. A. & M., Limited, La Cie,

St. Hyacinthe, Que. (Little gents').

Mc.

Crosby, H. H., Co., Hebron, N.S.

Mc., S.



MARSH

has for two generations stood for SHOEMAKING QUALITY in all that quality essentially means in MODERN FOOTWEAR.

MARSH STYLES combine the BEST IDEALS in Shoe Design and Construction with the demand for HIGH CLASS SHOES at a POPULAR PRICE.

MARSH SHOEMAKING during all these years has stood not only for thoroughness in make and finish, but that FITTING QUALITY that has given MARSH Shoes their undoubted SUPERIORITY.

MARSH MODELS for the coming Fall Season fully realize MARSH IDEALS in all these qualifications that make them easily the BEST SELLING SHOES IN CANADA.

ASK FOR MARSH SHOES

THE W. M. A. MARSH CO. LIMITED
QUEBEC

Desautels, Jos., Montreal. **Mc., J.**
 Daoust, Lalonde & Co., Ltd., Victoria Sq., Montreal. **W., Mc., S., P.**
 Dayfoot, C. B., & Co., Georgetown, Ont. **W.**
 Dominion Shoe Co., 2298 Chabot, Montreal. (Little gents'). **Mc.**
 Drolet, J. B., Co., Ltd., 51 Colomb, Quebec. **Mc.**
 Duchaine, L., 593 St. Valier, Quebec. **W., Mc., S., J.**
 Duchaine & Perkins, 195 Crown, Quebec. **Mc., S., P., J.**
 Dufresne & Locke, Limited, 587 Ontario E., Montreal. **Mc., J.**
 Duhamel & Frere, Sorel, Que. **P.**
 Dupont & Frere, 301 Aird Ave., Montreal. **Mc., J.**
 Eagle Shoe Co., 587 Beaudry, Montreal. **Mc.**
 Galt Shoe Mfg. Co., Galt, Ont. (Youths' and little gents'). **T., Mc.**
 Getty & Scott, Limited, Galt, Ont. (Youths' and little gents'). **W., T., Mc.**
 Goulet, O., 575 St. Valier, Quebec. **W., Mc., S., P., J.**
 Hartt, Boot & Shoe Co., Ltd., Fredericton, N.B. **W.**
 Hewetson, J. W., Co., Ltd., Brampton, Ont. (Youths' and little gents'). **T., Mc.**
 Humphrey, J. M., & Co., St. John, N.B. **W., Mc., S.**
 Hydro City Shoe Mfrs., Limited, Kitchener, Ont. **Mc., S.**
 H. & C. Shoe Mfg. Co., 1658 Dundas, Toronto, Ont. **W.**
 Inrig, D., 20 Linden, Toronto, Ont. **W., Mc., S.**
 Jobin, E., Limited, 35 Colomb, Quebec. **W., T., Mc., J.**
 Lachance & Tanguay, 70 Bigaouette, Quebec. **Mc., S., J.**
 Lagace & Lepinay, 22 St. Anselme, Quebec. **Mc., S., J.**
 Leckie, J., & Co., Ltd., Vancouver, B.C. **W., S.**
 Marier & Trudel, Limited, Nelson St., Quebec. **Mc., S., J.**
 Martin, J., & Co., 117 Charest St., Quebec. **S., P., J.**
 Milton Shoe Co., Milton, Ont. **Mc., S., J.**
 Miner Shoe Co., Ltd., 78 St. Peter W., Montreal. **Mc., S.**
 Nursery Shoe Co., Ltd., St. Thomas, Ont. **T., Mc.**
 Regal Shoe Co., Ltd., College and Bathurst St., 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.**
 Routier, Luc, 56 Colomb, Quebec. **Mc., S., J.**
 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 St., Quebec. **Mc., S., P.**
 Sisman, T., Shoc Co., Aurora, Ont. **Mc., S., P., J.**
 Slater Shoe Co., Ltd., 105 Latour St., Montreal. **W.**
 Simcoe Shoe & Glove Co., Simcoe, Ont. **Mc., W., J.**
 Star Shoe, Limited, 1464 St. Catherine St., Montreal, Que. **Mc.**

Sterling Bros., Ltd., London, Ont. **S., P.**
 Stobo, J. M., 92 Arago, Quebec. **Mc., S., J.**
 Tanguay, Jos., 122 St. Dominique St., Quebec. **Mc., S., P., J.**
 Tebbutt Shoe & Leather Co., Ltd., Three Rivers. **W., Mc., S.**
 Tetrault Shoe Mfg. Co., 331 Demontigny St., 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.**
 Trcmbly, E., 108 Boisseau, Quebec. **Mc., S.**
 Tremblay & Gosselin, 50 D'Argenson, Quebec. **Mc., S., J.**
 Underhill's, Limited, Barrie, Ont. **Mc., S., P., 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.**
 Williams, Geo. L., & Son, 427 Queen W., Toronto. **S.**
 Wry-Standard, A. E., Limited, Sackville, N.B. **P., S., N.**

CANVAS SHOES

Ames-Holden-McCready, Limited, Montreal, 1221 Mount Royal.
 Amherst Boot & Shoe Co., Amherst, N.S.
 Canadian Consolidated Rubber Co., Ltd., 950 Notre Dame E., Montreal.
 Canadian Footwear Co., Ltd., Pointe Aux Trembles, Quebec. Women's.
 Clark, J. F., Montreal, E.
 Columbus Rubber Co., of Montreal, 1349 De Montigny E., Montreal.
 Corbeil, J. B. A., 599 De Lanaudiere, Montreal. **Montreal, P.Q. J.**
 Clark, F. J., Limited, Montreal. **Mc.**
 Corbeil, Limited, 345 St. Paul E., Montreal. Women's and infants'.
 Cornellier, Jos., 156 De Beaujeu, Montreal. Women's and infants'.
 Crown Shoe Mfg. Co., 864 Laurier E., Montreal.
 Dufresne & Locke, Limited, 597 Ontario E., Maissonneuve. **J.**
 Eureka Shoc, Limited, Three Rivers. Women's.
 Gagnon, Lachapelle & Hebert, 55 Kent St., Montreal. Women's and infants'. **J.**
 Globe Shoe Co., Terrebonne, Que.
 Gale Bros., Limited, 518 St. Valier, Quebec. Women's. **J.**
 Getty & Scott, Limited, Galt, Ont. Women's.
 Goulet, O., 575 St. Valier, Quebec. **J.**
 Hamilton, W. B., Shoe Co., 15 Front E., Toronto.
 Kingsbury Footwear Co., Ltd., 679 La Salle Ave., Montreal. Women's.
 La Duchesse Shoe Co., 92 Beaudry, Montreal. Women's. **J.**
 Poirier, Renee, 118 Messier St., St. Sauveur, Que.
 Ritchie, John, Co., Ltd., 496 St. Valier, Quebec, P.Q. **J.**
 Samson, J. E., 22 Arago, Quebec. **J.**
 Scheuer, Normandin & Co., 8 St. Helen, Montreal.
 Star Shoc, Limited, 1468 St. Catherine E., Montreal. Women's to infants'.
 Toronto Slipper Mfg. Co., Ltd., 18 Millstone Lane, Toronto.

FELT SHOES

Aird & Son, 482 Ontario E., Montreal.
 Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
 Canada Felting Co., St. Jacobs, Ont.
 Canadian Consolidated Felt Co., Ltd., Kitchener, Ont.
 Cobourg Felt Co., Ltd., Cobourg, Ont.
 Corbeil, J. B. A., 559 De Lanaudiere, Montreal.
 Duchaine, L., 593 St. Valier St., Quebec.
 Dufresne & Locke, Limited, 587 Ontario E., Montreal.
 Great West Felt Co., Ltd., Elmira, Ont.
 Grosch Felt Boot Co., Ltd., Milverton, Ont.
 Hamburg Felt Boot Co., Ltd., New Hamburg, Ont.
 Hartt Boot & Shoe Co., Ltd., Fredericton, N.B.
 Jobin, E., Limited, 35 Colomb, Quebec.
 Rochette, J. M., 80 Signal, Quebec.
 Rumpel, Oscar, Kitchener, Ont.
 Tuckett, Sir H. W., Limited, Manchester Bldg., Toronto.
 Wry-Standard, A. E., Limited, Sackville, N.B.

MEN'S BOOTS AND SHOES

Ackerman, B. F., Son & Co., Peterboro, Ont. Staples. **J.**
 Acton Shoe Co., Actonvale, Que. **Mc., S., P., J.**
 Aird, Jas., & Co., 17 St. Gabriel, Montreal. **Mc.**
 Ahrens, Chas. A., Kitchener, Ont. **Mc., S., R.**
 Aird & Son-Reg., 482 Ontario E., Montreal. **Mc., T., S., J.**
 Ames-Holden-McCready, Limited, 1221 Mount Royal, Montreal. **Mc., W., T., S., P., R.**
 Amherst Boot & Shoe Co., Amherst, N.S. **W., Mc., S., P.**
 Aylmer Shoe Co., Ltd., Aylmer, Ont. **W.**
 Beaulieu, Jos., & Co., 80 Colomb, Quebec, Que. **Mc., S., J.**
 Bell, J. & T., Ltd., 180 Inspector St., Montreal. **W., T.**
 Benin, Antoine, 939 Cartier, Montreal. **T., Mc., S., J.**
 Brandon Shoe Co., Ltd., Brantford, Ont. **W.**
 Corbeil, Limited, 345 St. Paul E., Montreal. **Mc., W.**
 Canadian Shoe & Slipper Mfg. Co., 354 King W., Toronto.
 Corbeil, J. B. A., 599 De Lanaudiere, Montreal. **Mc., J.**
 Cote, J. A. & M., Limited, St. Hyacinthe. **W., Mc., S., R.**
 Crosby, H. H., Co., Ltd., Hebron, N.S. **Mc., S., T.**
 Daoust, Lalonde & Co., 49 Victoria Sq., Montreal. **W., Mc., P., S.**
 Dayfoot, C. B., & Co., Georgetown, Ont. **W., Mc., P., R.**
 Drolet, J. B., & Co., Ltd., 51 Colomb, Quebec, Que. **W., Mc.**
 Duchaine, L., 593 St. Valier, Quebec, Que. **W., Mc., S., J.**
 Duchaine & Perkins, 195 Crown, Quebec, Que. **Mc., S., P., R., J.**
 Dufresne & Locke, Limited, 587 Ontario St. E., Maissonneuve. **W., Mc., J.**
 Duhamel & Frere, Sorel, P.Q. **P., T., S.**
 Dupont & Frere, 301 Aird Ave., Montreal. **W., Mc.**

CHROMOIL



THE WEAR'S THE THING

Chromoil tannage is wear typified.

And placing it further yet beyond the ordinary oil-tanned leather, it has pliability altogether uncommon with such a degree of toughness.

It gives

Larrigans and Shoe Packs

of Chromoil Leather endurance powers raised to the highest point possible.

Trench Boots

that are absolutely impervious to water, and give the fullest measure of comfort, are a leading feature of our range.

Farm Boots

There is no let up to the growing popularity of "Chromoil" Farm Boots. Their linking durability with lightness and comfort wins for them instant favor.



Palmer-McLellan Shoepack Co., Limited
Fredericton, N.B.



Eagle Shoe Co., Ltd., 587 Beaudry W., Montreal.
Goulet, O., 575 St. Valier, Quebec. **W., J.**
Greb Shoe Co., Ltd., Kitchener, Ont. **S.**

MEN'S BOOTS AND SHOES

Hamilton, W. B., Shoe Co., 15 Front E., Toronto. **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., 1658 Dundas W., Toronto. **W.**
Huot & Bedard, Ancienne Lorette, Que. **T., W., Mc., S.**
Inrig, Donald, 20 Linden, Toronto. **W., Mc., S.**
Jobin, E., Limited, 35 Colomb, Quebec. **W., Mc.**
Lachance & Tanguay, 70 Bigaouette, Quebec. **Mc., S., R., J.**
Lagace & Lepinay, 22 St. Anselme, Quebec. **Mc., S., J.**
Leckie, J. Co., Ltd., Vancouver, B.C. **W., S.**
Levielle, J. C. A., Portneuf, Que. **Mc., S.**
Marier & Trudel, Limited, Nelson St., Quebec, Que. **Mc., S., J.**
Marsh, Wm. A., Co., Ltd., 472 St. Valier, Quebec, Que. **Mc., W., J.**
Martin, J. & A., 117 Charest, Quebec, Que. **S., P., J.**
McKenzie, Crowe & Co., Bridgetown, N.S. Shoe packs, larrigans, etc.
McPherson, Jno., Co., Ltd., Hamilton, Ont. **W., Mc.**
Milton Shoe Co., Ltd., Milton, Ont. **Mc., J.**
Miner Shoe Co., Ltd., 78 St. Peter St., Montreal. **W., Mc., S.**
Minister Myles Shoe Co., Ltd., 109 Simcoe, Toronto. **W.**
Muir, Jas., Co., Ltd., Aird Ave., Montreal. **W., Mc., S.**
Murray Shoe Co., London, Ont. **W.**
Palmer, Jno., Co., Ltd., Fredericton, N.B. Shoe packs, larrigans, sporting boots, etc.
Palmer-McLellan Shoepack Co., Fredericton, N.B. Larrigans, packs, etc.
Plessisville Leather & Shoe, Plessisville, Que. **W., S., P.**
Regal Shoe Co., Ltd., 474 Bathurst, Toronto. **W.**
Rena Footwear Co., Ltd., 611 Beaudry, Montreal. **Mc.**
Ritchie, Jno., Co., Ltd., 496 St. Valier, Quebec, Que. **W., J.**
Rochette, J., 80 Signal, Marcel, Que. **Mc., S.**
Routier, Luc., 56 Colomb, Quebec, Que. **Mc., S., J.**
St. Henri Shoe Co., 1579 Notre Dame, Montreal. **W., Mc.**
Samson, J. E., 20 Argo, Quebec, Que. **Mc., P., S., J.**
Scott-Chamberlain, Limited, London, Ont. **W.**
Sisman, T., Shoe Co., Ltd., Aurora, Ont. **Mc., S., P., J.**
St. Arnaud, Biron & Co., St. Genevieve De Batiscan, Que. Heavy shoes.
Slater, Geo. A., Limited, Ontario St. E., Maisonneuve, Montreal. **W.**
Slater Shoe Co., Limited, 105 Latour St., Montreal, W.

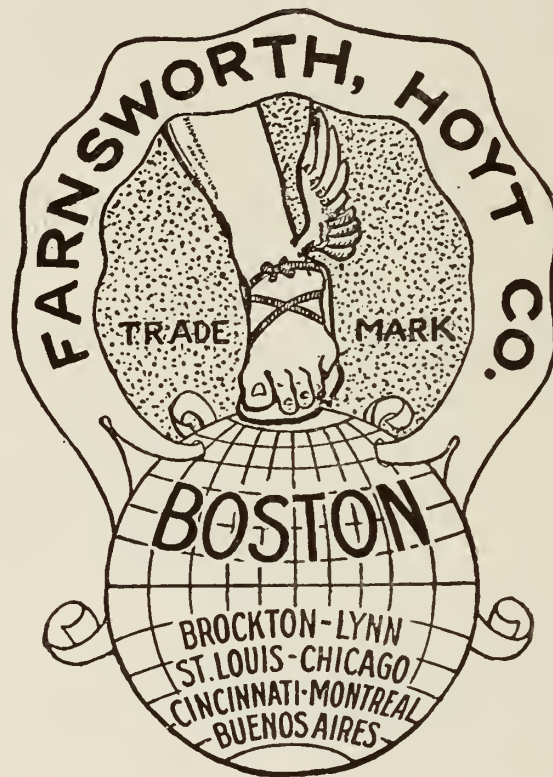
Sterling Bros., Limited, London, Ont. **S., P.**
Stobo, J. M., 92 Arago, Quebec, Que. **W., Mc., J.**
Tanguay, Jos., 122 St. Dominique, Que. **Mc., S., J.**
Tebbutt Shoe & Leather Co., Three Rivers, Que. **W., Mc., S., J.**
Tetraut Shoe Mfg. Co., 331 De Montigny E., Montreal. **W.**
Tillsonburg Shoe Co., Ltd., Tillsonburg, Ont. **S., N., J.**
Tourigny & Marois, Reg., 463 St. Valier, Quebec, Que. **W., Mc., S., J.**
Tremblay, Ed., 108 Boisseau, Quebec, Que. **Mc., S., J.**
Underhills, Limited, Barrie, Ont. **Mc., S., P., J.**
Valentine & Martin, Waterloo, Ont. **W., S., J.**
Wayland Shoe, Limited, 360 Providence, Montreal. **W.**
Western Shoe Co., Ltd., Kitchener, Ont. **Mc., S., P., J.**
Williams Shoe, Limited, Brampton, Ont. **W., Mc., S., P.**
Wright, E. T., & Co., St. Thomas, Ont. **W.**
Wry-Standard, A. E., Limited, Sackville, N.B. **P., N.**

MISSSES', CHILDREN'S AND INFANTS' SHOES

Acton Shoe Co., Ltd., Actonvale, Que. **S., P., Mc.**
Ahrens, Chas., Limited, Kitchener, Ont. **Mc., S., N.,** stitchdowns.
Adams Shoe Co., Ltd., 533 College, Toronto. **T., Mc.**
Aird, Jas., & Co., 17 St. Gabriel, Montreal. **Mc.**
Aird & Son, Regd., 482 Ontario E., Montreal. **T., Mc., J.**
Ames-Holden-McCreedy, Limited, 1221 Mount Royal, Montreal. **W., T., Mc., S., P.**
Amherst Boot & Shoe Co., Amherst, N.S. **Mc., S., P.**
Beaulieu, Jos., & Co., 80 Colomb, Quebec, Que. **Mc., S.**
Bertrand & Thibault, 104 Montmagny, Quebec, Que. **Mc., J.**
Bisson, O., 76 Marie Louise, Quebec, Que. **Mc., J.**
Bonin Antoine, 937 Cartier, Montreal. **T., Mc., J.**
Canadian Footwear Co., Ltd., Pointe aux Trembles, Montreal office: 44 St. Antoine. **Mc.**
Charbonneau & Deguise, 636 Craig E., Montreal. **Mc., S., J.**
Charron, Albert, Contrecoeur. **T., J.**
Corbeil, J. B. A., 599 De Lanaudiere, Montreal. **T., Mc., J.**
Corbeil, Limited, 345 St. Paul E., Montreal. **Mc.**
Cornellier, Jos., 156 De Beaujeu, Montreal. **Mc., J.**
Cote, J. A. & M., Limited, St. Hyacinthe, Que. **W., Mc., P., S.**
Crown Shoe Mfg. Co., 864 Laurier Ave., Montreal. Misses' and children's **Mc.**
Crosby, H. H., Co., Ltd., Hebron, N.S. **Mc., S.**
Daoust, Lalonde & Co., Ltd., 49 Victoria Sq., Montreal. **T., Mc., P., S.**
Dayfoot, C. B., & Co., Georgetown, Ont. **W.**
Desautels, Jos. A., 1080 Des Erables, Montreal. **Mc., J.**
Dominion Shoe Co., 2298 Chabot, Montreal. **Mc.**
Duchains, L., 593 St. Valier, Quebec, Que. **Mc., S., J.**
Duchaine & Perkins, 195 Crown, Quebec, Que. **Mc., P., S.**
Dufresne & Locke, 587 Ontario E., Maisonneuve, Montreal. **Mc., J.**
Duncan, W. J., Seaforth, Ont. Infants' sole shoe.
F. & P. Shoe, Limited, Champetre St., Montreal E., Que. **Mc., T.**
Gale Bros., Limited, 518 St. Valier, Quebec, Que. **Mc., J.**
Galt Shoe Mfg. Co., Galt, Ont. **T., Mc.** Stitchdowns.
Germain, L., 251 Christophe Colomb, Montreal. **T., J.**
Getty & Scott, Limited, 109 Water N., Galt, Ont. **T., Mc., W.**
Goulet, O., 575 St. Valier, Quebec, Que. **Mc., P., S., J.**
Globe Shoe Co., Terrebonne, Que. **W., T.**
Hector Shoe, 719 Panet, Montreal. General line **T., 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' sole shoe. **J.**
Hydro City Shoe Mfrs., Kitchener, Ont. **Mc., R.**
Ideal Shoe Co., Ltd., The, Elmira, Ont. **Mc., T., J.**
Jobin, E., Ltd., 35 Colomb, Quebec, Que. **Mc., W., T.,** mode **W.** and **T.**
King, J. D., Co., 126 Wellington St. W., Toronto. Children's stitch-downs.
La Duchesse Shoe Co., Regd., 92 Beaudry, Montreal. **Mc., T.**
Lachance & Tanguay, 70 Bigaouette, Quebec, Que. **Mc., S., J.**
Latour, David, 552 Henri Julian, Montreal. **Mc.**
Leveille, J. C. A., Portneuf, Que. **T.**
Lida Shoe Co., Ltd., Maisonneuve, Que. **Mc., T., J.**
MacFarlane Shoe Co., Ltd., 61 D. Normantville, Montreal. **T., W.,** infants' soft sole.
Malo, J. N., Joliette, Que. **T., J.**
Marier & Trudel, Limited, Nelson St., Quebec, Que. **Mc., S., J.**
McCaughan & Son, J. A., 689 Champlain, Montreal. **Mc.**
Moisan Fre., 34 Turgeon, Quebec, Que. **T., J.**
Mount Royal Footwear Co., Ltd., 2200 Charlemagne, Montreal. **Mc., J.**
Miner Shoe Co., Ltd., 72 St. Peter, Montreal. **Mc., W.**
Nursery Shoe Co., St. Thomas, Ont. **Mc., T.**
Packard, L. H., & Co., Ltd., 15 St. Antoine, Montreal. **Mc.,** infants' soft sole.
Phillips Bros. Shoe Co., 1191 Bathurst, Toronto. **S.**
Papin, J., Contrecoeur. **Mc., T., J.**
Rena Footwear Co., Ltd., 611 Beaudry, Montreal. **Mc.**
Rolland, A. B., 214 Visitation, Montreal. Children's and infants' **T., J.**
St. Henri Shoe Co., 1579 Notre Dame W., Montreal. **Mc.**
St. Hyacinthe Soft Sole Shoe Co., St. Hyacinthe, Que. **S.** infants' soft sole.
St. Jean & Co., 1165 St. Catherine E., Montreal. **Mc., J.**

SHOE MANUFACTURERS' GOODS

Most Extensive Line in the United States



MAKERS OF

'Red-line-in' and *'Pusher'* Shoe Linings.
REG. U.S. PAT. OFF. Wear Proof

EVE CLOTH—The perfect Shoe Lining.

FABSTA—The Fabric Inside Backstay (costs less than leather—wears longer).

FARNSWORTH, HOYT CO.

BOSTON

Representative in Montreal: H. D'ARTOIS, 224 Lemoine Street

Saillant & Lessard, Quebec, Que. **Mc., J.**
 Simeoc Shoe Co., Simeoc, Ont. **S., Me.**
 Samson, J. E., 20 Arago, Quebec, Que. **Mc., P., S., J.**
 Sisman, T., Shoe Co., Ltd., Aurora, Ont. **Mc., S., P., J.**
 Star Shoe Co., Ltd., 1464 St. Catherine E., Montreal. **Mc., T., E.**
 Sterling Bros., Limited, London, Ont. Misses' **P., S.**
 Stobo, J. M., 92 Arago, Quebec, Que. **Mc., S., J.**
 Tanguay, Jos., 122 St. Dominique, Quebec, Que. **Mc., S.**
 Taylor, Robt. Co., Ltd., Halifax, N.S. **Mc., P., S.**
 Tourigny & Marois, Regd., 463 St. Valier, Quebec, Que. **Mc., S., J.**
 Tremblay, Ed., 108 Boisseau, Quebec, Que. **Mc., S., J.**
 Tremblay & Gosselin, 12 Parent, Quebec, Que. **Mc., S., J.**
 Underhills, Limited, Barric, Ont. **Mc., P., S., J.**
 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, Ont. **Mc., P., S., W.**
 Williams, Geo. L. & Son, 427 Queen W., Toronto. **S.**

MOCCASINS AND LARRIGANS

Acme Glove Works, 181 Vitre E., Montreal.
 Auclair, Wilfred, Indian Lorette, Que.
 Acme Shu-Pak Co., Ltd., St. Tite, Que. Shoe packs, etc.
 Aeton Shoe Co., Inc., Actonvalc, Que. Larrigans, **J.**
 Bastien, A., Loretteville, Que. Moccasins.
 Bastien, M., Loretteville. Moccasins.
 Balcer Glove Mfg. Co., Three Rivers, Que. Moccasins.
 Beal Bros., Limited, 52 Wellington E., Toronto, Ont. Larrigans, trenched boots.
 Beal, R. M., Leather Co., Lindsay, Ont. Larrigans.
 Boivin, Telesphore, Indian Lorette, Que. Moccasins.
 Borbridge, S. & H., Co., 90 Rideau, Ottawa, Ont.
 Briggs Tannery, Calgary, Alta. Shoe packs.
 Berrouard, F., 401 St. Valier, Quebec, Que. Larrigans.
 Clarke, A. R., & Co., Ltd., 633 Eastern Ave., Toronto. Moccasins.
 Comeau, F. G., & Son, Saulnierville, N.S. Larrigans.
 Canadian Glove Co., 171 James E., Winnipeg.
 Carson, Hugh, Co., Ltd., Elgin and Queen Sts., Ottawa, Ont.
 Gendron, Penctang Shoe Pack Mfg. Co., Penetanguishene, Ont. Larrigans.
 Gendron, P. T., Shoe Pack Co., Midland, Ont. Larrigans.
 Good, John, Orillia. Larrigans.
 Grevier, Art., 140 Colomb, Quebec.
 Groff, S., & Son, 290 McDermott, Winnipeg.
 Hamilton, W. B., Shoc Co., 15 Front E., Toronto.
 Holt-Renfrew & Co., 35 Buade, Quebec, Que.

Huot & Bedard, Ancienne Lorette, Que. Moccasins.
 Hurona Mfg. Co., Ltd., Loretteville. Moccasins.
 Loiselle, Ralph, Upton, Que. Moccasins.
 Long, R. G., & Co., Ltd., 727 King W., Toronto. Moccasins.
 MacKenzie, Crowc & Co., Bridgetown, N.S. Larrigans.
 McMartin, E. W., 45 St. Alexander, Montreal.
 Palmer, Jno., Co., Ltd., Frederieton, N.B. Larrigans.
 Palmer-McClilan Shoepack Co., Frederieton, N.B. Larrigans.
 Parks-Murphy, North Bay, Ont.
 Ross, Henry, Loretteville, Que. Moccasins.
 St. Amand, R., Loretteville, Que. Moccasins.
 St. Arnaud, Biron & Co., St. Genevieve de Batiscan. Moccasins.
 St. Laurent Garment Co., 137 McGill, Montreal. Moccasins.
 Saba, C. N., Co., 84 Wellington W., Toronto.
 Quebec Glove Leather Mfrs., 3rd St., Limoilou, Que.
 Taylor, Wm., Parry Sound, Ont. Larrigans.
 Verret, Jules, Loretteville, Que. Moccasins.
 Wright, A., & Co., Pembroke, Ont. Larrigans, moccasins.
 Wright, H. W., Pembroke, Ont. Larrigans, moccasins, etc.
 Wry-Standard, A. E., Limited, Sackville, N.B. Larrigans.

RUBBER FOOTWEAR MANUFACTURERS

Canadian Consolidated Rubber Co., 201 Inspector St., Montreal.
 Factories — Montreal; Kitchener, Ont.; Port Dalhousie, Ont.; and Granby, Que.
 Columbus Rubber Co. of Montreal, 1349 De Montigny E., Montreal.
 Gutta Pereha & Rubber, Limited, 47 Yonge St., Toronto, Ont.
 Independent Rubber Co., Ltd., Merriton, Ont.
 Kaufman Rubber Co., Ltd., 410 King W., Kitchener, Ont.
 Miner Rubber Co., Granby, Que.
 North British Rubber Co., 43 Colborne St., Toronto.

SLIPPERS

Aird & Son, Regd., 482 Ontario E., Montreal. Leather, **J.**
 Acme Glove Works, 181 Vitre E., Montreal.
 Ames-Holden-McCready, Limited, 1221 Mount Royal Ave. E., Montreal.
 Amherst Boot & Shoe Co., Amherst, N.S.
 Bastien, A., Loretteville, Que. Indian.
 Bastien, M., Loretteville, Que. Indian.
 Begin, J. H., Regd., 124 St. Dominique, Quebec, Que.
 Canadian Consolidated Felt Co., Ltd., Margaret Ave., Kitchener, Ont. **J.**
 Canadian Slipper Mfg. Co., 914 St. Lawrence, Montreal. **Mc.**
 Canadian Shoe Findings Novelty Co., 2 Trinity Sq., Toronto, Ont. Felt.
 Canadian Shoe & Slipper Mfg. Co., 354 King W., Toronto. Leather.
 Cobourg Felt Co., Ltd., Cobourg, Ont.

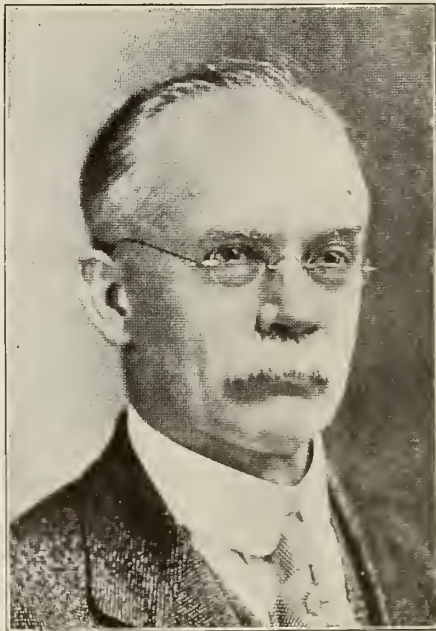
Corbeil, J. B. A., 599 De Lanaudiere, Montreal. **J.**
 Crosby, H. H., Co., The, Hebron, N.S. Leather.
 De Lisle, H., 148 Colomb, Quebec, Que. Leather.
 Denman & Silver, Footwear Co., 13 Jarvis St., Toronto. **J.**
 Dufresne & Locke, Limited, 587 Ontario E., Maisonneuve. Leather.
 Forbert, F. A., 546 Manning, Toronto. House and sport.
 Galibert Glove Works, Limited, 236 Craig E., Montreal. Indian.
 Great West Felt Co., Ltd., Elmira, Ont.
 Hamburg Felt Boot Co., Ltd., New Hamburg, Ont.
 Hamilton, W. B., Shoe Co., 15 Front E., Toronto.
 Holt, Renfrew & Co., Ltd., 35 Buade, Quebec. Indian.
 Hurlbut Co., Ltd., Preston, Ont. Soft sole, **J.**
 Hurona Mfg. Co., Ltd., Loretteville, Que. Indian.
 Ideal Shoe Co., Elmira, Ont.
 Jacobi, Philip, 5 Wellington E., Toronto.
 Jaeger, Dr. S. W. S. Co., Ltd., 243 Bleury, Montreal.
 Jobin, Elie, Limited, 35 Colomb, Quebec, Que. Leather.
 Kingsbury Footwear Co., Ltd., 679 La Salle Ave., Maisonneuve. Leather.
 La Duchess Shoe Co., Regd., 92 Beaudry, Montreal. **J.**
 Lalberte, J. B., 188 Des Fosses, Quebec, Que. Indian.
 Lamontagne & Racine, 115 Arago, Quebec, Que. Carpet.
 Lida Shoe Co., Ltd., Maisonneuve, Que. Hand turned, **J.**
 Moisan, F., 34 Turgeon, Quebec, P.Q. Hand turned.
 Montreal Slipper & Gaiter Co., 841 St. Lawrence St., Montreal.
 Packard, L. H., & Co., Ltd., 15 St. Antoine, Montreal. Soft sole.
 Phillips Bros. Shoe Co., Ltd., 1191 Bathurst, Toronto. Ladies' bou-doir.
 Poirier, Renee, 118 Messier St. Sauv-eur, Quebec, Que. Nailed slippers, **J.**
 Quebec Glove Leather Mfg. Co., Quebec.
 Rumpel, Oscar, Queen St., Kitchener, Ont. Felt.
 Scheuer, Normandin & Co., 8 St. Helen, Montreal.
 Sardon Shoe Co., Ltd., 533 Visitation St., Montreal. Fine **W.** and **T.**
 Saba, C. N., & Co., 84 Wellington W., Toronto.
 Tetrault Shoe Mfg. Co., 331 De Montigny E., Montreal. Leather, **J.**
 Toronto Slipper Mfg. Co., 18 Millstone Lane, Toronto. Leather.
 Trickett, Sir H. W., Limited, Toronto, Waterfoot, England; Manchester Bldg., Toronto.
 Wright, A., & Co., Pembroke. Indian.
 Wright, H. W., Pembroke, Ont. Indian.
 Webster Shoe Co., 155 St. Lawrence, Montreal. **J.**

SPORTING SHOES

Ames-Holden-McCready, Limited, 1221 Mount Royal Ave. E., Montreal.
 Amherst Boot & Shoe Co., Amherst, N.S.

Sisman's
"Best
Everyday"

*That Suits
Everybody*



Sisman's
"Aurora"

*That Suits
the Fastidious*

It is of UTMOST VALUE to the dealer to take advantage of the great

SISMAN LEADERS

in offering this combination of REALLY WELL-MADE footwear, for use on ALL OCCASIONS and sale at ALL TIMES.

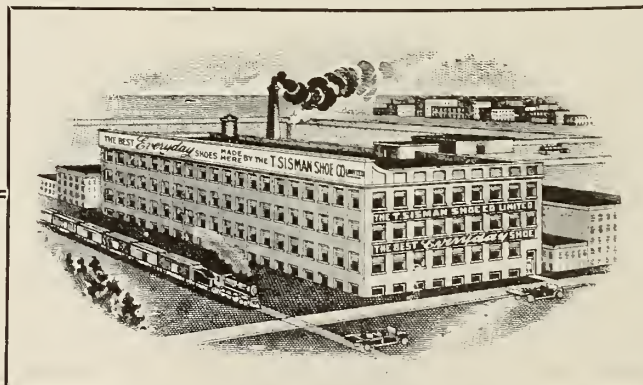
STICKING TO PRINCIPLE has made SISMAN QUALITY unvarying. It has ruled out all shifty workmanship and low-grade material. Honesty marks every detail in connection with a SISMAN SHOE.

Hitch your trade to the SISMAN TEAM. They pull and pull hard

All together now, for Fall! Your Jobber will help you.

THE T. SISMAN SHOE CO. Limited

AURORA



ONTARIO

Aylmer Shoe Co., Ltd., Aylmer, Ont.
Canadian Consolidated Rubber Co.,
Ltd., 201 Inspector, Montreal.
Columbus Rubber Co. of Montreal,
1349 De Montigny E., Montreal.
Canadian Shoe Co., 108 Garnier,
Montreal.
Corbeil, J. B. A., 599 De Lanaudiere,
Montreal. **Hockey, J.**
Dufresne & Locke, Limited, 587 Ont-
ario E., Maisonneuve. **J.**
Hamilton, W. B., Shoe Co., Ltd., 15
Front E., Toronto.
Hart Boot & Shoe Co., Fredericton,
N.B.
Independent Rubber Co., Ltd., Merrit-
ton, Ont.
Inrig, Donald, 20 Linden, Toronto.
Kaufman Rubber Co., Ltd., 410 King
St. W., Kitchener, Ont.
McPherson, Jno., Co., Ltd., Hamilton,
Ont. **Hockey.**
Mayer, Th., 79 William, Montreal.
Miner Rubber Co., Ltd., Granby, Que.
Palmer, Jno., Co., Ltd., Fredericton,
N.B.
Palmer-McLellan Shoepack Co., Ltd.,
Fredericton, N.B.
Regina Shoe Co., Ltd., 336 Notre
Dame E., Montreal. For women.
Reliance Shoe Co., 350 Sorauraen Ave.,
Toronto.
Samson, J. E., 20 Arago, Quebec. **J.**
Scott Chamberlain, Limited, Rich-
mond St., London, Ont.
Slater, Geo. A., Limited, Ontario E.,
Montreal.
Slater Shoe Co., Ltd., 105 Latour,
Montreal.
Tanguay, Jos., 122 St. Dominique,
Quebec, Que.
Tebbutt Shoe & Leather Co., Three
Rivers, Que. **J.**

WOMEN'S SHOES

Acton Shoe Co., Inc., Actonvale, Que.,
Mc., S., P., J.
Ahrens, Chas. A., Limited, Linden
Ave., Kitchener, Ont. **Mc., S.**
Aird, Jas. Co., 17 St. Gabriel St.,
Montreal. **Mc.**
Aird & Sons, Regd., 482 Ontario E.,
Montreal. **Mc., P., J.**
Ames-Holden-McCready, Limited,
1221 Mount Royal Ave. E. **Mc.,**
S., P., T., W.
Amherst Boot & Shoe Co., Ltd., Am-
herst, N.S. **Mc., P., S.**
Beaulieu, Jos., 80 Colomb St., Quebec,
Que. **Mc., S., J.**
Bell, J. & T., Limited, 180 Inspector
St., Montreal. **W., T.**
Bertrand & Thibault, 104 Montmagny,
Quebec, Que. **Mc., J.**
Blachford Shoe Mfg. Co., 92 Sher-
bourne St., Toronto. **W.**
Bonin, Antoine, 937 Cartier St., Mon-
treal. **Mc., P., J.**
Canadian Footwear Co., Ltd., 44 St.
Antoine St., Montreal. **Mc.**
Canadian Shoe & Slipper Mfg. Co.,
354 King W., Toronto. Buckskin
and Oxfords, **J.**
Charron, Albert, Contrecoeur, Que. **J.**

Clark Bros., Limited, St. Stephen,
N.B. **Mock W., Mc.**
Corbeil, J. B. A., 599 Delanaudiere,
Montreal. **Mc., T., J.**
Corbeil, Limited, 345 St. Paul St. E.,
Montreal. **Mc.**
Cornellier, Jos., 156 De Beaujeu St.,
Montreal. **Mc., J.**
Cote, J. A. & M., Limited, St. Hy-
acinthe, Que. **Mc., P., S., W.**
Crosby, H. H. & Co., Limited, Hebron,
N.S. **Mc., S., T.**
Daoust, Lalonde & Co., 49 Victoria
Sq., Montreal. **Mc., P., S., T.**
Drolet, J. B., & Co., Ltd., 51 Colomb
St., Quebec, Que. **Mc., W.**
Duchaine & Ludger, 593 St. Valier,
Quebec, Que. **Mc., W., J.**
Duchaine & Perkins, 195 de la Cour-
onne, Quebec, Que. **Mc., P., S., J.**
Desautels, Jos. A., 1080 Des Erables,
Montreal. **J.**
Dufresne & Locke, 587 Ontario E.,
Montreal. **Mc., T., J.**
Dupont & Frere, 301 Aird Ave.,
Montreal. **Mc.**
Eagle Shoe Co., Ltd., 587 Beaudry,
Montreal. **Mc., W.**
Eureka Shoe, Limited, 3 St. Helen St.,
Montreal. **Mc.**
Gagnon, Lachapelle & Hebert, 55
Kent St., Montreal. **Mc., J.**
Gale Bros., Limited, 518 St. Valier,
Quebec, Que. **Mc., J.**
Galt Shoe Mfg. Co., Ltd., Queen W.,
Galt, Ont. **Mc.**
Germain, Louis, 251 Christophe Col-
omb St., Montreal. **T., J.**
Getty & Scott, Limited, 109 Water
N., Galt, Ont. **Mc., T., W.**
Goulet, O., 575 St. Valier W., Quebec,
Que. **J.**
Gourlay & Fogelberg, Limited, Man-
sion St., Kitchener, Ont. **Mc.**
Gutta Percha & Rubber, Limited, 47
Yonge St., Toronto. Rubber footwear.
Hamilton, W. B., Shoe Co., Ltd.,
15 Front E., Toronto. Mfg. **W.,**
and **Mc.,** wholesale lines.
Humphrey, J. M., & Co., St. John,
N.B. **Mc., S.**
Hydro City Shoe Mfgs., Ltd., 117
Weber Ave., Kitchener, Ont. **Mc.**
Huot & Bedard, Ancienne Lorette,
Que. **T., W., Mc., S.**
Lida Shoe Co., 899A LaSalle Ave.,
Montreal. **Mc., T.**
Jobin, E., Limited, 35 Colomb, Quebec,
Que. **Mc., T., W.,** Imitation **W.,**
and Imitation **T.**
Kingsbury Footwear Co., 679 LaSalle
Ave. W., Montreal. **Mc.**
Lachance & Tanguay, 70 Bigaquette,
Quebec, Que. **Mc. and S.**
Lady Belle Shoe Co., Ltd., Breithaupt
St., Kitchener, Ont. **Mc.**
La Duchesse Shoe Co., Regd., 92
Beaudry, Montreal. **Mc., T., J.**
La Parisienne Shoe Co., Ltd., 610
La Salle Ave., Montreal. **Mc., T., J.**
Latour, David, rear 552 Henri Julien,
Montreal. **Mc., J.**
Leveille, J. C. A., Portneuf, Que.
Mc. and S.
Loiselle, R., & Co., Upton, Que. **Mc.**

MacFarlane Shoe Co., Ltd., 61 De-
Normanville, Montreal. **W., T.**
Marier & Trudel, Limited, Nelson St.,
Quebec, Que. **Mc., S., J.**
Marsh, Wm. A., Co., Ltd., 472 St.
Valier, Quebec, Que. **Mc., W., J.**
McCaughan, J. A., & Son, 689 Cham-
plain, Montreal. **Mc.**
McPherson, Jno., Co., Ltd., Jackson
St. E., Hamilton, Ont. Mfg. **W.,**
M.
Minister-Myles Shoe Co., Ltd., 109
Simeoe St. W., Toronto. **T.**
Moisan, F., 34 Turgeon St., Quebec,
Que. **T.**
Murray Shoe Co., Ltd., Richmond St.,
London, Ont. **Mc., W.**
Miner Shoe Co., Ltd., 78 St. Peter,
Montreal. **Mc., W.,** wholesale, all
lines.
Parker Shoe Co., Ltd., The Preston,
Ont. **Mc., J.**
Perth Shoe Co., Ltd., Perth, Ont. **W.**
Poirier, Renee, 118 Messier St. Sau-
veur, Quebec, Que. Buck skin, **J.**
Regina Shoe Co., Ltd., 336 Notre
Dame E., Montreal. **Mc., T.,**
W., J.
Rena Footwear Co., Ltd., 611 Beaudry,
Montreal. **Mc.**
Ritchie, John, Co., Ltd., 496 St. Valier,
Quebec, Que. **W., J.**
St. Henri Shoe Co., 1579 Notre Dame
W., Montreal. **Mc., S.**
St. Jean & Co., 1165 St. Catherine
E., Montreal. **Mc., J.**
Samson, J. E., 20 Arago, Quebec, Que.
Mc., P., S., J.
Sherbrooke Footwear Co., Sherbrooke,
Que. **Mc.**
Sisman, T., Shoe Co., Ltd., Aurora,
Ont. **Mc., S., P.,** and storm **J.**
Slater, Geo. A., Limited, Ontario St.
E., Maisonneuve. **W.**
Smardon Shoe Co., Ltd., 533 Visita-
tion, W., Montreal. **T.**
Star Shoe, Limited, 1464 St. Cath-
erine E., Montreal. **Mc., T. and**
cushion **W.**
Sterling Bros., Limited, 330 Clarence,
London, Ont. **P., S.**
Stobo, J. M., 92 Arago, Quebec, Que.
Mc., S., J.
Tanguay, Jos., 122 St. Dominique,
Quebec, Que. **Mc., S.**
Taylor, Robt., Co., Halifax, N.S.
Mc., P., S.
Tourigny & Marois, Regd., 463 St.
Valier, Quebec, Que. **Mc., S., J.**
Tremblay, E., 108 Boisseau, Quebec,
Que. **Mc., S., J.**
Underhills, Limited, Aurora and Bar-
rie, Ont. **Mc., P., S., J.**
Walker, Parker Co., Ltd., 152 Wellin-
gton W., Toronto. **W., Mc., T.**
Western Shoe Co., Ltd., 236 Victoria,
Kitchener, Ont. **Mc., S., P., J.**
Weston Shoe Co., Ltd., Campbellford.
W., Mc., T., S., J.
Williams Shoe, Limited, Brampton,
Ont. **Mc., P., S., W.**
Woelfle Shoe, W. E., Limited, 127
Wilmot, Kitchener, Ont. **Mc.**
Wry-Standard, A. E., Limited, Sack-
ville, N.B. **P., N.**



HARLEY HENRY LIMITED

The Middle West's largest Shoe Jobbers.
Links up every Saskatchewan Retailer with
the particular lines that are his best sellers
and best profit yielders in

**Boots, Shoes, Rubbers
Trunks and Baggage**

DISTRIBUTORS FOR THE DEPENDABLE

Lifebuoy Rubbers

Complete stock and prompt order filling. When in need call "Harley Henry."

SASKATOON—

and

REGINA





HARTT'S LEAD



J. D. PALMER, PRESIDENT

The Heart of the Hartt Policy is Leadership. Hartt Character and Hartt Shoemaking is sounding the challenge of Hartt Ideals from Coast to Coast.

From the President to the youngest member of the Hartt staff, our Ideal is to make HARTT SHOES stand for the best that Hartt Brains and Hartt Methods can produce.

The HARTT BOOT & SHOE CO. Limited

Canada's Best Shoemakers

FREDERICTON - N.B.





MEN'S HARTTS



Our Men's HARTTS are sound in Character and Quality. They appeal to particular men.

The HARTT BOOT & SHOE CO. Limited

Canada's Best Shoemakers

FREDERICTON - N.B.





WOMEN'S HARTTS



The Grace and perfection of our

"WOMEN'S HARTTS"

Should appeal to the "Hearts" of all women.

The HARTT BOOT & SHOE CO. L mited

Canada's Best Shoemakers

FREDERICTON - N.B.





**“The PROOF of HARTT SHOES
is in the SHOEMAKING”**



J. A. REID, VICE-PRESIDENT

HARTT SHOES are based on the calculation,

"HOW GOOD"

Hartt shoemaking IDEALS are of the old "Bench-Made" kind, that mean merit in every stitch and perfection in every operation.

The HARTT BOOT & SHOE CO. Limited

Canada's Best Shoemakers

FREDERICTON - N.B.



SPECIFY IN YOUR ORDERS

BENNETT
TRADE MARK



OUR GUARANTEE

We hereby agree to pay full costs of all shoes returned to us in which it is shown that, by actual wear, our "BENNETT" Fibre Counters have broken down, worn out, or have failed to out-wear the original shoe.

Being the manufacturers of our Counter Fibres, we put into them the wear and maintain it at a uniform standard, making our guarantee a Certainty.

"Wear with Comfort"

"Fit and Stay Fit"

Made of the best fibre, scientifically produced especially for counters; moulded by our special process to fit your last; water and oil-proofed as art of chemistry will permit, giving a *flexible* and *comfortable* counter without sacrificing "one bit of wear."

They cost less than one cent per pair more than the cheapest counter made. Specify them and get full value under guarantee. Satisfy and protect your customers.

Made and sold only by

BENNETT LIMITED
MAKERS OF SHOE SUPPLIES

CHAMBLY CANTON, QUEBEC

Sales Office—59 St. Henry Street, Montreal



IT IS GENERALLY CONCEDED THAT

The Goodyear Welt Process

is the best way to make a Shoe.

ALL Perth Shoes Are Made Goodyear Welted

It is generally conceded that best results are obtained by

CONCENTRATION

We Make Women's Fine Welted Shoes Exclusively

Our Fall Line is Worthy of Your Inspection

Perth Shoe Co., Limited

Largest Manufacturers of Women's Goodyear
Welted Shoes Exclusively in Canada

PERTH, ONTARIO

PERTH SHOE STYLES



THE ADVANTAGES of Specialization, doing but one thing—and doing that one thing well—is demonstrated in our Fall Line of Samples.

PERTH SHOE COMPANY, Limited

Largest Manufacturers of Women's Goodyear
Welted Shoes Exclusively in Canada

PERTH, ONTARIO

From the beginning, Monarch and Brandon Shoes were destined for big and lasting success.

The essentials for
put into the

They were
lasts and
that gave



this were
shoes.

built from
patterns
them dis-

tinctive style and the power of
attraction.

Leathers and all materials were of
selected quality.

We availed ourselves of the
most skilled labor and improved
machinery.

We put over all a supervision that
insisted upon every detail being
correct.

This standard has been—and will
be—maintained.

BRANDON SHOE CO. LIMITED
BRANTFORD ONTARIO

Largest Wholesale Stock in Saskatchewan



R. H. KENNEDY

Enables us to fill with exactness and promptness all your orders for

Boots, Shoes, Rubbers, Shirts, Socks, Overalls, Pants, Gloves, Caps, Braces, Underwear, etc.

Every line in our wide selection is of **Good Dependable Quality** and our **Service and Prices** are actual advantages to you.

Entrust us with your sorting orders. They are given particular attention.

Kennedy's Service is Reliable

KENNEDY'S GOOD GOODS
WITH KEEN PRICES AND
SUPERIOR SERVICE SATISFY.



JAS. KENNEDY

Kennedy Bros.

- -

Moose Jaw, Sask.

SOL. BARNET & SON

Tanners of—CHROME PATENT COW SIDES AND COLT

(Black and Colors made from choice selected stock)

BLACK AND COLORED GLAZED KID

DULL AND GLAZED BLACK CABRETTAS

BLACK BOX SIDES WHITE AND COLORED BUCK SIDES

ALSO A FULL LINE OF BLACK AND COLORED

SKIVERS

for the SHOE, BAG, CASE and NOVELTY TRADE

SAMPLES SUBMITTED UPON REQUEST

Main Office and Salesroom: 66-68 GOLD ST., NEW YORK, U.S.A.

TANNERIES: BROOKLYN, N.Y., and PHILADELPHIA, PA.

Cable Address: BARLEATHER, N.Y.

Adanac Leather Company

“ADANAC” GLAZED KID
 in
 BLACK - BROWNS - GRAYS

KIP AND HORSE
 in
 Dull, Gun Metal, Velour, Box,
 Black and Beaver Brown

Cabrettas and Sheepskins.

Bark Tanned Splits,
 Chrome Tanned Ooze Splits.
 Black - Colors - Natural

Black and Colored Patent.

ASK TO
 “See Our Samples”

Adanac Leather Company
 216 Notre Dame Street West
 MONTREAL



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED

Kingsbury Welts

For many years we have been manufacturing a line of Stylish Women's McKay Sewn Shoes.

We now wish to announce to the trade that we have commenced operating a plant making exclusively

HIGHEST GRADE WOMEN'S WELTS

We have employed in this plant only the top-notch workmen, and we are proud of the result. We are being complimented by all the trade who receive shipments of these lines, and have every confidence of your judgment of them.

Our representatives will be leaving shortly with as smart a range of samples as have ever been shown in Canada.

*"THEY ARE THE EQUAL
OF ANY SHOES MADE."*

*Kingsbury Footwear Co.
Limited
Montreal*

Kingsbury Welts



C518. Mahogany Calf Hi Cut Polish, G Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$6.25
 C521. Gun Metal Hi Cut Polish, G Welt, 68 Last, 13/8 Heel, Widths A to E. Price, \$5.60.
 C513. Black Vici Hi Cut Polish, G Welt, 68 Last, 13/8 Heel. Widths A to E. Price, \$5.80.
 C510. Havana Brown Vici Hi Cut Polish, G Welt, 68 Last, 13/8 Heel, Widths, A to E. Price, \$6.60

C552. Mahogany Calf Oxford, G Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.35.
 C554. Black Vici Oxford, G Welt, 68 Last, 13/8 Heel. Width, A to E. Price, \$4.15.
 C555. Gun Metal Calf Oxford, G Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.00.
 C556. Clark's Patent Oxford, G Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.00.

Kingsbury Footwear Co.
 Limited
 Montreal

A SPECIAL
ANNOUNCEMENT
TO THE TRADE

On or about April 15th we will show at our warehouse, 218 Notre Dame Street W., a full line of UPPER LEATHERS comprising a superb line of

Black and Colored Kid

We are particularly proud of our line of BLACK KID, as it is the product of an exclusive American house who are noted for their excellent tannage and high-class finish of their goods.

We believe this line to be superior to any heretofore offered to the Canadian trade.

*Do not place your order
until you have inspected
our range.*

J. A. SCOTT

218 Notre Dame Street West
Montreal, Que.

566 St. Valier Street
Quebec, Que.

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.

WHITE "O" For Cleaning
WHITE CANVAS SHOES

L. H. Packard & Co., Limited, Montreal
Manufacturers of
HIGH CLASS SHOE POLISHES



A Louis Heel Breast Trimmer

that finishes the Heel Breast

from edge to edge following line of sole,
requiring no hand work or rough scouring

SAFE and RAPID

Every pair of heels like template used

Manufactured and Sold by

The Louis G. Freeman Co.

Cincinnati, Ohio, U.S.A.

Canadian Representatives:

INTERNATIONAL SUPPLY CO.,

Kitchener, Ont.

Montreal, Que.

Write Us For List Of Our Machines



HUNDREDS OF DEALERS
find their immediate requirements represented in our
MIDCO IN-STOCK SERVICE

The saving of YOUR time and money is the guiding principle upon which OUR success is built. WRITE, WIRE or TELEPHONE. We ship immediately.

The MIDLAND SHOE LIST for Men

No. 06—Duchess Brown No. 1 CALF, NEOLIN, 12 gauge	- - -	\$5.50
No. 07—Black Gun Metal CALF, NEOLIN, 12 gauge	- - -	5.00
No. 13—New Khaki CALF, Scollop on Foxing, NEOLIN	- - -	5.50
No. 48—Kidduck Blucher, Slip Sole, WIDE Fitting	- - -	5.25
No. 71—Black No. 1 CALF Bal., Narrow Recede Toe	- - -	4.25
No. 81—Special Mahogany CALF MILITARY Blucher, Rubber Heel, High 9-eyelet Pattern	- - -	5.75
No. 98—Tan Storm CALF PROSPECTOR Boot, ALL SOLID	-	6.25

THE MIDLAND SHOE COMPANY
KINGSTON, ONT.

400 LINES IN STOCK

QUICK SERVICE



HONEST VALUE— MODERATE PRICE—

It is time to arrange for outdoor entertainment. The days are lengthening—more hours are spent outside—the need of outdoor recreation grows greater.

Remember, therefore, that it is of vital importance to be well-supplied with Tennis and Sporting Rubbers of all kinds. WE MAKE THEM—

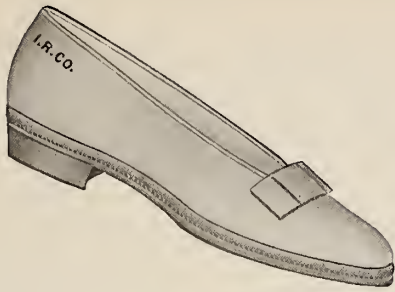
The "SPEED-KING LINES"

The best-known NAME primarily because it signifies the best-made RUBBERS! "Speed-King" Rubbers are made and sold to typify the ideals of the makers:

"To produce at all times the highest possible quality at the lowest possible price."

They are distinctive Rubbers both in QUALITY AND PRICE.

Independent Rubber Co. Limited
MERRITTON, ONT.



FROM the nifty rubber
of the dainty maid

TO the strong boot made
for wear and tear of the
lumberman—



We are so equipped that we can meet any demand. In style, in model, in appearance, in everything that goes to make a rubber boot or shoe what it SHOULD be, the Independent Rubber Co. product are the goods for you.

Travellers for the leading jobbers will show you a line of rubber boots and shoes of our make that will do credit to your sense of VALUE and capacity of appreciation.

NAMES OF OUR JOBBERS

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.
A. W. Ault & Co., Limited	- - Ottawa, Ont.	The Amherst Central Shoe Co.,	
White Shoe Co.	- - - - Toronto, Ont.	Limited	- - - - Regina, Sask.
McLaren & Dallas	- - - - Toronto, Ont.	James Robinson	- - - - Montreal, Que.
The London Shoe Co., Limited	- London, Ont.	Brown, Rochette, Limited	- - - - Quebec, Que.
		T. Long & Brother	- - - - Collingwood, Ont.

INDEPENDENT RUBBER CO., Limited
Merritton, Ontario

Chandler's Buckles and Bows

FOR SPRING 1918

BUCKLES

Imported Cut Steel

From \$1.00 to \$6.00
Per Pair.
(Throat and Small
Ornaments)

Pressed Steel

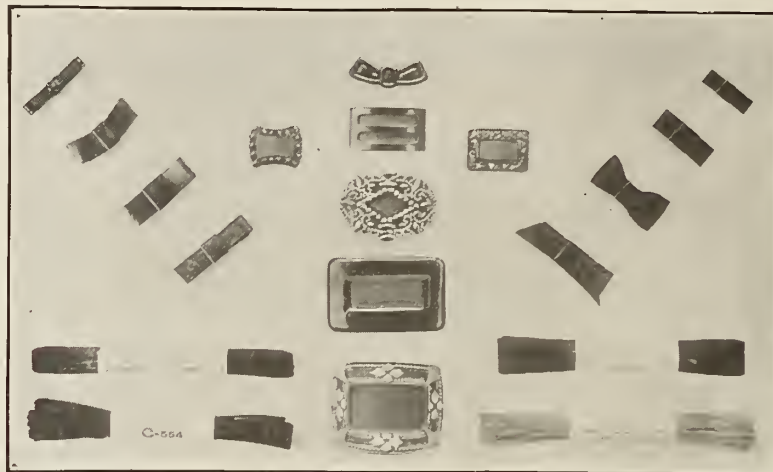
From 12½c. to 75c.
Per Pair

Leather Covered

From \$1.80 to \$3.50
Doz. Pairs.

Metal { Jet
Dull
White
Oxidized

From \$1.50 to \$4.00
Doz. pairs.



BOWS

Made of Leather
or Ribbon

From 60c. to \$1.75
Doz. Pairs.

Tailored or Fancy
Styles

From \$1.00 to \$2.50
Doz. Pairs.

All Sizes

All Colors

LACES Full stock of Round and Flat Laces in all
the season's wanted shades, 27 to 81 inches

C. A. Browning Company, 30 Franklin St., Boston, Mass.

Specialties for Shoe Manufacturers

Heel Pads cut from several grades of white felt, also cut from all colors of combined imitation leather and felt, with large assortment of dies to fit any shoes.

Tongue Lining, cut in all widths, from different qualities of felt, put up in rolls 25 yards long. No folding required, as it cuts to clean edge without fraying.

Kendex Insole stock, fast color; will not shrink, curl or swell; put up in sheets, making economical cutting.

White Kendex for heel compensators.

Piece Felt for all shoe manufacturing purposes. Imitation Leather. Imitation Leather combined with Felt.

Send for Samples

KENWORTHY BROS. CO.

**STOUGHTON
MASSACHUSETTS**

Represented by HORACE D'ARTOIS, 224 Lemoine Street, Montreal

ASK YOUR JOBBER FOR LADY WHITE BOOTS

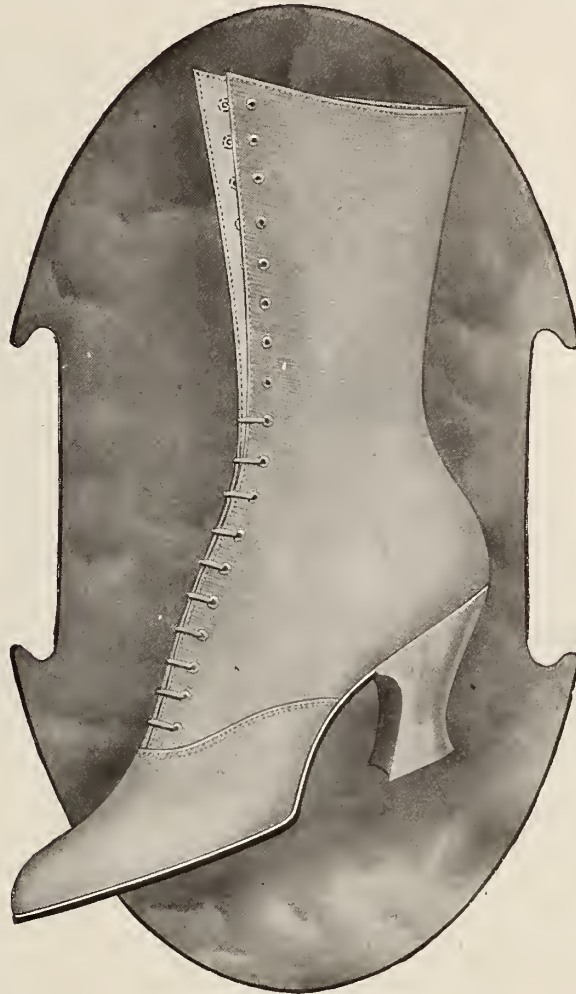
*See that he is ready to supply
you with them this Spring*

A Pleasing Announcement

to the many enthusiastic dealers in LADY WHITE BOOTS.

This Best Looking, Best Fitting, Best Selling canvas boot, the same style and shape so popular previous years, can still be had at practically the same price, in spite of the doubled cost of Sea Island Duck, as well as the more pointed toe lasts with higher heel, also the lower 12/8 heel; but the SURE SELLER will still be the original LADY WHITE made on identically the same Lasts and Patterns as before.

LADY WHITE stands high in the Jobbers' estimation. Read opposite.



1918 LADY WHITE

Made of Sea Island Duck. Exactly as illustrated. Thirty-six pairs to the case, assorted as follows: 2 to 5; 2½ to 6 and 3½ to 7. We don't break cases or send sample pairs, but will send sample cases on approval.

We have the same boot in Grey and Champagne colors

REMEMBER—If you don't get the style of a boot right, you can't give it away. Women are paying for the style of a shoe more than the wear, and LADY WHITE gives them the wear as well.

WRITE US FOR SPECIAL INTRODUCTORY OFFER

CHAS. E. SLATER

491 St. Valier Street, QUEBEC

10 High Street, BOSTON

A Jobber's Opinion of "Lady White"

An anxious appeal that LADY WHITE is made the same exact style and shape as last year and an offer of a 50-case order was his best recommendation for the original LADY WHITE Boot. His customers liked them. Their clerks found them the Best Fitters and Best Sellers.

"ATREMENDOUS SALE and a largely increased demand for the better grades of White Canvas Boots up to \$5.00 a pair," is what H. B. Scates, of Filene & Son, prophesied at the Boston Style Show.



A "FLEET FOOT" SPECIAL

The
"WORKMAN"



Have you ordered our "*Workman*" Shoe for your Spring and Summer trade? It is one of the "*Fleet Foot*" Specials—a sturdy shoe that will stand the hardest wear.

Made in Men's, Boys' and Youths' sizes.
Our nearest branch will supply you.

CANADIAN CONSOLIDATED RUBBER CO., Limited
HEAD OFFICE - - MONTREAL

Branches at Halifax, St. John, Quebec, Ottawa, Belleville, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and 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

Subscription in Advance
\$1.50 Per Year
Foreign, \$2.00
Single Copies, 15 Cents

THE FUTURE IN SHOES

Prospects for Spring and Summer Business—Few Changes in Fall Samples—No Break in Prices Seems to Be in View—Buyers Inclined to Anticipate Their Requirements More Than Last Autumn—Whispers of Changes in Tariff Regulations

THE spring season has been so backward that stocks have really not as yet commenced to move at all, though many dealers report a good trade the week before Easter. Business in children's shoes has been particularly good, several reporting that trade the Saturday previous to Easter Sunday was the largest in their history.

THE SHOE AND LEATHER JOURNAL has held firmly to the belief that spring and summer trade in shoes is going to be fully up to that of last year, and indications are strongly pointing in that direction. The people have the money and are spending it freely—almost too freely in some respects, and they are still enthusiastic with regard to shoes. There may not be the craze for freaky styles, but there will be a steady demand until midsummer for attractive footwear in spite of the forces at work to stampede buyers.

Hide dealers who are finding it difficult to dispose of stocks of grubby, long-haired hides have commenced their spring "drive," and have been feeding irresponsible cub reporters with statements about leather and shoe prices. One particularly vicious paragraph appeared in a Toronto daily, which stated that a drop of twenty-five to fifty per cent. in footwear would occur. There is no indication whatever of such a turn either in the leather or shoe market.

From the present outlook there is every reason to believe that there will be some difficulty later on in securing certain classes of fine stock. The difficulty of procuring imported materials has already been made apparent and is likely to become more accentuated. Those who desire to maintain their sales of high-grade goods during the approaching fall season will have to anticipate their wants or find themselves in the position they have been placed with regard to rubbers and felts.

There is also an unmistakable tendency on the part of the Government to become more and more nervous with regard to economic conditions. There appeared in the daily press recently a hint, indicating that action was about to be taken to reduce or limit importations. Canada has had a heavy trade balance against her and finds it difficult to finance her war obligations on account of this tremendous drain upon her financial resources. There is hardly any doubt that the importation of leather as well as shoes will be restricted, which will mean not only the tightening up of conditions generally but a shortage in the supply of certain classes of shoes. One large city dealer has on this account doubled his usual order for fall.

Since this prospective legislation, or more properly speaking, regulation, will undoubtedly prove more or less of a hardship to all sections of the trade, a certain amount of friction will be engendered, but these days the country's interest should be supreme. Business must necessarily adjust itself to the great necessity of winning the war.

In the meantime the wise business man will exercise that foresight that will prevent proposed changes hitting him too suddenly or too drastically. A merchant would be foolish just now to buy recklessly, but he should amply protect himself against shortage this fall.

Advertising for the Small Shoe Merchant

THE interesting address was given by Mr. Chas. A. Holmes, of Montreal, at the March meeting of the Montreal Retail Shoe Merchants. It was crowded out of last issue of the SHOE AND LEATHER JOURNAL.

It is idle to tell business men that advertising is the greatest creative power in business. They are all well convinced of that. Practically all shoe dealers who have made a success of their business and who are to-day at the head of the trade owe their success, at least partly, to the judicious use of printer's ink.

It is not to them that I wish to sermonize about advertising, it is to the small dealer whose store is not situated on the main thoroughfares and who is convinced that he cannot afford to advertise.

To him I will say that Bradstreet's are authority for the statement that 84 per cent. of the failures in the shoe business were of non-advertising merchants. This fact alone ought to make them think.

The trouble with the dealer "who cannot afford to advertise" is that he lacks comprehension of what advertising is in the broader sense. He sees the well set-up and well illustrated advertisements of the department store or the big shoe store, offering leaders galore, and he throws up the sponge and decides to sit tightly back of his counter and trusts to luck to get whatever business from his locality which does not go to the big store down-town.

There isn't a business, from selling peanuts on a street-corner to running a million dollar corporation, that cannot be improved by advertising.

It is a rule of successful business that every store should devote from one to one and a half per cent. of their annual sales to some form of advertising—I say "some form" advisedly, because most small dealers cannot conceive advertising except as that done in newspapers. By advertising I mean, in addition to newspapers, window displays, booklets, circulars, store signs, calendars, etc.

On an annual business of \$15,000, for instance, this basis gives \$150 to \$225 to be spent in some form of advertising.

The big department stores generally spend as much as 2½ to 5 per cent. of their annual sales in advertising. It is evident that if a larger percentage is spent the ratio of profit should increase correspondingly, providing you can keep up the larger advertising indefinitely—spasmodic advertising never pays. So it is better for the small dealer to decide what percentage of his last year's sales he will devote to advertising during the coming year and spread out that appropriation so that it will cover the entire twelve months, and not be tempted by the arguments of the newspaper or printer's solicitor to depart from the rule he has made for himself at the beginning of his business year. Many small merchants have become big ones by strictly adhering to the policy of devoting a fixed percentage of their gross sales to advertising and increasing this appropriation only as their sales-increase justifies it.

How to divide your advertising appropriation is the next problem that faces you.

First, of course, comes the question of store location. If your store is in a thickly populated district—and you have no special inducement to offer that might convince people to go out of the beaten paths to come to your store—it might be advantageous for you to keep out of the news-

papers, since the majority of their circulation would be of no value to you.

What Medium to Use

But if you are in a thickly populated district, even if it is suburban, it is up to you to find out what paper is read by most of the people you are drawing your trade from, and devote a part, say half or three-fourths of your appropriation, to newspaper advertising.

When you go into newspapers, you must not imagine that it is necessary for you to use large spaces for fear that your little ad. will be lost in a newspaper carrying many large ads. You must remember that if this were true, it would follow that your little store, located in a city having many large stores, would also be lost. In most American papers there is a certain class of small ads. that attract attention entirely out of proportion to the space taken.

The reason is that the small dealer picks out one or two items—not more—describes them briefly and gives the price. No special wit or cleverness is shown, it is the simple every-day wisdom that the self-same merchant will put into the terse talk with his customer in his store.

The Small Ad. Problem

Done in this way a small ad. has a flavor of every-day sense that interests people. Many businesses that were small and obscure at the start have grown great and prosperous in this way.

Though I have placed newspaper advertising at the top of the list of advertising media in this study of advertising for the small dealer, I have done so merely because when advertising is mentioned the average dealer's mind turns first and above all to newspapers. As a matter of fact the man with a small amount of money to spend in advertising must begin his advertising with the individual consumer and end with general publicity—he cannot afford, at the very beginning, the broadcast appeals to the public, he must concentrate his efforts on specific classes and the method that enables him to do this is **direct advertising**.

Direct Advertising

Direct advertising should come first, because it reaches individuals who can be carefully selected, consequently it is the most economical form of advertising for the small dealer.

The first step in conducting a direct advertising campaign is the preparation of a mailing list. The mailing list is as much a vital part of the average business as a set of books for accounts. It represents great possibilities of business expansion at a small expense.

There are many ways of starting a mailing list, and no single plan can be considered the best for all businesses. A correct start is essential and exactness and care necessary as long as the list is a live one.

A very common, yet excellent method of beginning a mailing list is to compile names and addresses of those customers to whom you have delivered goods during the year; possibly you have a few good charge accounts and your books can supply quite a few names to add to your list. A few minutes' thought may also allow you to recall to mind the names of some clients who are in the habit of buying from you on the cash and carry basis. From these various sources you can compile the nucleus of an excellent mailing list.

The next move is to secure a small index card-system alphabetically arranged, and enter each name on a separate card. The card-system is selected for its economy, its time-saving features and general advantages over all other means of keeping a list. You can add a name in proper alphabetical order or change ad. address without interfering in any way with other names. This you could not do with a list in an under book or on loose sheets.

The telephone book will supply other names of people in your vicinity who might buy from you. The city directory

will help you locate the initials or addresses of customers who buy from you and whose exact names and addresses you do not remember.

Then there are the local clubs and societies in all localities, social, political and religious societies whose members live in your vicinity. With a little treat, or possibly a little "tip," you can secure from the secretaries of these various associations the names and addresses of their fellow members, and add to your list quite a large number of names of prospective customers for the goods you sell.

Of course you can add a name or two to your list almost every day if you will make it your business to secure the name and address of those casual customers who drop into your store, and who have not bought from you before. It is an easy matter to secure a customer's address without objections on his part if you tell him that you desire his address to send him a calendar or some small novelty during the year.

Once your list is properly arranged, you must guard it carefully; in fact, it should be under lock and key and under no circumstance be loaned or permitted to be taken from the office.

Once your list is in shape you must keep it in a healthy, active state. It is not hard to keep it running. There are many spare moments almost every work day during which you can attend to keeping the classification in up-to-moment form.

Of course a mailing list is of no use unless it is put to work—and you should take advantage of every opportunity to address the people on your list, to send them announcements of the arrival of new goods, of the sale you are organizing, etc.

Advance Information and Adding People

People appreciate being addressed individually once in a while. They appreciate "advance information" and will be in your store choosing their purchase long before your competitor knows what brought them there.

But you must use your mailing list systematically. To fire off a single volley of circulars and then quit the field is poor business. The merchant should be prepared to keep up his direct advertising continuously.

The results from advertising of any sort are usually cumulative, they may not be evident at once, but when the advertising is kept up persistently, they will ultimately make themselves felt in the shape of a steadily growing business.

If your appropriation is small you can content yourself with sending out a circular letter, in fac-simile type-writing, say four times a year at fixed periods.

A letter of this sort should take as nearly as possible the form of a personal talk to the customer regarding seasonable offerings—goods that are essentially timely or exceptional bargains. A concise, catchy discussion of the goods, the advisability of purchasing at once, the exceptional value and the price. The whole range of seasonable goods can be covered in a sensible letter—though it would be advisable to "play up" two or three special lines, and make mere passing reference to the others.

The advertiser with a small appropriation can help out his circular letter by adding well gotten-up printed matter that will cost him absolutely nothing, if he is wise enough to take advantage of the "dealer helps" most manufacturers get up for the benefit of the retail trade.

Whenever a dealer buys specialties such as rubbers, shoe polish, laces, etc., he should insist that the manufacturer supply him with small circulars featuring these specialties. In the majority of cases the manufacturers will have such circulars in stock, and will be only too pleased to send a liberal supply to the dealer live enough to distribute them judiciously.

It is an easy matter to include with the circular letter,

which forms the backbone on the merchants direct campaign, a few little booklets or inserts, on which the dealer can rubber-stamp his name and address. These circulars, generally well gotten-up, while not adding to the postage bill will help to bring returns.

Most manufacturers and wholesalers are glad to furnish material suitable for inserts, but the retailers too often only make a perfunctory effort at distributing this material, and most of it finds its way to the cellar furnace—and the cellar furnace does not wear shoes or buy footwear sundries!

How Manufacturers Can Assist You

The merchant who is in close touch with his field should know where to place this material to the best advantage. He will, after all, secure some benefit from this advertising, even if the manufacturers get the greater part.

If his appropriation permits, the retailer can also issue, at low cost, a small booklet at Easter time, and in October or November manufacturers will supply the necessary cuts, and if a few additional cuts are needed they can be secured for 50 or 75 cents each from any of the many engraving syndicates whose business it is to supply stock cuts.

The writing of letters and circulars may embarrass the small dealer, and, of course, he cannot afford to hire a man with special training for advertisement writing.

The sole reason why you think you cannot write your own ads. is because you are under the mistaken impression that good ad.-writing consists of using sparkling language.

Get that idea out of your head. Imaginative sentences that have literary finish do more harm in an advertisement than they do good. They amuse or interest the public in the writer, but they do not interest the people in the goods the writer is trying to sell.

There are three ways in which a person can be induced to interest himself in an article of merchandise, assuming that it is some staple he would like to possess. The first, to suggest to him that the article is offered at a low price. The second, that it has unusually good quality. The third, that it is unusually attractive in appearance or style.

If a merchant has a customer face to face and is trying to persuade him to buy a certain article, he does not use flowery language, nor does he try to be funny. He states the price, believing it to be low for value, then he tells in a few simple words the reasons why the material is unusually good in quality, or why it is particularly smart and stylish.

Putting "Price" Into Publicity

A good advertisement mentions all these elements. Price is of very first importance. An advertisement is not usually well written unless definite figures are given. The next thing is to give a few facts indicating the worth of the article. The third is to say something about the style.

These principles are so simple that no merchant needs to worry because he cannot hire an advertising expert. Just write down a few notes of what you would say about an article to a buyer in your store and hand it over to your clerk, who, being just from school, may be able to write more grammatically than you, and he will write a fairly good circular letter for you—but make sure that he sticks to the three fundamental principles of price, quality and appearance.

I could continue on this theme for hours, were I to study individual cases, instead of dealing in generalities, as I must when addressing a gathering such as this one, but what I have said ought to convince the small dealers that they can afford to advertise—or rather that they cannot afford not to advertise.

Advertising is an instrument, since it produces new business—swells the volume of business and profit.

The man who treats advertising as an investment and gives it the attention an investment requires—knows that every dollar rightly invested in advertising yields compound interest, and more!

Suppose It Burns

The Writer of This Article is An Insurance Man of Many Years Standing, Who Has Given Special Attention and Consideration to Shoe and Leather Risks.—By G. H. PARKES

HOW often one hears the question after a fire, "How much insurance had he?" He is considered a fairly lucky man if he receives anywhere from 75 to 100 per cent. from the Insurance Companies on the value of his consumed property. But when one sits down and reads of "fire losses tabulated," the truth must be driven home, that "every fire loss means a loss to the community at large."

When we read such facts as those compiled by the Ontario Fire Marshall for that Province for 1917—the question must come to the mind of every live business man—"Who pays this loss?"—Think of it:

Over \$10,000,000 was lost to the Province of Ontario in 1917 by fires.

Nearly \$8,000,000 was paid out by the Insurance Companies as their share of the loss.

Nearly \$2,500,000 was lost by the owners of the consumed property.

For December, 1917, in the Province of Ontario alone, there were 117 fires reported in mercantile stores, involving a loss of \$418,000, of which the assured bore \$115,000 through under insurance.

When the statement is made by a responsible authority that "50 per cent. of our fires are easily preventable," it behoves every patriotic citizen to see to it that he does his duty in striving to stop this vast loss.

In these days, when the words "production and conservation" are thundering forth from all quarters, the greatest effort should be exercised to conserve our wealth and not have it burnt up.

Here are some of the causes of fires reported for one month:

From stoves, furnaces and their pipes—126.

From matches—94.

From smoking cigars, cigarettes—17.

Whilst the accumulation of rubbish and litter is responsible for innumerable fires, so guard against accumulating rubbish and litter, broken down furnaces and pipes, poor electric wiring, carelessness with matches, cigar and cigarette stubs, and help to stop the fire waste. When every citizen exercises their utmost care, fires will still happen.

If your property represents dollars, it is worth protecting by insurance. In these days of rising values, when it costs 25 to 50 per cent. more to replace your stock than it did three years ago, it is wise to refigure up your values, and compare your insurance against cost of replacement on

A PERSONAL FIRE PLEDGE

As to self-protection against fires in one's property the National Board of Fire Underwriters suggests that each individual should pledge himself as follows:

I will keep our match supply in metal boxes.

So far as I can I will use only safety matches.

No lamps will be filled by artificial light or after dark.

Coal oil and gasoline will be kept in absolutely air-tight metal receptacles.

If I smoke, I will smoke where neither match, pipe, nor stub will endanger life or property.

I will see that every match is out before it leaves my hand.

present-day basis. Ask yourself the question: "If my property was burnt up to-day, am I protected against serious loss?"

Having decided how much insurance you ought to have, see that you have it effected at once. Fires start at the most unexpected moments, and like "time and tide, wait for no man" to give him a chance to protect himself.

Satisfy yourself that your insurance policies are correctly worded by reading them yourself.

Have the descriptions of a given property, buildings or contents read exactly alike in your policies.

See that the buildings are correctly described as to location and construction, and that your policies fit your class of business in regard to description of business carried on.

It is a wise essential that your insurance policy has as broad a wording as possible in specifying your stock.

Make no change in your property or business, that will increase the hazard, without notifying the responsible Agent of the Company.

Take out concurrent insurance only with the permission of the Companies already insuring you, unless you have a clause in your policies, "permitting concurrent insurance."

The various Provinces in the Dominion have different regulations as to the quantity of gasoline or benzine allowed on the premises. See that you are living up to these requirements.

How many people read the "Statutory Conditions" printed on every policy, and know the various conditions that attach thereto?

Read your policy from beginning to end. If there is anything you do not understand, get advice from one who does know.

Remember your policy expires on the stroke of the noon hour. A minute after you are not covered unless you have done your part in seeing that it is renewed.

The Get-Together Idea

By
J. A. CONNOR

Why It Pays to Take Those Who Are Working With You Into Your Confidence—The Inspiration That Comes from Association and Interchange of Ideas and Ideals—Team Work the Secret of Success in Modern Salesmanship.

THE healthiest man I ever knew was one who paid the doctor to keep him well. He never had a chance to get sick; the doctor knowing full well that in this case, at any rate, prevention was better than cure, looked him over at intervals, adjusting any little weakness, and advising him of the best methods of keeping his good health.

A SALES CONFERENCE, as we understand it, is very similar to the doctor's action; we get together to look over our own little weaknesses, and discuss the best methods of maintaining the health of our selling and merchandising organization.

It does not matter how good the merchandise may be, or how perfect the general system, if full thought has not been given to the human element the principal item that makes for success has been overlooked.

To our Conferences we invite not only the selling force, but the leading members of our office and warehouse staffs. This has the effect of creating a friendly feeling—and esprit de corps the entire organization. John Jones meets Jim Brown, and there is a general exchange of views, and the idea is conveyed that each individual is an important link in the chain, that it is very necessary we receive the utmost efficiency each is capable of giving, and that we are endeavouring, as far as possible, to start everyone off on the selling campaign which may be under consideration on an absolutely equal basis, as far as it is possible to do so. That there is no playing of favorites. We are all one family, and through this getting-together are trying to map out a line of action that will "bring home the bacon." We hope to accomplish this by a general discussion of the results that we are aiming at, but principally by the correction of errors and shortcomings of the past, which have come to our attention. There is no school like that of practical experience; if we are successful in eliminating a certain number of our faults, as a selling organization, every few months, and at the same time introduce a certain number of new ideas—try them out and retain those which prove business-getters, it will not be very long before we are close to the 100 per cent. efficiency, that every capable and enthusiastic worker, whether he be salesman, manager, clerk or warehouseman is striving for.

There are two or three big ideas which we continually 'pound in' at these Conventions—the lead-



J. A. Connor, Toronto

ing one is SERVICE. We endeavour to have every member of our system imbued with the idea that we must be known as a "SAFE AND SATISFACTORY HOUSE WITH WHICH TO DO BUSINESS." That we purpose not only to look after our own selfish interests, but that we are determined our customers shall receive more attention to their wants in every way than they can reasonably expect. We want them to know that our Accounting Department will be just as keen to tell them should they overpay a bill, as they would be to remind them that their account was past due. We want them to feel that we are more anxious to ship goods than they are to receive them. That criticisms or complaints are well and sympathetically received, and thoroughly investigated. That there is a spirit throughout the Company—a kind of 50-50 feeling, that every transaction is a mutual benefit to all parties, as far as we are capable of making it so, and that we are even more concerned about it being satisfactory from their standpoint than from our own.

The results of these Conferences have been so good in the past there is no longer any doubt as to their value; in fact, they are now looked upon as an absolute necessity to our business. Look over the work of any number of salesmen and you will find that there are a certain number of faults common to them all. These can be discussed impersonally and in a way that will hurt no one's feelings—a practical impossibility were you to endeavour to take them up individually. A conference has the effect of raising the morale of your entire staff to the plane of your best man.

Matters that may seem trivial and are common knowledge to yourself, or most experienced salesmen, are entirely unknown to 50 per cent. of the attenders. These things are mentioned in general discussion, and the meeting becomes a veritable

(Continued on page 85)

Forsook the City For a Small Town

How a Young Man Quit a Salary Job in a Large City and Is Making It Go in a Country Town—Brains and Push Earn Good Dividends in a Small Store—A Lesson in Town Development

A VERY interesting story is told in a graphic and forceful way in the American Magazine, by a young man who some time ago made up his mind that he would reverse the Whittington process of seeking place and fortune by going after it in a small country town. He had become tired of the treadmill life of the city and had lost his health in the effort to climb to a position of salaried independence in a large Chicago concern. At the age of thirty-nine he is a prosperous merchant in a town of less than four thousand inhabitants, is president of the local Merchants' Association, chairman of the Civic Club, director of a bank, and one of the commission of three members that governs the town. Incidentally he has satisfactorily settled many of the problems that are usually regarded by the rural store keeper as heart breaking, if not absolutely impossible of solution. Here is the story, in part, in his own words:—

"I left Chicago for Michigan, and spent a month at a resort near a small town, cured the asthma, and meanwhile studied the business situation. The largest general store was for sale. It was a dry goods, grocery, bakery and meat market combined. I made a deal for the place, and started to put some of my ideas into effect. They went big through July and August. There were four resorts near by, cottages around the lakes near town, and a considerable summer colony in town. The books showed sales larger than for the preceding year, and the cottagers expressed themselves as better satisfied.

"In September I woke up: I had purchased a business in one of the deadest towns in the state. It had been prosperous until the lumber industry played out; then it degenerated, and was subsisting on small fruits, the decreasing fishing industry, and the summer tourist trade—and the chief of these was the summer tourist and cottager. The population of the town consisted of perhaps forty business and professional people, a dozen persons who had grown wealthy during the lumbering days and retired, and others who practically lived from hand to mouth. A total fruit failure meant disaster to everyone.

"My business was all right. The trouble was with the townspeople. Those who had remained when the timber and saw-milling had worked out had fallen into discouraged, careless, and even

worse ways. There were not a dozen hustlers in town. The best of the young men, and many of the young women who were ambitious, had left to find work in the cities.

"I spent a week studying the situation and people. Then I asked four men—a barber, one of the doctors, the five-and-ten-cent store man, and a retired lake captain—to meet with me. To them I suggested organizing a merchants' association. We discussed the need of it, and agreed to call a meeting. When the meeting was called I realized that my situation was worse than it had seemed. The proposition met with coldness on all sides. I was an "outsider, coming in to take business away." I was "trying to run things," and "wanted to be boss." Yet the meeting was well attended. They all came, either from curiosity, or fear we would put something over on them. Every merchant in town seemed suspicious and afraid. I knew that evening was the decisive one of my life.

"There are two things we must do," I told them: "Get more money into town, and keep what we have from going out. Let's get together and get the money in, work together for seven months each year, and spend the winters fighting among ourselves to see who shall have the most of it."

They became interested. When the meeting broke up the fight was won. My chief opponent was my only rival in business. If my theories were right, he was the one man I needed to win to my side. I went to him.

"Look here, Jim," I said, "city merchants have got over the idea that if a fellow is in the same business you're in he's your enemy. We country fellows must learn the same thing, and pull together. Last year your store and mine did a \$30,000 business, and mine got \$18,000 of it. If you and I can boost this town until we do a \$40,000 business, and you get \$18,000, we'll both be winners."

"Something in that," he admitted. "How are you going to do it?"

"First, quit knocking," I said. "You have been telling customers my stuff is bad and that I cheat them. My predecessor did the same with you. Every time a merchant knocks his rival he knocks his own store. I'll bet you two have driven thousands of dollars a year to other towns or the mail-order houses in that way."

"You're right," he said after a minute. "I can count twenty men who won't buy from either of us."

We talked for an hour, and from that day on we worked together; we both carry better lines of goods, give better values and have a more satisfied lot of customers.

After winning my competitor, so they could not say, "Try it yourself," I started preaching the get-together gospel to everyone in town. It was slow work because of old rivalries and enmities, but it gradually spread.

My next step was to suggest a radical increase of pay for all employees of all the merchants. There was a big uproar. My competitor made the first objection.

"They are not worth what we are paying now," he said; "we've got the worst lot of clerks and delivery boys in the world. Why pay them more?"

"Because you have paid such small wages that the best of them have gone to Grand Rapids or Chicago the first chance they got," I retorted. "We can keep the best here if we increase wages. We are forced to compete with the cities for good help and, with the lower cost of living favoring us, we can do it."

It took one entire summer to start wages upward, but the movement gave me a big standing with the workers. We got better clerks, more work and more interest in the work, and had our pay in better satisfied customers. Eventually every employer in town joined the movement.

The big thing we had to contend with was the long-established distrust and suspicion of one another that existed among the merchants. When my rival joined me they predicted I would break him. In the second spring he and I got together in a big campaign to bring the country trade back to town, and we united in buying staples in larger lots, getting better prices and reducing freight rates. I proposed that we unite in delivery service to the resorts near town. We purchased two light motor trucks, and made two deliveries a day at each resort, both stores sending goods on the same trucks. We cut expenses, gave better service, and increased trade and profits.

The story of how we two worked together is a lesson in itself for country merchants. For instance, our home-grown vegetables, melons, fruits, etc., ripen late. During the early summer season the cottagers want such things, which we were compelled to get by boat from Chicago. Loss had been the regular thing; but it was necessary to satisfy the cottagers, who were our best customers. My rival and I pooled issues, bought in larger lots, and by securing more frequent shipments, dividing expenses and ordering larger lots, we made money, and added to our trade.

Two years after we started to revive the town I made a proposal that shook the old burg violently and aroused real enthusiasm. We compiled a list of all the young men and girls who had left our town in recent years and were located elsewhere. From the older merchants we secured a list of those fellows who were hustlers and good citizens, the ones we needed. We sent out letters to each, simply saying, "The old town needs you. Come back, and we'll find a job for you." A committee persuaded relatives and close friends to write, and whenever any one of them showed any desire to return we got busy and had a job waiting for him. In the first year we got back more than a dozen young men and several girls, and the majority are with us now. I believe we have induced more than one hundred to return.

All these things were not done in a day. Many of the citizens could not at first be persuaded to help; they had lost faith in the town and did not believe it could come back. It was in the third year we made the fight against the mail-order houses that really cemented the merchants together in common interest. There is not space to discuss

the right or wrong of the mail-order business; but the country merchant does not understand that he has made the mail-order business possible by failing to be a good enough buyer and salesman to compete with the big houses.

We made the fight that way. Our first move was to send out printed notices saying simply: "Do not buy of a mail-order house if your home merchant can sell you the same, or better, goods at their price. **Add the freight.**"

That "**Add the freight**" set them thinking. We followed with price lists, comparing our charges with those from catalogues, adding freight charges to theirs, and we felt the effect immediately. Further, we found that the great majority were willing to pay a little more and buy at home.

Four years after I was "stuck in a dead town" I was making above six thousand dollars a year clear from the store, and was in other enterprises. The majority of the men in town were pulling together for the town.

Not all our schemes worked out, but most of them did. A rival town, a short distance inland on a through railroad, was getting our business. Farmers living within four miles of our town were going eight to buy in the other town. We had had their trade during the horse and wagon days, but with the autos coming lost it. They preferred eight miles of good road to four of bad. We decided to have the road. We built five miles of concrete boulevard, and the trade came back. Not only that, but our bridge tender counted more than fifteen hundred motor cars crossing in one month, and we never had had two hundred in a season. Registers of our two hotels showed that they had served more than twice as many meals to tourists than they ever had before.

But the point is not the actual work we were doing but that we all worked together for the town and ourselves. We had plenty of fights, but chiefly over the way things should be done, not whether or not they should be done. We got a water and sewer system and improved the electric light system, got better streets and sidewalks. When our retired capitalists became interested in the town (and the majority did when they saw what we were doing) they responded nobly. One gave us our library, and one woman organized and financed our hospital and sent four of our girls away to train as nurses.

The town was wet; we had nine saloons, and deckhands and bums from the big lake boats got drunk. Also, many of our own folks did. We had half a dozen pool-rooms, where the idle boys loafed. The Baptist minister proposed a Y.M.C.A. We raised fifty thousand dollars, and one of our capitalists added twenty-five thousand. The swimming pool and gymnasium caught the boys. Four pool-rooms closed. Later, we voted the town dry after a hard fight. The cry was that it would kill business. It did cripple business for one year; then the people adjusted themselves to new conditions, and we were more prosperous than ever.

Possibly the hotel reveals best what a country town can do. Our good roads, fine scenery, and

(Continued on page 101)

Fitting Heads and Fitting Feet

By Dr. A. GORDON WALMSLEY,
Peterboro, Ont.

NO TWO PEOPLE have feet exactly alike any more than any two people have faces exactly alike. This being the case, a certain style of boot will not suit all feet any more than a certain style of millinery will suit all faces.

From the standpoint of the merchant, his business is to sell footwear. The intelligent merchant, however, will demand of himself at least one other condition or quality aside from his ability to sell goods. He will make it his business to know what is best suited to the needs of each individual patron.

This brings us to the thought suggested in our caption, "Fitting Heads and Fitting Feet." There are people (and we believe their number is on the increase) who go to the shoe merchant willing and anxious that he give them the benefit of his wide experience in fitting feet. This class wants footwear that, first of all, most closely approaches nature's demands; footwear that does not offend the laws of hygiene. Of course, most of this class of individuals are sensible to the attractive appearance of a smart boot, but in the last analysis they will sacrifice everything for comfort.

The making of footwear to-day has reached a point where it justly may be called a science and an art. Few people give more than passing thought to the comfort, restfulness, satisfaction, to the sense of security, to the they-are-a-part-of-me feeling imparted by well-fitting boots. On the other hand, if one, through vanity or other cause, gets boots that pinch the feet or otherwise make him uncomfortable, he indulges in no end of imprecations on boots in general, his boots in particular, and on the man of whom he bought them. The well-made footwear of to-day is built on scientific principles, and withal is sufficiently artistic to meet with the approval of all but the ultra stylish. Therefore, there is no good reason for sacrificing smartness and every semblance of style in the desire for comfort.

With the ultra stylish above referred to the merchant has a different and a bigger problem. But many of this class he will be able to please, because nature has provided them with feet than can be, to a certain extent, adapted to faddish footwear.

In our opening sentence we said that. No two people have feet exactly alike any more than any two people have faces exactly alike. In connection with this thought we will discuss briefly that much-debated subject, high-heeled boots. With Hamlet we might exclaim: "To be, or not to be (high heels), that is the question." And then we might add, that so long as Dame Fashion decrees high heels just so long will she have devotees to worship at her shrine.

In discussing high heels it is needless to say that we have in mind the female sex, for the reason that

The Low Heel Fad That Prevailed a Few Years Ago is No Doubt Responsible for Many of the Defects in Women's Feet To-day. It was Regarded as "Hygienic" Two Decades Ago Even for Grown-up Girls to Wear "Wedge" Heels. This Article of Dr. Walmsley's Should Awaken Interest in This Subject.—Editor

high-heeled boots are not worn by men to any extent.

Many authorities so-called condemn high heels and their wearers in sweeping and unqualified terms. With such we must disagree. It is a fact that many women have feet that could not be made comfortable in boots with low heels—one inch or one and one-quarter inch heels. These persons invariably have high insteps, with correspondingly high arches. To wear low heels in these cases would in time mean breaking down of the arches of the foot. Of course, the arch of the sole could be built up somewhat, and for that matter it is in good boots, but even this will not meet the needs of the foot with high insteps and high arches, and especially is this the case if the boot is long. The average woman with long feet and high insteps and arches can wear boots, provided they are well built and proportioned, with heels one and one-half to one and three-quarter inches high; indeed, the writer has seen cases where heels of almost two inches were worn with perfect comfort. Two inches, however, is undoubtedly going to the extreme with the average woman.

The woman with very short feet and high insteps and arches should not attempt to wear very high heels constantly. In such cases heels that are too high have the effect of throwing too much weight on the ball of the foot toward the toes and on the toes themselves; in fact, very high heels on feet of this description give the wearer the appearance of walking on the toes. It goes without saying that a woman with such feet could not wear very high heels all day in comfort. In this case medium heels should be worn all the time, or practically all the time.

Perhaps the merchant has more trouble in satisfying a class of customers (and it is a large class) who wear an ordinary boot the greater part of the time, but who must have the very latest style for good wear. Shop girls, domestics, etc., are of this class. When dressed for the street they must have boots as good as the best. With most of them it is useless to argue that it is injurious to the feet to wear stoutly-built, loose-fitting boots with medium heels during the day, and then change to tight boots with high heels, narrow toes, etc., in the evening and on Sundays and holidays. None but the strongest of feet, backed by a strong constitution, will stand such treatment, and even these will suffer in time. With this class of buyer the merchant must needs **fit their heads** until such time they realize that their heads are getting them into trouble; when this point is reached, and better judgment prevails, they no doubt will be glad to have the merchant **fit their feet**.

Good Buyers and Ordering Early

The Pendulum is Swinging the Other Way and Shortages in Salable Lines Have Wakened Retailers to the Danger of the Hand-to-Mouth Buying—The Price Bogey Petering Out

WHEN things became somewhat panicky last fall the SHOE AND LEATHER JOURNAL, after a careful investigation of the leather situation, advised dealers to anticipate their usual requirements, as prices would not take the tumble that wild newspaper statements, regarding hide and leather conditions, predicted. Our opinions were the result of a conviction that has since proven sound.

Already manufacturers and jobbers are being besieged for goods that they are unprepared to supply, and dealers are sore because some lines that they were urged to buy are not now in stock. Taking low-cuts for example, the JOURNAL predicted that there would be a great demand for these, particularly for Oxfords, but travelers came back practically with the report, "nothing doing." Last week several large buyers scoured all the Canadian centres and then went across the border to see what they could pick up in these lines without avail.

The same influences are at work to-day as six months ago, to "scare" shoe retailers from buying. In local papers half-baked articles on hide prices are appearing, and an agricultural paper in Western Ontario came out the other day with the crudest, most ill-informed stuff on this score that has yet been put across. The astonishing thing is that so many shoe handlers drink in this stuff as gospel. It is useless to tell them that hides at this time of the year are not worth within several cents of their value at other seasons, or that the leather now being sold, or that turned out for some months to come, is not made from February and March hides. They hear the cry, cheap leather, and put their hands in their pockets and wait.

In the last issue of the SHOE AND LEATHER JOURNAL, Mr. A. C. McGowan, the president emeritus of the National Retail Shoe Dealers' Association, was quoted in an address he gave before that organization as having advised retailers to buy 80 per cent. of what they sold last year and place the orders immediately; the other 20 per cent. to be placed later. It should be remembered that Mr. McGowan is not a manufacturer. He is a buyer, and is urging from a buyer's point of view. Nor is he alone in this admonition. The opinion of the Massachusetts Retail Shoe Merchants' Association, which met recently in Boston, was that all who could consistently do so should place orders for fall goods right now. Mr. Scates, the president, states that deliveries will be hard to obtain and early orders will thus help both retailer and wholesaler.

The manufacturer's position, of course, is that he should not be called upon to assume the risk of making up goods. He goes to the trouble of investigating the prospects of the approaching season and prepares samples accordingly, but should not be expected to furnish both trains or capital for the retailer. It ought to be possible for the latter to reach a conclusion as to a large proportion of his requirements, at least, and take a fair chance on new lines.

The early ordering, of course, enables the manufacturer not only to estimate his requirements in material and labour, but procure such selections of stock as will ensure the best possible results. He is also enabled to give a better and more efficient service, especially in regular selling lines, so that all around advantage accrues to both maker and seller.

But the great point with the dealer is that by ordering early he stands a better chance of getting his goods on time. A manufacturer with several hundred customers, each buying goods as the fit seizes him, is in a very dangerous as well as trying position. It is either bankruptcy or lunacy, as a rule, with the man who undertakes to manufacture goods in small quantities and suit everybody.

However this may be, there is every indication that good buyers have been so sickened this season of the waiting game that they are going to make sure of the coming season to a reasonable extent. Already some of the foremost have placed orders for large amounts, not waiting for travelers to come around. There is a general feeling that business is on a safe basis, and that the regular demand, as soon as spring opens up properly, will reveal the bareness of stocks.

THE GET TO-GETHER IDEA

(Continued from page 81)

SCHOOL OF SALESMANSHIP. Every member of the staff soon begins to grasp the big idea that in this world you cannot get something for nothing. That every business and every job makes returns on the basis of what you are prepared to put into it.

If you give a customer service he will give you orders.

In short, the main things to be accomplished at a Conference are:

First: to get your entire Organization to move along a given line without any member losing his individuality.

Second: to promote a full interchange of ideas, and increase confidence, goodwill and loyalty between individual members, and between members and the House.

Third: to raise the average standard of your men, by giving the less gifted the advantage of a full interchange of ideas with the more experienced.

Fourth: to have each branch of your Organization know the difficulties and troubles that the other branches are meeting with, and to sympathize with and co-operate for the elimination of same.

Fifth: to send your staff away with a spirit of confidence and enthusiasm for the house and its goods that will prove to be more catching than the measles, will spread to your customers, and result in increased trade, to your mutual advantage.

Men's Lines Much Simplified

Army Lasts Have The Floor—English Modified for Classy Styles—Fancy Work Eliminated—Colors Minimized—Hints from Latest High-Grade Models

IN men's lines the brand of economy and the influence of the war are appreciably noticed in the new season's models, especially those seen on the other side of the line. At all events there is a decided tendency towards plain substantial models, all freakiness and fussiness in colors as well as construction being cut out.

Lasts are conservative in shape, following very largely army styles in roominess and general freedom of design, although there is plenty of choice in the slim models, and especially the modified or "improved" English, which promise to have quite a run, the demand as has already been predicted by the SHOE AND LEATHER JOURNAL will run largely to the fuller shapes.

There is a marked increase in blucher cuts, naturally, and these are of the peculiar army shape, many of them with the peculiar curves in the vamps and quarters to be seen in some of the designs shown herewith. The wide throat vamps are popular, and a good many lines are shown in "whole fox," but decorative effects such as wing tips and fancy toe caps are largely eliminated. A great many plain toes are seen with either no box toes or the soft variety.

Cordovan, kangaroo and glazed kid are much more in evidence than usual and tans are confined to the light and dark shades, with Toney red of course still holding its own. Dark brown, mahogany and russet tans are perhaps the outstanding colors.

A noticeable feature in men's is the light outer sole, which do not exceed nine irons. The demand for the heavier grades for army use is responsible for this. Many of the men's shoes are unlined, and cloth tops in dress shoes are beginning to assert themselves.

Although the models for the coming fall and winter season may be said to be the most sensible that have been seen for many seasons, they evidence a decided effort to give the war its place not only in the footwear itself but our economical bent.



Men's Dark Tan Blucher



Men's Full Fox, High Cut, Wave Effect



Men's Mahogany Blucher



Men's Military, Plain Toe



Men's Modified English Bal.



Men's Fancy Mahogany Bal.

Women's Lines Considerably Subdued

No Lack of Style but Elimination of Frills—The Regulation Height Pretty Well Adhered to—Patterns are Simplified—Decorations Minimized—Long Vamps Continue—Buttoned Boots Grow

SHOE manufacturers in the United States are loyally endeavouring to live up to the recommendations of the Commercial Economy Board. The new samples all evidence a desire to simplify not only materials but construction. There is certainly a wonderful diminution of the variety of styles in the samples shown for the coming season.

In spring shoes the greys predominate, and in the fall lines are found pleasing combinations of grey and brown. Two shades of brown seem to be very popular, the light and the dark sometimes called "victory" and "liberty."

Glazed kid in black and colors and patent leather are prominent in fall samples, especially in dress shoes. Cloth tops are more noticeable this season in harmonious rather than contrasting shades with the leather.

Lasts continue to be of the pointed shape and long vamps are more popular than ever. Vamps vary in length from $3\frac{1}{2}$ to 4 inches, but the majority will be found about $3\frac{1}{2}$ inches. There are some attempts to introduce the short vamp, but they are not taking.

Blucher cuts seem to have a larger run, although the plain laced shoe is still by far the most popular.



Women's Dark Grey Kid, Covered Heel

Straight tops prevail, with here and there a slant, and there is a goodly variety of wave tops. The quarter-over pattern seems popular.

Decorations are plain, there being few fancy toe-caps or foxings. Perforations, however, are employed to some extent for decorative purposes, with fancy stitching on vamps and quarters.

Oxfords and overgaiters will be largely worn this fall, if one is to judge from the number of natty Oxfords to be seen in the new samples. These are mostly in the dark shades of brown and in combinations. Pumps in Louis heels are also popular. Patents are very much in evidence in these lines. The five eyelet style is the most popular in Oxfords.

The lighter and more ornate lines in women's shoes in kid and cloth tops are made with Louis heels, and Cuban heels of the 14-8 size are the rule with street shoes in calf or vici. Leather half Louis heels are also found on many of the walking shoes. Some lines of pedestrian shoes have the low broad heel.



Women's Dark and Light Tan, Leather Heel



Women's Dark Tan and Grey Button Covered Heel



Women's Mahogany and Buck Combination 2 in. Cuban Heel

Putting Shoe Business on a War Basis

THERE can be no doubt but that something will have to be done here the same as across the line with a view to getting the shoe and leather trades in shape to meet the abnormal conditions that have resulted from the present world-war. Economy is the watchword of the hour. All work must be cut out, economical and industrial, as well as domestic. The War Board of Canada has been contemplating for some time past the necessity for putting the industries of this country on a footing that will enable it to do its full share, in other ways than putting men in the fighting line and supplying them with munitions and food.

Both wholesalers and retailers have for a long time recognized the fact that multiplicity of styles meant increased cost of production, handling and loss through deterioration as well as otherwise. Those who favour the utmost freedom of styles claim that the wide choice promotes increased business, but this is true only up to a certain point. The very variety is bewildering, and every retailer knows means increased care in handling, advertising, interest and in other directions that do not appear on the surface. Some manufacturers advocate multiplicity of styles as developing not only enterprise and foresight, but actually creating business.

To-day people in Canada need, if ever, to learn the lesson of economy and conservation. The country needs money to carry on the war and should not be compelled to go abroad to borrow. The industries of the country need to be kept upon an even keel and trade, directed into channels that will more fully represent the actual needs of the people. Within the next few months we may have to do things we have never dreamed of doing in the shoe business, as well as in other respects.

Here are a few opinions along the line suggested from some of our foremost shoe manufacturers and handlers throughout the country.

Geo. A. Slater, of Montreal, says:—"The problem rests largely in the hands of the dealer. I believe most manufacturers are really anxious to curtail their range to the narrowest degree consistent with good business, but if the dealers will not fully appreciate the good point in connection with such a move, then the manufacturer must keep on straining every effort to get business, regardless of the expense involved in offering a big range to the trade.

"One cannot but be impressed with the serious yet cheerful manner in which our friends across the line are handling the situation which has arisen since war was declared, and while undismayed I have come back somewhat lacking in confidence as to the part we as members of the Canadian Shoe Industry have played during the past three years.

"Manufacturers, retailers and even the buying public over there are seemingly a unit in their effort to embarrass the Government as little as possible, by directing their efforts along lines consistent with the policy of "conservation within reason." Quietly, yet persistently and amicably, all parties are working for the common good by endeavouring to eliminate unnecessary styles. Extreme high cut patterns and freaky vogues are taboo; only a few shades of fancy leather are acceptable, but of course with these, many tones can be procured, so that really no hardship is being worked on anyone, as the range is sufficiently elastic to permit the offering of a large variety. Many manufacturers

Getting in Line to Conserve Material and Labour—Curtailing Samples to the Advantage of Retailer as Well as Manufacturer—What Some Prominent Manufacturers and Shoe Retailers Think of the Problem—The Shoe Trade Prepared to Tighten the Belt

of women's shoes are endeavouring to stimulate the sale of cloth tops, and the persistence which they show is creditable. Many manufacturers are risking the loss of a certain amount of business by exhibiting cloth tops to the exclusion almost of leather tops in order to induce buyers to handle more fabric in their shoes. It is just this spirit of determination to work along

lines distinctly patriotic that is going to make the United States part in the war so serviceable to the Allies.

"Surely it is time for us to follow the example set by England, France and the United States; in the two former countries it is absolutely compulsory to buy a certain amount of shoes made along lines prescribed by the Government—in the States, the manufacturers and the dealers themselves are obviating the necessity for any arbitrary move of that sort. The time is opportune; dealers are just about to place orders for fall goods—the advice is: buy well but wisely—**bulk your sizes on as few shapes of lasts as possible**—keep away from freaks—buy some fancy shoes, but feel satisfied before you do that they will not be shelf warmers; leather is too valuable to serve that purpose; above everything else endeavour to influence your customers to buy shoes that will give the best service for the money expended in their purchase."

Mr. W. F. Martin, of the Kingsbury Footwear Co., Limited, says: "We certainly believe it would be a great advantage to everybody if such a thing could be managed, but as you are aware it is a very difficult matter to standardize ladies' footwear especially. We have thought for a long time that a great deal could be worked out along these lines if the wearers were only willing. It seems to us a great mistake to be making very high shoes, and more particularly with whole vamps and full quarters, when similar heights of shoes could be made if they have to, but by making them circular vamps and foxings, also piece tops worked out on artistic patterns. We have tried to work out some samples along these lines which reduce the price quite a little, but the dealers do not seem to adopt same. We also believe that fabrics could be used a great deal more than they are, particularly for tops.

"We certainly believe that most of the boots and shoes which are imported could be made here. There is no doubt but that we have sufficient factories to manufacture all the goods this country can use, but naturally there will have to be some changes. There might be, of course, some very fancy shoes which could not be manufactured in this country for some time at a profit to the manufacturer, as the demand in this country for that class of goods at the present time are very limited. I mean by this very fancy slippers, which are only made by a few manufacturers, and who only do a limited business."

Mr. P. Pocock, of the London Shoe Co., remarks: "There has been for some time a demand for extravagant styles of footwear, particularly for women, but so long as times are so good it would be a difficult problem to handle. It would be necessary to remove the cause to prevent the effect.

"We are further strongly of the opinion that such suggestion, like professions of patriotism, are made to cover up efforts to unduly enhance prices, so that certain individuals profit enormously out of present abnormal conditions.

"At present there are some lines purchased in the United States that could be secured in Canada, but we

believe that the manufacturers of this country are rapidly producing a class of footwear that will exclude, excepting to a very small extent, American-made footwear."

A letter from Dufresne & Locke, of Montreal, says: "We think it would be a very good idea for the shoe business as a whole, if there were fewer styles and changes. There is no doubt that if lasts and patterns were standardized that we could save considerably in the manufacture, which, of course, would be to the benefit of the consumer.

"There is a lot of trashy women's shoes being imported at the present time that are selling very cheap, in fact a way below cost at the point of manufacture, by people who are willing to lose money on a few thousand pairs in order to keep up their prices at home."

Mr. G. H. Ansley, of Perth Shoe Co., Limited, Ont., writes: "I am strong for curtailment of materials. I would like to see followed the idea at present in force in United States.

"For instance in kid stocks, two shades of greys, two shades of brown, a black and a white. In calf skins, two shades of brown, a brown storm, and a black, both hard and oil finished, black patent leather, and white cloth.

"In fact from these shades and stocks any shoe could be built, and we who manufacture could then buy larger quantities to better advantage and have more material on hand. This would result in giving the trade quicker and better service.

"I am strong for a variation of lasts and patterns. I am strong for a wide display of combinations and styles in the above mentioned leathers.

"I absolutely know that it is not only possible, but actually a fact, that women's footwear in Canada is being, and can be made, equal to any imported from any source, and I know of many instances where imported women's footwear is to-day being replaced by Canadian-made shoes, and the merchant is really benefitting.

"I believe that if we in the Canadian shoe trade were to get together and form a raw material basis such as outlined that we could encourage retail merchants to place their orders earlier and further ahead than they do at present, thereby giving the manufacturer more time to produce the article and also additional time to produce stock lines that could be used, and very beneficially too, by the retail merchant.

"One reason, particularly, in the buying of women's footwear, why dealers are inclined to hold off, is the question of styles and leathers. If the leather proposition was definitely set, we all could then get out and hustle or bust on styles, and this might further the present competition in styles that would be a benefit to the whole trade, for I have learned to believe that it is styles that sell the shoes, and I might tell you personally that, while the shoe trade generally has been crying down cloth tops, we here have sold a tremendous number of pairs with cloth tops because we have worked them up in snappy stuff, and I think you will agree with me that the shoe-making business is wide open and there is no secret process."

Mr. Chas. A. Blachford, of the Blachford Shoe Mfg. Co., Toronto, says: "The writer is of the opinion that we might follow, to a large extent, the same principles as have been adopted by the American Government. We believe 8½ inch top shoes could be used to the same advantage as the 9 inch top shoes are being used at the present time. It will be hard to make this lower, however, as the 8½ inch makes a very well-balanced shoe.

"The colors we see no reason but might be confined to black, white, browns and greys. As the women's shoe business has developed to such an extent that dressy shoes are a part of a woman's attire, it would handicap the industry considerably if we were not allowed to use some attractive shades. In fact, the shoe business would be stagnant if the style in ladies' shoes were not as prominent as what it is at the present time.

"Owing to very unsatisfactory transportation, we believe that retailers should place orders for the lines which they know will be required, at least three or four months in advance. This is particularly important, as the last two or three seasons the retail trade have been placing orders ahead very sparingly, and at this time they should be in shape to purchase a little earlier, so as to give the manufacturer an opportunity to fill their requirements.

"There is no question but what a large proportion of the boots and shoes which are being purchased in the United States could be purchased in Canada. The writer is of the opinion that, with a very few exceptions, the retail trade could purchase their entire wants in this country. However, they cannot expect to draw from the present manufacturers in the same proportions as what they have been drawing from abroad all in one season. They should be encouraged to place their orders far enough ahead, so that the manufacturers can be prepared for the increased business."

Mr. Wm. Chamberlain, of Getty & Scott, Galt, has this to say: "We do not think the women of Canada would stand for having the men dictate to them as to what they should wear. Now, as far as cutting down lines is concerned, I cannot see where there is any real economy in that. You can understand that if tanners are going to dye at all, they might just as well make a number of colors as one, and this gives the combination of colors that the women want. If the Government was to allow one color, say grey, I don't see where there would be any saving, as tanners can dye two or three colors just as cheaply as one. The price of leather is so very high that it does not much matter whether it goes into blue or grey—it is all the same price. Now, if they put this into black, and asked the women to wear black shoes, there would no doubt be a saving, but on the other hand, would the women be satisfied to wear all black shoes? There would be no variation, and it would take all the snap and ambition for dress out of the women. As we said before, why don't the Government try to curtail the extravagance in dresses, silk hosiery, and blouses as well as shoes. Women to-day are paying just \$5 and \$6 for a hat where they used to pay \$11 and \$12, and spending the money saved on shoes.

"Suppose we standardized women's footwear, and also the rest of their wearing apparel. Suppose we made only one style of shoe, say six inches high, and also a dress and hat of a certain type, we would, as we stated before, have our women looking like a lot of Mennonites.

"Then this would also mean the curtailing of the output, and so many men would not be needed, and the question is what would they do. Certainly they would not go on the farm, and this is the one place we want them to go in order to produce the necessities of life. If this could be arranged, we would be very glad to cut down the styles, also the quantities of our shoes.

"Now, in the third paragraph of your letter, you ask if we believe that most of the shoes imported could be made herewith to advantage. We might say that the prices of leather in the States and the prices of leather in Canada are about equal, and with labor about the same price, I cannot see why these shoes cannot be made in this country. We know that the prices of shoes in the States and Canada to-day are about on par, and the fact that we are exporting to the United States large quantities of leather is an indication that our tanners here must be equal to the occasion. There are no doubt some lines of footwear which we do not manufacture here which must be imported, and then we have retail shoe dealers who believe in American footwear."

Mr. Alf. Lambert, of Montreal, writes:—"Not only do I believe that most of the boots and shoes that are being imported at present could be made here with advantage, but I know they are already almost all made in Canada, but Canadian patriotism, for a certain class of people, seems to exist as long as it brings profits."

(Continued on page 107)

The Romance of Shoes

References in Ancient Writings to Footwear
—Common Sayings that Have Their Origin
in Classic Lore—Shoes in Shakespeare

NUMEROUS references have come down to us through ancient writings that show the place that shoe-making had in art and literature. Egyptian obelisks and mausoleums have contributed their light here and there, not only to reveal the character of ancient footwear, but the influence of the man on the bench upon his day and generation.

It is to some of the sayings of the early sages or expressions in classic literature that we are indebted for the knowledge of the bearing of footwear upon the ordinary life of the ancients. The expression, "where the shoe pinches," for instance, comes to us from "Plutarchs Lives," and is related of an ancient who, on being remonstrated with by his friends for seeking to divorce his apparently amiable wife, removed his shoe or sandal and said: "This shoe is new and well made, yet none of you can tell me where it pinches."

The old story of the Apelles, the artist, and the shoemaker is responsible for the saying: "Shoemaker stick to your last." It is said that Apelles had the fashion of setting up his easel with his latest production on a place that it would catch the public eye. He so arranged it that he could hide behind the easel and overhear the criticisms of the passers-by. One day a shoemaker paused and criticised the shoe of the maiden in the picture. The fault was corrected and the shoemaker paused again next day to behold the change. Elated with the success of his first criticism he made further comments upon the leg. Apelles stuck out his head and told him he should confine his opinions to the shoes—"sutor ne ultra crepedam."

Horace, in one of his odes, refers to the likeness of a man's fortune to his shoes. He says if it does not fit him it trips him up or pinches him.

Shoes in Shakespeare

The famed dramatist makes frequent allusions by name to articles of footwear in his plays, and in such ways as to throw some light on the contemporaneous customs and fashions of the periods. Shoes and boots by name occur in all the plays except four, and in such variety of reference and illustration as to make the study both pleasant and profitable. We have selected some of these references with this end in view, taking the plays "seriatim":

In the *Tempest*, the deformed slave, Caliban, third scene, second act, offers to kiss the shoe of Stephano in token of subserviency. In a preceding act he offered to kiss his foot, leaving the conclusion that Stephano had recovered his footwear from the wreck in which he had been cast on the island.

In the *Two Gentlemen of Verona*, first act and scene, the height or depth of love is by respective measurement, that of boots and shoes; he who was over-boots being deeper in love than he who was only shoe deep. The dialogue follows with puns upon boots, in which as in merely verbal wit the great dramatist is only, but nearly always weak. In the third act and scene the droll servant, Launce, to illustrate an affecting scene at parting, sets up different objects for the various members of his family, among others his right and left shoe, for his father and mother, finding it difficult, however, to determine which is which.

In *Midsummer Night's Dream* the depth of murder is illustrated as being "over shoes in blood."

In *Love's Labour Lost*, the fantastical Armado, who has fallen in love with Jaquenatta, makes comparison of baseness where she walked. "I do love," he says, "the very ground which is base, where her shoe which is baser, guided by her foot which is basest, doth tread."

As *You Like It*, third act and scene represents the piquant Rosalind designating the "shoe untied," as one of the symptoms of being in love.

"Creaking my shoes on the plain masonry," is the expression used in *All's Well That Ends Well*, to indicate the process of walking backward and forward in meditation.

The drunken tinker, Christopher Sly, in *Taming the Shrew*, enumerates the deficiencies of his wardrobe, and



THE ARISTOCRAT

A modish last for Fall wear, in gunmetal calf. Brogan bal., lapped heel seam. Made by E. T. Wright & Co., Inc., St. Thomas, Ont.

says—"I have more feet than shoes, or such shoes as my toes look through the over-leather."

The color of shoes in olden times is indicated in the *Comedy of Errors*, third act, second scene, where one of the Dromois describes the kitchen maid who had in an amatory way taken forcible possession of him.

"What complexion is she of?" asks his master. "Swarthy, like my shoe," he answers, "but her face not so clean kept." The period antedated black leather and blacking, the russet tan being the color.

A cobbler in the rabble at the opening of *Julius Caesar*, when interrogated as to his occupation, answers with wit and boasting—"I am, indeed, sir, a surgeon to old shoes. When they are in great danger I recover them. As proper men as ever trod on neat leather have gone on my handiwork." But he makes an execrable pun on one of the tools of his trade when he adds—"I meddle with no tradesman's matters nor with women's matters, but with awl."

Dancing shoes were specialties in old times as now. In *Romeo and Juliet*, when the love sick Romeo was invited to dance, he declined, saying—"You have dancing shoes with nimble soles, I have a soul of lead," etc., the pun being a little better than the average.

In regard to the fashion of shoes worn by players, or at theatrical performances, they are described in *Hamlet's* third act and scene, as "slashed shoes ornamented with Provencal roses:"

The philosophic Prince himself gives prominence to the shoes as an article when deploring the indecent haste of his mother in marrying so soon after his father's death. He does not speak of the sad interval as one too short for the fashion of her bonnet or gown to have undergone a change or her gloves to have been worn out. His plaintive cry is,

"Or ere those shoes were old,
With which she followed my poor father's body,
Like Niobe, all tears."

Windows That Attract Trade

YOUR windows are among the best, if not the best advertising mediums you can have for your store. Their power of attractiveness are simply wonderful—if you give them the attention they deserve. If you have not the aptitude yourself to do the work of trimming, select one of your employees who may have a special inclination in this direction. By giving him a little encouragement, you will reap results that will show in the cash receipts.

The installation of the background is an important feature in connection with any window trim. Great care should be exercised in making these accessories, because ragged edges, improper installation, or lack of care in painting and decorating will greatly detract from the effect of the display and mar to some extent the result you are after.

We would also like to emphasize that the placing of the goods on display is a very important factor in window trimming. Crowding too many pairs of shoes in a window is a serious mistake. When you look at some windows in large cities and towns you are forced to feel there is some excuse for applying the term junk shop. A few pairs of shoes neatly displayed, and placed so that each pair can be seen and does not hide some other line, is the real secret of a successful trim. Do not have any of your lines so that they are difficult to see from the street. Human nature is naturally lazy, and does not like to have to stand on its toes to see the price or shape or color of a pair of shoes that may be hid in the back part of the window, so it is well to have your fixtures in the rear, a little higher than those in the front, in order that the view of the goods displayed there will not be obscured.

After you have the display all arranged, complete it with a neat and attractive window card. Do not have one that is gaudy or flashy. A real neat card with little wording on it is much better than one of the other type. For example, the words "New Spring Shoes" express just as fully and much more tersely the idea you wish to convey than a long sentence like this: "The Very Latest in New Shoes for Spring." Arrange a space for the card in the centre of the window, and when we say "arrange" we mean that it shall have sufficient space so that it will not look when it is placed in the window as if it had been crowded in, steal-

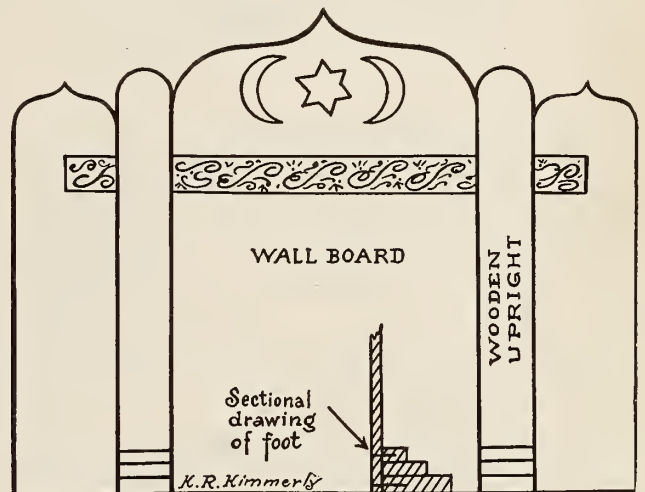
The Window the Main Thing in These Bright Spring Days—How to Develop Their Proper Care and Arrangement.—

By K. R. KIMMERLY

ing the room from the shoes.

The background which we are showing this issue is of the lattice-work type. This is by no means a new idea. Nevertheless, this does not lessen its attractiveness, and it is quite easy to construct. The lattice should be made of $\frac{1}{2}$ inch by 1 inch stock, with openings about 3 by 3 inches. The fine lattice-work in the two corners can be made of $\frac{1}{4}$ inch stuff and placed about 1 inch apart. The panel in the centre can be made of wall board, and the scenic design cut out of wall paper and pasted on as shown in the design. A small lattice should extend from both sides of the panel, which will relieve the plainness.

The lattice background should be fastened about 6 inches from the back of the window and the panel placed close to the back of the window. Spring flowers may be

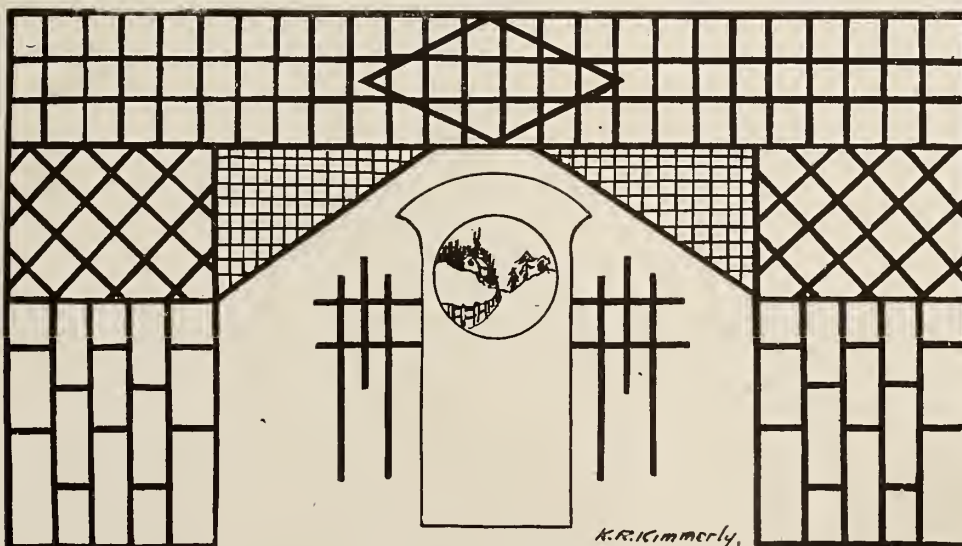


A Wall Board Background

intertwined through this lattice-work, but do not have too many to give the effect of heaviness. Paint the entire background and panel either ivory or white. If you care to enamel it, it will give it a much richer effect than ordinary paint. If you do not care to paint or enamel it, you may

alabastine, and you can obtain any shade you desire in this material.

We are showing a design for a small background, which may be utilized in windows where space is at a premium. This is made of wall board. The size of these panels, of course, will be regulated largely by the space at your disposal. Wall board may be had in different widths and lengths, so that you may secure this to cut to best advantage. These panels may be joined by strips of wood, as shown on the front of the design. These should be about 4 inches wide and run the entire height of the panel. The cutting of the



A Lattice Work Window Back

(Continued on page 92)

Illustrious Shoemakers

Men Famous in History and Literature
as Connected With the Gentle Craft of
Leather

MANY names have come down to us in history associated with world deeds and movements, either in literature, romance or religion, that had their origin in the shoe bench. Of course St. Crispin stands at the head of the list as the patron saint of the "Craft."

Crispianus and his brother were Godly Christian workmen, who lived in Rome at the close of the third and the beginning of the fourth century of this era. It was at the time when Christianity was making its conquests all over the civilized world and just before it attained its position as the National Roman religion. He left Rome at the beginning of the fourth century and went into "Gaul," as France was then called, to preach the gospel. He was martyred at the place now called Soissons, around which the present war rages so furiously, about 327 A.D. Subsequently he was canonized by the Christian church.

Many illustrious names in the history of the world have been associated with the "bench."

Sir Cloudesley Shovel, the noted English admiral.

Ebenezer Sibley, English Physician and astrologer.

Robert Morrison, English missionary and orientalist.

William Sturgeon, English electrician and inventor.

George Fox, English founder of the Society of Friends.

Hans Sachs, German poet; Jacob Bohme, German mystic.

James Woodhouse, English bookseller and minor poet.

John Partridge, English astrologer and almanac maker.

Robert Bloomfield, the well-known English pastoral poet.

Anthony Purver, English linguist and Biblical translator.

William Carey, English orientalist and Baptist translator.

Samuel Bradburn, English Wesleyan Methodist preacher.

Henry Wilson, eighteenth Vice-President of the United States.

Monoah Sibly, English orientalist and Swedenborgian preacher.

Francesco Brizzi, Italian painter; Ludolf DeJong, Flemish painter.

Noah Webster, lexicographer, and John Greenleaf Whittier, poet.

John Pounds, English philanthropist and founder of ragged schools.

William Gifford, English journalist and critic, editor of "Quarterly Review."

Roger Sherman, statesman and one of the signers of the Declaration of Independence.

James Lackington, English bookseller and author of "Autobiography and Confessions."

Sir Cloudesley Shovel

This brave man, who rose to be Lord High Admiral of England, was apprenticed to a shoemaker in Norfolk, on the west coast of England. His ancestors had been sailors, and a love for the sea was in his blood. He ran away when he was sixteen and shipped under the command of Sir John Narborough, who took him for a cabin boy.

In the wars between the English and the Dutch, in Charles II.'s time, the masts of the flagship were shot away. The Admiral must communicate with his reserves. A message must be carried. The only way for this was by

swimming. Young Shovel instantly sprang forward and volunteered. "If I be shot, I can be easier spared than anyone else." The Admiral wrote his order, and the lad took it and plunged into the sea. He reached the English vessels and delivered his message, and a terrific roar announced that the order had been obeyed, and in a few hours the Dutch ships drew out of the conflict. Sir John Narborough, in thanking the intrepid boy, said: "I shall live to see you have a flag ship of your own." The prediction was verified.

For this action, Cloudesley was made lieutenant. He sailed in an expedition sent by the British to punish the corsairs of Tripoli, who were preying on their commerce. Arriving before Tripoli in the spring of 1674, they found the enemy in great strength under the shelter of formidable forts. It was decided to try negotiations. Lieutenant Shovel was sent to the Dey of Tripoli with a message demanding satisfaction for the past and security for the future. He was treated with great insolence. He made a second visit and all terms were refused. The lieutenant had, however, got a good idea of the enemy's position. That night he commanded an expedition that went into the harbor of Tripoli, fired and blew up the pirate ships one after another, and he brought out his own boats without losing a man. For this he was made Captain. He was twenty-four years old. He held the office eleven years.

WINDOWS THAT ATTRACT TRADE

(Continued from page 91)

wall board at the top may be done at your planing mill on a band-saw. Two feet may be screwed on to the two pine uprights, as shown in the drawing. This ground may also be decorated with alabastine, and we suggest similar colors to those mentioned for the other ground.



THE TANNERY

From "Life."

The star at the top may be cut out of silver paper and the two crescents out of gilt paper, and pasted on as shown. The floral strips should be pasted across the panel, and may be made with one or two strips of narrow wall paper border.

With a little ingenuity on your part, we feel that either of these grounds can be made very effective at little expense.

B

*Popular Models
Georgina and Onyx
Shoes*



9506



8563



1502



3517



8568

*Blackford Shoe Manufacturing Co., Limited
92-94 Sherbourne Street Toronto*

Blackford



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

A Fortune in the Retail Shoe Business

How a Young Man With Grit and Determination Made Good in the West

IT was in a little Southern Ontario village that a young shoe maker suddenly aroused one day to the feeling that \$85 was not enough net earnings for two years' work, making shoes to order by hand and doing repairing between times. When he became thoroughly aroused to his discontented feeling he laid down his hammer one day and said to a customer who was sitting in his shop: "Guess I'll go farming or something else besides shoemaking, for I surely ought to make more than \$42.50 at it."

"Why don't you go out to Manitoba?" the customer asked.

That was in '79—and people were just beginning to turn their eyes toward the new province. '79 isn't so very long ago to many of us down here in Ontario, but it is pretty close to the beginning of trade-history for the prairie country of our now great West.

And Manitoba was a long ways off—a far-away field in those days, not of course as the bee flies, nor in actual miles, but in a commercial sense, and in people's minds as well as being difficult to reach, for railroads were not so plentiful in those days. The customer's suggestion in the form of a question set the young man thinking, and it was not long before he and five other young men one evening at the village store "stumped" each other to go out West.

The day he packed his things and said good-bye to his sisters and brothers and mother, was a sorrowful day for the latter, although when she was young, with her husband she had left the old land and put the ocean between them and her family to try their fortunes in this country.

She tried to persuade one of her sons to wire his brother at Hamilton to return and not continue the trip West. But the brother said it was not necessary, for he would come back faster than he went away.

About April 1st, 1879, the sextette arrived at Winnipeg. The present high cost of living would look like thirty cents lying on a dollar bill compared with prices there. To walk across the Red River on a plank cost 5 cents. For the privilege of sleeping on a bare floor you paid 50 cents each night.

The visions of "Green fields far away" soon faded. Their destination was several miles north-west of Winnipeg. There were no railways, so the boys purchased two oxen and two carts to transport themselves and belongings to their new home. One of the oxen was not broken, which nearly broke their hearts to convince it to haul the cart. Despite the fact that they were young and hopeful, a biting frost and snow storm dampened their ardor considerably, and they realized they were not in old Ontario.

Houses were few and far between out in Manitoba in '79, so the trip was a hard one. Often they slept on snow-covered, frozen ground, cutting boughs to keep them from the damp earth. Often, too, the howling of wolves was their lullaby.

Swollen creeks impeded their way. Mud was everywhere. The oxen often got stuck. Once this occurred, in mid stream, and the cart had to be unloaded. Then their provisions ran low. The noise of the carts warned the prairie chickens of danger and none could be shot. But a feast was provided when one lone duck fell to the aim of one of the party. A feast, yes—one duck for six men.

The bread finally ran out and the flour was low. They mixed the latter with potatoes and baked it like pancakes, which kept them alive, if nothing more. Our young friend saved some of it, and months after, when he showed it to the other boys, they did not know what it was. It resembled flint and was harder than wood.

Their destination is about seven or eight hours distant by rail from Winnipeg to-day, but it took the boys three weeks to make the trip, and it was all hard work. The young men all took up land, and all that was left of that original \$85 of two years' shoe-making was about as much as would be left of a snowball that had passed through a prairie fire. In fact, the young shoe maker had to take a dollar gold piece from his watch chain to purchase some of life's necessities.

But that two years' servitude for \$85 was an impelling force in keeping him determined to succeed. He was cheerful and hopeful and had no thought of turning home. He did odd jobs of cobbling and shoe making in a tent, which also served as a dwelling place, but the obtaining of stock was difficult because his funds were low and transportation difficult.

He engaged with an Englishman for two months to look after nine cows, some chickens, and do other odd chores. For this he received \$35.00 a month and board, and as he could spend no money on the farm he made almost as much in two months as he made back home in two years. This enabled him to purchase stock and return to his shoe-making once more. He did not charge excessively for his work, for he considered himself a "settler" and not a grafter. He was one of the people.

He then rented a one-roomed log house, which had an acre of land attached, and on this he grew potatoes and sold them for 25 cents a bushel. This is interesting when we remember that since the war potatoes have sold in Ontario for \$3.60 a bushel. From a piece of tar building paper he cut a large boot and nailed it over the door for a sign. On this boot he painted in white a big 22.

A friend who had gone east for a visit dropped into an Auction room at Port Arthur on his way back. A quantity of salvage boots and shoes from a sunken boat was being auctioned. This friend was an impulsive fellow, always ready to take a risk on a business deal. He did not know why he bid on the shoes, or what he would do with them if he got them, but before he was through he was the owner of over one hundred pairs. He brought them home and sold a hundred pairs to the "Big 22" shoe store for 65 cents a pair.

This was the turning point in our young friend's business career, if not in his life. He cleaned the boots up nicely and sold them readily at \$1.25 a pair. He started in reflecting once more, and his first reflection ran something like this: "Why work all day for \$1.25 or \$1.50 when I can make that much selling two pairs of shoes?" So he put in a stock of \$500 worth of boots and shoes, "ready-mades" as they were called in those days. Then he sent for one of his brothers to come out (he was also a shoe maker), and later for a sister to keep house for them. This was about two years after he made up his mind to go West.

The big railroad—which is not a respecter of persons—decided to pass their town about ten miles to the south. The brothers, Mahomed like, when the railroad would not come to them, decided to go to the railroad, so they pulled stakes and went to the nearest big town situated on this line.

Here they purchased a "shack" for \$200 and paid \$10 a month rental for the ground on which it stood. They fixed the place up for a dwelling as well as a store, and in a short time they were the cause of six other retail stores going out of business. They put in a stock of \$1,000, which was going some for them. Then they bought another place nearer the centre of the town.

(Continued on page 156)



**HE
WOULD
NOT
HAVE
SLIPPED
WITH**

TENAX SOLES

There are a good many things that won't happen with Tenax Soles. The high cost of shoe leather won't be so oppressive, for one thing. Tenax Soles save money, both in buying and using. They wear better than leather and wear longer—and whereas no two pieces of leather are exactly alike, the quality of Tenax Soles is just the same all the way through. They are water-proof, damp-proof, noiseless and non-squeaking. You can depend upon Tenax Soles to wear to the end without cracking or breaking. Let us send you samples.

GUTTA PERCHA & RUBBER, LIMITED, TORONTO.

BRANCHES AT

HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA,
SASKATOON, LETHBRIDGE, CALGARY, EDMONTON & VANCOUVER.

What Interests Men Most in an Advertisement

Men Are More Analytical—Announcement Must Be More Attractive—Must Appeal to Personal Needs—Illustrations Count

IN considering an advertisement, men are possibly more analytical than women. This may be from training, association and business environment, rather than greater mental capacity. As men do not read so many advertisements as women, few of them take up a newspaper for the express purpose of "looking over" the ads. Therefore great care should be exercised in the preparation of advertisements for men.

It is a fact that the wonderful advancement made in recent years in the advertising field, and the wide-spread attention given to commercial publicity, have caused all classes of men to assimilate something of the spirit and understanding of advertising to the extent that the average man has a very fair conception of what an ad. should be. This being true, it will be seen, as stated above, that advertisements written for men should be prepared with much thought and care.

On account of men not being general readers of advertisements, an ad. should be made particularly attractive. By this is meant that careful attention should be given to the lay-out, the general typographical arrangement, the introduction of cuts, special borders, etc., that the ad. may stand out and arrest the attention of the man who may be simply glancing over the paper or reading the general or special page news. Then having attracted his attention it should be so logically written that it will appeal to his analytical consideration.

It should be remembered that women are among the mass buyers, while men are considered with class purchasers. Do not misunderstand this statement. It simply means that the more general things are purchased by women, while men are buyers of special lines. In addition to their own personal needs, women buy the great bulk of household necessities. Even the clothing and other wearing apparel of a number of men are purchased by their mothers or wives. But the general purchasing of the commercial world, outside of purchases for the home, is done by men, and this will range from a cigarette to a battle cruiser.

Whether the advertisement is for some article of personal need or for something in connection with a man's business, it should possess enough argumentative convincement to set forth the reasons why the man should purchase the article. It should endeavor to show in what way it will be of benefit to him, and why it will be to his advantage to buy

it. Should it be something in the way of plant installation or equipment, its money-saving advantages will be a weighty consideration and of the keenest interest to him. In such cases the original cost will not be considered so much, nor will it entirely decide the likelihood of purchasing so much as the cost of maintenance, up-keep, depreciation and its profit-producing possibilities. Therefore it will be seen at a glance that a man will appreciate the logical setting forth of the advantages of such an article.

Nor does a technical description appeal to the average man-purchaser. Such a description will be welcomed by the mechanic or trained man in the special line, for which the article may be intended, but the average man is not so much interested in the how, or the *modus operandi* to obtain the results or certain advantages as he is in the fact that these results and advantages are obtainable.

He will next be interested in a guarantee. All reputable manufacturers are fast recognizing the great business advantages of backing a product with a genuine guarantee. It gives prestige and inspires and establishes a standing and confidence of great commercial value. If it is further backed with a money-back-if-not-satisfied offer it still increases the interest of the intending purchaser.

Illustrations not only interest, but are often the deciding point in a purchase. They convey more clearly at a glance the general make up, etc., of an article than many times their space would take in word-description. And this saves much time, and time is a consideration with a busy man.

Finally the price will be a great interest and consideration, but only in so far as its relation to value is concerned, whether this be competitive value or second cost, such as maintenance, etc., as mentioned above.

From the foregoing it will be seen that many things in an advertisement interest a man, and this because of his training to consider purchases analytically.

In advertising men's shoes the general principles laid down above will apply to them. The reasons for buying a certain shoe should be set forth plainly and convincingly. These may be any one or more of style, model, material, workmanship, comfort, health, price, etc., but it should be something definite. If possible, in advertising any special brand of shoe or any particular shoe where the style or model is emphasized, a cut showing an exact reproduction of the shoe will greatly increase the effectiveness of the advertisement.

APPRECIATE SHOE AND LEATHER JOURNAL VERY MUCH

The Acton Publishing Co.

Gentlemen,—Please find enclosed money order for one dollar and fifty cents (\$1.50) for your valuable paper, which I appreciate very much for the very interesting and valuable items and articles which it contains. Please accept my heartiest wish for a prosperous and profitable year's business.

Yours respectfully,

J. B. CRUICKSHANK, Chesley, Ont.

Spring and Summer Models
THE ULTRA SHOE
for Women



719—Patent Oxford, Turn Sole, Full LXV. Celluloid Heel, 105 Last. Price \$4.00.



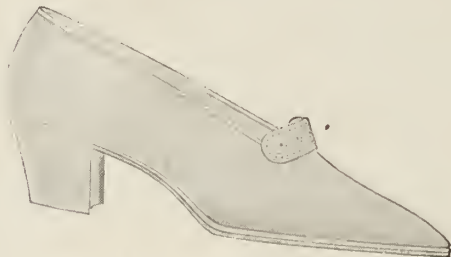
720—Russia Calf 16 Oxford, Imt. Wing Tip and Heavy Perforations, Welt Sole, Solid Leather Heel, 111 Last. Price \$3.85.



721—French Amer. Kid Oxford, Over Our Arch Retainer Last, Medium Welt Sole, Cuban Heel, 597 Last. Price \$3.85.



722—Glazed Kid Blueher Oxford, Over Our Nurses Comfort Last, Medium Heel, Welt Sole, 110 Last. Price \$3.25.



724—White Reignskin Pump, White Welting Regular Sole, White Heel, 108 Last. Price \$2.85.



723—White Reignskin Oxford, White Ivory Sole and Heel, 104 Last. Price \$3.00.

ORDERS PLACED NOW

Will have our earliest possible attention

Write for Folder and Prices

MOORE-SHAFER SHOE MFG. CO.

Factory
BROCKPORT, N.Y.

Thirty minutes
from Rochester

Turning Your Stock

How Often Should a "Turn Over" Be Made in Shoe Stocks?

MUCH is being said and much is being done these days in the matter of "turn-overs." Sales efficiency experts are advocating quick turnovers, as being more desirable than the accumulating of lines which every day become less saleable.

The methods of handling stocks twenty-five or thirty years ago were such that many lines accumulated and got out of sizes more than they do to-day. The huddling of fifty or more pairs of shoes in a drawer, to become tangled and awkward to handle, made it difficult to know in just what shape the various lines were. The thought of looking over and sorting a drawer full of such shoes was no pleasure to the dealer and clerk, with the result that any attention given it was put off until the inevitable "Had to be done."

Merchants of that day were prone to sacrifice profits. They felt that the shoes were good value at the prices marked and they were slow to part with them at a lower price. A case in point will illustrate this. Some years ago a young shoe traveler started out on his initial trip. He was full of enthusiasm, had the health and vigor of youth and every confidence in the products of the firm he was representing. He entered a store in the first or second town on his route, and after introducing himself the proprietor said: "Oh, you're selling so and so's shoes. Well come down here, I want to show you something." Leading the way to the back of the store, he pulled out the last drawer and rather feelingly said: "There's a lot of your shoes I bought two years ago and can't get rid of them. Nobody will buy them. They're a dead loss to me, and I'll never buy another dollar's worth from your house."

This was a rather dampening reception for the young traveler, but he was equal to it. He replied: "Well, my good man, you surely don't want us to come and fit your customers with our shoes, do you? How do you expect anyone will purchase them, housed up here in this drawer, down at the back end of the room. Take them out, display them nicely on a table, and I am positive they will sell. But you might tell me what is the matter with them, tell me why they will not sell."

This latter fairly floored the shoeman. He could find no really legitimate fault with the shoes, nor a good reason why they should not sell. He had some little peeve and had been harboring it for two years, disturbing his

mental poise and locking his money up in a back drawer.

Let us assume that he had a legitimate complaint. There were two courses he should have pursued. One was to state his complaint fairly and plainly to the firm. There are few firms who will not at least give a hearing to a customer's complaint. The chances are he could have gotten some adjustment.

Whether he was able to obtain an adjustment or not the wise course would have been to have sold the shoes. Mark them at a price that would have sold them—turned them over—and so get his money and restock with what he thought were more desirable lines. There are two strong reasons for this. One, that he should have his money, the other that he should have gotten it off his mind and forgotten it as soon as possible. The harboring of unpleasant thoughts is not beneficial to anyone, whether these be about business matters or other things.

The question arises, how can one best turn over his stock quickly? There are many angles to such a problem. Location and type of customers will materially affect the answering of such a question. The country merchant cannot hope to turn his stock so quickly as the city dealer in a down-town location. But the average shoe dealer in a city or town of from two to twenty thousand should form a fair standard of practice.

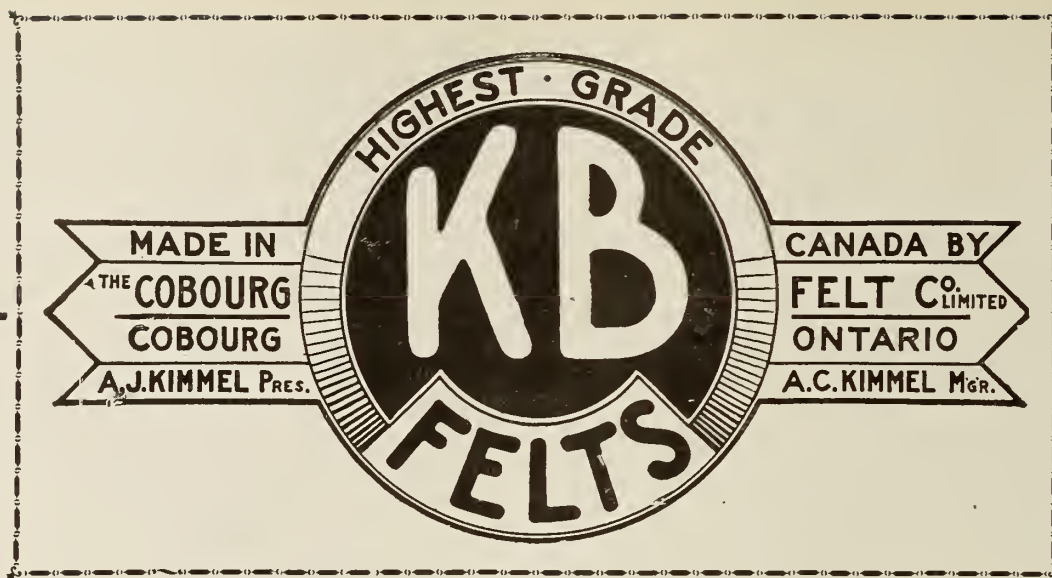
The one great trouble within the past two or three years, especially with the small dealer, is overstocking. It may seem strange that a shoe merchant should have bought heavily at this time. The secret is this. Some travelers have been rather insistent in advising merchants to stock up heavily, because they say prices are sure to advance. The merchant, imagining he was going to save, purchased heavily, and the result is that many small merchants ran their stocks up to nearly twice the usual amount. Wholesalers now say that where this has been the case there has been much trouble with renewals and collections.

Now, has the increased stocking been a wise move? Other merchants have refused to be lured by apparent saving by buying before prices increased, and have bought, in the usual way, with an increase consistent with normal growth. They preferred to pay the advance rather than carry increased stock. The man who overstocked possibly did not come out so well financially, when he considers discounts, depreciations, etc., as the man who kept his stock low and bought at the prevailing prices. The one factor the man who over-bought may not have considered is that even if his stock did increase his channels of disposing of it remains the same. Some of the largest shoe stores are adhering very closely to the policy of buying in the regular way, but placing their orders well in advance to allow for slow deliveries. This enables them to keep turning their stock often, which keeps it fresh and up-to-date, and it does not lock up so much capital.

THE SHOE AND LEATHER JOURNAL FISHING CLUB



Leading members recount last year's exploits at recent reunion.

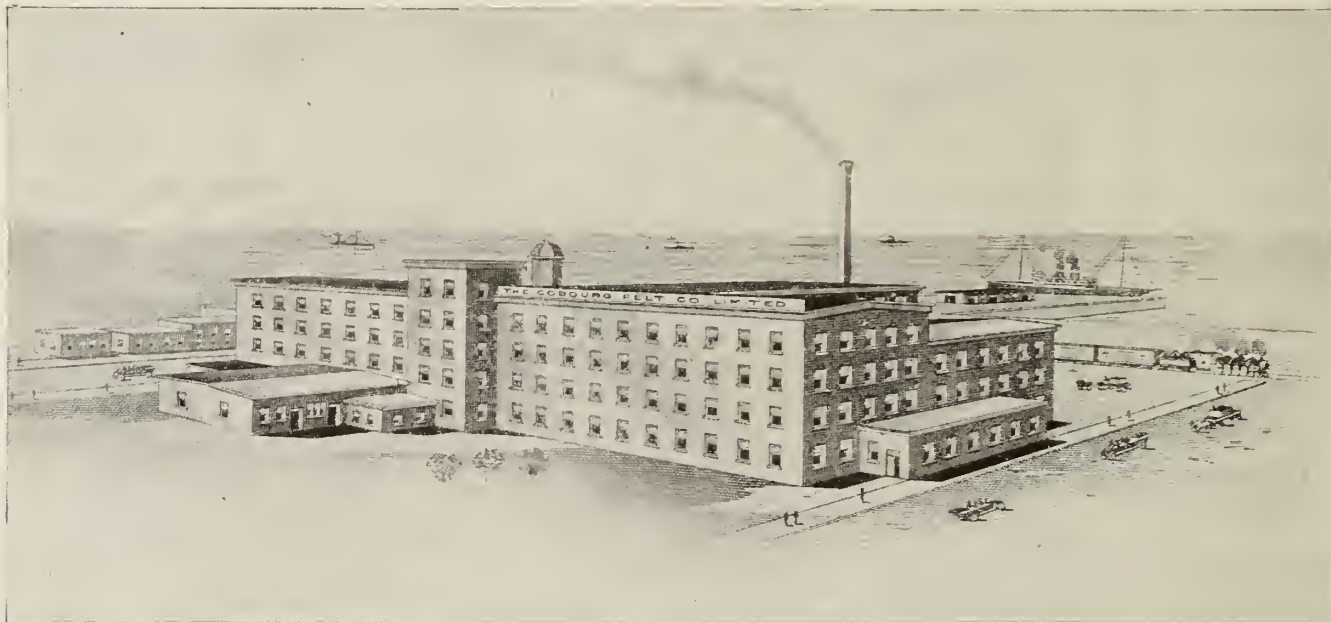


When You Buy COBOURG FELTS

You buy MORE than Name or Fame! You buy all the superiority and completeness of detail that has built up one of the greatest reputations in the Felt Shoe making industry.

What we turn out to-day is the finishing stroke of a quarter-of-a-century of conscientious effort in felt shoe making. Thus we say with emphasis:

VISUALIZE OUR TRADE MARK
Verily; it symbolizes the BEST!



FORSOOK CITY FOR SMALL TOWN

(Continued from page 83)

the fact that we were on a main touring line brought more and more automobiles. Our two hotels were unattractive in appearance, and both were poorly located. They served excellent meals but did not look as if they did. Every day we knew of tourists who either stopped fifteen miles south and waited



Mr. J. Lauffer, representing Hydro City Shoe Manufacturers, Limited, in Northern Manitoba, for the past thirteen years.

for luncheon, or hurried through to reach the next town for a meal or lodging. It was like seeing that many dollars flitting past.

We appointed a committee to remedy this local weakness. It reported that a good hotel would mean so much money from so many people each season in direct returns, and calculated the probable amount such a number of pleasure seekers would spend with other merchants. The council voted a plot of ground at the end of the main business street overlooking the lake, the best location in town. One of our old boys, now an architect in Chicago, drew the plans for what was practically a double hotel—a small, solidly-built part closer to the business section, to be used throughout the year, and a larger section of light construction, with many porches and a glassed dining-room overlooking the beach, for summer use. We organized a stock company, got the railroad and boat-line officials to take stock, bought some ourselves, and hired our two local hotel men to run it, with the assistance of a former resident (then a hotel man in Detroit) to manage it during the tourist season.

It has paid a small and increasing profit, paid generous salaries to the hotel men, who closed their own places, and brought much money into town. As a result of the hotel, nineteen cottages have been built on high ground overlooking the lake which,

prior to building the hotel, we considered almost worthless.

One scheme we have worked out for holding our boys and girls at home is, I believe, worth copying elsewhere: We have a permanent committee on "openings," to watch for chances to help the ambitious ones. A few years ago the committee reported there was an opening for a small shop to sell the baskets, porcupine quill ornaments, bows, arrows, moccasins and such things manufactured by the Indians living on the reservation not far from us. The committee decided the best persons to open the shop were a young married couple—the man a dry-goods clerk, the girl a former telephone operator. The committee recommended a location opposite the garage and near the hotel. The young couple had spent all their savings in furnishing their little cottage, and could not finance the shop. The committee got the money for them from the bank, each member endorsing the note. The young man went out in March and bought the entire winter output of the Indians, getting it at low prices, as they preferred cash to holding for the tourist season. The couple paid for the stock, increased it largely, paid rental, made some improvements and cleared more than one thousand dollars the first year, and have made more and more each season. The wife has retired, and the store now employs two clerks—jobs for two more of our boys.

The newspaper, which we consider a big asset, was dead, and worthless. The owner had hired man after man to run it and lost money steadily. He was willing to give it away when we wrote to one of our boys in Denver and asked him to come back, take the paper, and pay back the small sum we named as the purchase price, when he had cleared it. He came; and he has one of the liveliest country papers in the state and makes a nice living. He does all the job work that formerly went out of town, and employs three men and a girl, instead of one printer.

The garage was my idea. I prospered to the extent of a car and found our little garage impossible. Local car owners drove forty miles to get repairs, and tourists wailed. One of our boys was in Detroit. He had worked in two of the big auto plants. He investigated the garage, told me it ought to clear \$2,500 each summer and make expenses in winter, and that if he could get the agency for a good car he would make more. He was eager to take the chance, but had only \$1,200. I consulted one of our rich men, and he and I went on the boy's note. He paid \$5,800 for the business, building, lot, and stock. He secured the agency for a good car, and paid the mortgage in two years.

These are things we have done. All this has been a lot of fun. We have found out how much fun it is to help one another—and how profitable it is. The things we have done I honestly think can be done by any community on a greater or lesser scale, if merchants and people get together and work for the town. Each individual will make more for himself by working for the good of all than he will be working selfishly in a narrow, pin-headed way. Of that I am certain. Now, go to it.



WESTERN PROGRESS

CHARACTERIZES THE BUSINESS OF

MAYBEE'S LIMITED

With our large premises and increased facilities for stock handling, we are of greater advantage than ever in supplying you with

**Boots
Shoes
Rubbers and
Men's Wear**

Our staple lines are comprised of the most reliable makes on the market, with SPECIAL attention given to OIL TANS and FELT GOODS.



Geo. A. Maybee, Pres.

Agents for MALTESE CROSS RUBBERS
And sole distributors for THE EVERWEAR SHOE

The Goods and Prices are Right.

The Service is the Best Obtainable.

MAYBEE'S LIMITED

MOOSE JAW, SASK.



P. B. WALLACE

P. B. Wallace & Son

SELLING AGENTS

Progressive Shoe Machinery

Landis Stitchers



A. E. WALLACE

We invite correspondence relative to these well-known lines and shall be glad to furnish information as to the great number of machines in use, and the enthusiasm of buyers; also catalogues.

We carry a complete stock of Leather and Shoe Store Supplies. You can avail yourself of this department to your advantage. We make prompt shipment.

P. B. WALLACE & SON

186 West Adelaide St.

TORONTO

How Much Depreciation Shall I Mark Off My Stock

A Subject With a Wide View Point That Should Be Settled by Each Individual Dealer

It is quite possible many merchants have not given this matter sufficient consideration in the past, but now it is a case of "must" consider it. It is another condition of affairs that the war has forced upon us. The government is now asking for reports on stocks in order that a determination may be arrived at, whereby a more equitable levying of income taxes may be obtained.

The issuing of this order has brought a realization of the fact that too many merchants have been running along year after year in a too loose and haphazard manner, giving too little attention to details, like turnovers, percentages, stock keeping, stock taking, overhead expenses and many other things which would have helped to arrive at the true situation of the business they were conducting. In fact, it may be true that among the many upheavals this war has caused a stricter attention to details in the conduct of business will be one result.

If it does nothing more than bring to the attention of many shoe retailers the fact that they have not been turning over their stock so rapidly as they should, it will be a good thing. It may serve to impress forcibly upon the mind of many when they go to a drawer or a section of cartons, and find shoes that have been in stock for two or three years have depreciated in selling worth. This depreciation may be due to the change in styles and not in actual materials, but the depreciation will be real, and must be reckoned with.

In these days of uncertainty a shoe dealer should turn his entire stock, if possible, once a year, or even oftener would be better. In fact, some authorities contend that three times a year is little enough. Some portions of it he can turn much oftener. Now comes the question of profits, which is always important, but especially so at this time when prices are so uncertain and varying.

While, it is true, we look down upon profiteering, no one should ask or expect that profits should be sacrificed, nor does the government expect this. Business must always be done at a profit. Capital makes a profit, labor makes a profit, and this should be expected and encouraged. If a man says he does business without a profit the public have a right to be suspicious of him. Now, how shall we link up depreciation so a profit can still be had? Let us assume that a number of lines have accumulated for a year or more and have become "unsaleable." Let us still further assume that these were a line that sold at \$3.00 a pair. The question is how much per cent. depreciation should these be marked? First, determine what you can obtain for these if placed on a bargain table or included in a sale. The chances are that \$1.49 would be a fair price. If you mark the depreciation to this, which is practically 50 per cent., you will not be selling at a profit. You should include them in at a price which, when sold at \$1.49, would give you sufficient profit to cover overhead expenses, including rent, heat, light, salaries, etc. Therefore if you marked them at \$1.00 a pair you would be taking off 66 2-3 per cent., or

if you took off 60 per cent. you would take them in at \$1.20 a pair, and if you took 66 2-3 per cent. you would be making 50 per cent., and if 60 per cent. you would be making 25 per cent. Of course, the same amount will not be taken off for all lines, for some will vary. Possibly the best way to determine what per cent. to take off for depreciation is to assume that you have gone into the market to purchase a stock of shoes and that your stock has been shown you, and for some reason you have to buy it. Or another way, assume that some company owns your stock and has offered it for sale. You go and look at it and determine just what you would give for each line, in order that you may sell them quickly, and at the same time make a reasonable profit that will pay all selling expenses, which will include your own salary and a respectable reserve. When you have determined these figures it will be a simple matter to apply the depreciation per cent. to mark the various lines.

CARING FOR SHOES

Advice has been given often in these columns on the care of shoes, and while of late years we hear little about the "greasing of shoes," as many of us did when boys on the farm. Mr. S. Orrick, in the Country Gentleman, hands out a bit of greasing advice that is timely and profitable.

It seems strange so many people know so little about the care of leather. One care that should be exercised should



WOMAN'S Tan Calf Blucher Walking Boot, 11-8 rubber heel, nine iron sole, nine-inch leg, cotton lined vamp and unlined top. The Blachford Shoe Mfg. Co., Limited, Toronto.

be not to dry wet shoes with excessive heat, as by the fire, our registers, etc. Here is what Mr. Orrick says:

"Never put straight neat's-foot oil on shoes. If you wish to waterproof your boots or shoes, brush them and then rub them well with a lukewarm mixture made by melting one part mutton tallow, one part beeswax, to which is added one part of pure neat's-foot oil.

"Neat's-foot oil is a great penetrator, and goes all through the leather. If used straight it makes the leather soft and flabby and does not waterproof. But if tallow and beeswax are added the neat's-foot oil carries them in and they stiffen and waterproof the leather. To dry boots or shoes, place them in a warm, dry room; never near a fire, register or radiator. When almost dry, yet still slightly moist, rub the shoes or boots well with the mixture of oil, tallow and wax. Not only does the mixture waterproof the shoes, but it adds to the life and the wearing qualities of the leather. Often it is well to scrub shoes or boots with lukewarm soft water, pure soap and a brush, then dry and oil."

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

What I Would Do If I Were a Shoe Manufacturer

Some Interesting Views of Shoe Retailers Who Have Ideas About Manufacturing

Several retail men were asked to express their opinions on the subject because often times a man outside of, but in close touch with a business, is able to give some very practical and valuable suggestions. The suggestions offered by different men were sometimes quite opposite in character. Here is an illustration. One man said: "I would make some nifty lasts, long and close-fitting, that would meet the tastes and demands of the young men and prevent them from going over to Buffalo and other cities to purchase their footwear. There are no Canadian men's shoes that have that slim, stylish close-fitting shape, and a Canadian 'B' last is like an American 'D'."

The next man took exception to this view, and said: "We have Canadian-made men's shoes in every way the equal of any American-made shoe on the market," and in proof of this produced a line of exceptionally attractive shoes, whose every line and curve showed the work of the expert shoe-style designer. This man was an enthusiastic Canadian shoe booster. "Unfortunately there is no standard of widths, and one firm's 'B' will differ from that of another," he went on, "but any style of American last is obtainable by Canadian firms, and shoes therefrom can be made."

"What would I do if I were a shoe manufacturer? I'd take a little wood out here," was the quick answer of a tall blue-eyed business man, and he picked up a woman's pump and pointed to the side of the arch. "Practically all manufacturers put too much leather in here. It becomes 'baggy' and never fits well, looks well, nor feels snug and comfortable. There is just one manufacturer of whom I know who is awaking to this situation, and he is not only taking wood out of this part but is also fitting the heel more snugly. He is in reality giving two widths in one pair of shoes. To get a shoe of suitable width to fit the front part of the average foot invariably means that at the arch and heel the fitting will lack in snugness, and neatness, which will result in a 'bagging' at the sides and a looseness at the heel."

"What would I do if I were a shoe manufacturer?" and a sharp, keen, quick-moving shoe retailer answered without a moment's hesitation, "If my firm could stand the financial pressure, I would establish a thorough 'In-Stock' department that would take more of the stock-carrying load off the retailer. Up to date the retailer has had to stand the brunt of the stock-carrying proposition. He has had to order his lines in bulk six months in advance, anticipating both styles and quantities. The price concessions often do not compensate for placing mistakes, for after all placing orders are more of a guess job than one of good judgment. I am conscious of what it means to a manufacturer to establish and maintain a thoroughly efficient In-Stock system, but that it is feasible and gradually coming to that is evidenced by the manufacturers who are recognizing it and setting it forth in their advertising more and more. Its practicalness is manifested more fully in novelty lines and fine goods where colors are introduced and styles change quickly. To be able to obtain these quickly from In-Stock, by circular or catalogue, is a convenience that every retail merchant would recognize and appreciate."

"What would I do if I were a shoe manufacturer?" And a big, quiet-mannered man, who has made a success of

the retail game, turned around in his office chair and answered softly: "Look here, I want to tell you something, the manufacturer is too much wrapped up in the business from his end of the line. He considers manufacturing efficiency, he considers output in both quantity and quality, and pays too little attention to making shoes from the retailers' and wearers' point of view. I'd put cards all over my plant where my executive, managers, designers, cutter and foremen could see them, with nothing on but fitting feet. This would get them all thinking, and when their curiosity had been aroused sufficiently to ask what the cards meant, I'd ask them what business we were in. Nine out of ten would say 'making shoes.' I'd immediately reply, 'No sir, our business is FITTING FEET, and I want you to keep that uppermost in your mind."

"I would select lasts and patterns with that one object of fitting feet, then I would select leather and other materials that I could sell shoes at a price. I do not mean to turn out crab shoes, which is an expression of my own, meaning shoes which you would dislike to handle as you would a crab, and with which you might get 'pinched,' I mean real shoes, shoes that customers would come back for, and demand they should have them."

"What the manufacturer lacks, seems to me, is retail experience. If a maker of shoes will come and spend one week in my store, meeting the public and fitting shoes on them, he will gain a heap of experience that will help him in his production of footwear."

"The average factory man never tried to sell shoes retail. He thinks in quantities, thinks in bulk, thinks of selling to the retailer or jobber in quantities and bulk. When he accomplishes that, he stops thinking. That's not the place to stop thinking. The wearer should be considered, and considered seriously. I would keep before me: 'How can I satisfy the eventual wearer, the person who is the actual consumer of the article?—and the one thing he wants is fit and comfort, consistent with style, workmanship, quality and price. The wearer is the one to consider, for it is he who pays the price that pays the retailer, that pays the manufacturer, and it is upon him the manufacturer depends, for if the wearer did not consume shoes the manufacturers' existence would cease."

EFFICIENT LIGHTING

Too many employers in trying to raise their employees' efficiency do not give the lighting problem the attention it requires. They do not realize that efficiency is often lowered by poor lighting. In the reports of the various State Departments of Labor it is noticeable that this question is often mentioned. The light may be too bright or not bright enough, which in either case will cause eye-strain. Therefore, it is the factory management's place to see that the lighting in the factory is such as to lessen the eye-strain on the employees.

Natural light is better at all times than artificial. By keeping windows clean natural light gets into the factory.

The cost of the light ought to be considered as well as the loss of efficiency of the employees. To go into a factory where they are using electric light or gas at all hours of the day gives one the impression that the factory is not giving attention to all items as it should. To arrange for natural light keeps the help better satisfied and cuts down expense. It is one of those easily avoidable expenses that every factory should save if possible.

Many factories advertise that they operate a daylight factory. Not only are they turning out better looking shoes, but they are reducing their overhead expense as well.

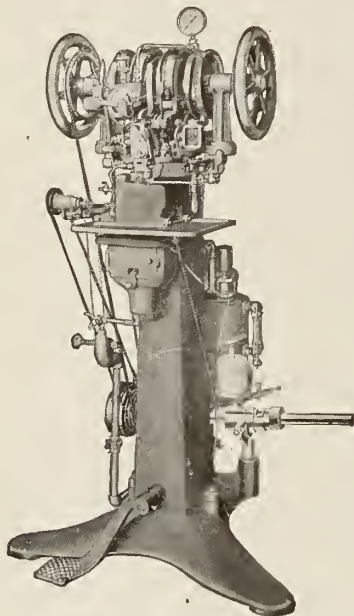
Natural light is a benefit to a factory in keeping up the employees' efficiency as well as their health; and to be truly efficient the factory should endeavor to keep their employees in the best of health.—The Leather Manufacturer.

Landis Outfits are Money Makers

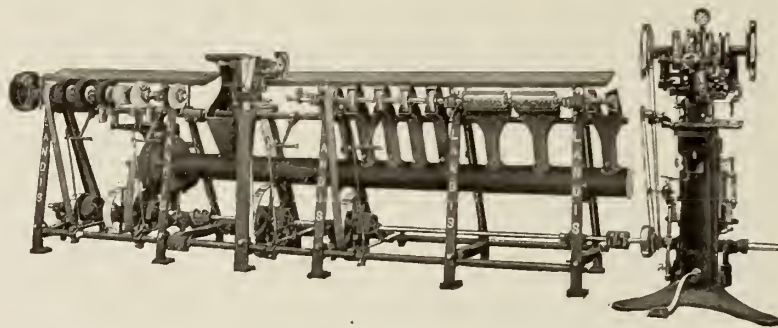
Equalize the increased cost of material by installing machinery to do your shoe work.

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.

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been
the standard for quality
and colors in Canada for
over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
63 Bay Street, Toronto

BRANCH WAREROOMS
252 Notre Dame St. W., Montreal
553 St. Valier Street, Quebec
RICHARD FRERES, Agent



Glazed
or
Mat

Black
or
Colors

White and Fancy Colors

Excellent Wearing Quality,
Superior Finish and, Con-
sidering High Grade,
Moderate Prices

CANADIAN AGENTS
for American Tanners of Calf, Splits, Indias, Heavy
Leathers, Skivers, Cabrettas, as well as
for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES

NEW CASTLE LEATHER CO.
NEW YORK

Canadian Branch—335 Craig St. W., Montreal
Factory—Wilmington, Del., U.S.A.

PUTTING THE SHOE BUSINESS ON A WAR BASIS

(Continued from page 89)

J. A. & M. Cote Company, of St. Hyacinthe, Que., write: "In war times we preach: Economy! Economy! Economy!"

"Who can produce economy, and how can they produce it?"

"Those spending freely, and largely, those that have 'money to burn,' are those that can bring economy, and the way they can bring it is by cutting off these large and unnecessary expenses, and in our trade, by doing away with all the fads and styles that commend such high prices to satisfy pride and arrogance.

"Would it be an advantage to the trade and country?"

"Those manufacturers making such shoes, of course, would have to suffer, while the war lasts; those not making them, would be busier, and taking the whole altogether, the shoe trade might not suffer.

"There might be a few lines, very few perhaps, that could not be made in this country, but it might be so much the better, as they are not the popular lines, and can only satisfy the most exacting. But the ordinary fancy shoes, for the millionaires, can be made here, and believe they are made already, although we do not make them. It is not our trade."

Mr. David Marsh, of the Wm. A. Marsh Co., Limited, Quebec, writes: "We think curtailment as a war measure would be a good thing, as it would concentrate manufacturing of more staple lines, thereby releasing a great deal of material and labor for more important purposes. This would no doubt be a hardship on certain firms making fancy shoes, but in the national interest it would be advantageous. It would also have the advantage of enabling manufacturers and tanners to eliminate much expense in securing material for producing fancy leathers and fancy shoes.

"We believe that most of the shoes being imported at the present time could be made in Canada. This would have the further advantage of eliminating a great amount of purchases in the United States, and to that extent reducing the amount of obligation to the United States and so help to stabilize the rate of exchange between the two countries, which is now very high."

Mr. Arthur Congdon, of Congdon Marsh, Limited, Winnipeg, says:

"We believe that a curtailment of lines would conserve materials and labor and be an economic advantage to the trade of the country. We do not consider it would be an advantage to the retail, wholesale and manufacturing trades. If our opinion in this regard is correct, the selfish principle factor will no doubt enter into the question, and the permanent curtailment of lines would therefore be difficult, and as a war measure should be made compulsory.

"To our minds, paragraph two raises a very large question, namely, our entire method of merchandising in Canada. Our opinion is that the proper channels of distribution of goods should be manufacturer, wholesaler and retail dealer, but as this method of distribution is faulty in operation we have Mail Order houses, co-operative buying on the part of retail merchants and co-operative stores on the part of large bodies of consumers. Just at the present in Western Canada the question of opening an extensive system of general stores throughout the entire country is being actively considered by the farmers' and grain growers' associations, which, on account of the conditions which have existed for several years, have become very strong and are in command of extensive funds. This opens up a very large question, and although we have certain ideas in the matter it is too big to go into at present, and in any event we might find ourselves a great deal at sea before we went very far. We realize, however, that our present methods are faulty,

and for that reason also other factors have arisen. As to how these faults can be remedied so that business will flow in its natural channels is a question, and a very big one. It has not been solved in the United States, but we would not care to admit that it could not be solved in Canada. It would be a matter of efficiency, co-operation and organization. There should be no good reason why goods could not be distributed through the proper channels and reach the consumer to better advantage and more satisfactorily than through either Mail Order houses or co-operative stores. The question, however, is so vast that as long as various units are able to get along comfortably and pay their board they hesitate to attempt to deal with such a tremendous and far-reaching problem."

Mr. Jos. Daoust, of Daoust, Lalonde & Co., Montreal, writes quite interestingly:

"In spite of making a large variety of lines, we have always to make a lot of specials, because certain merchants want their goods made different to their competitors.

"We try to cut this out as much as possible; we have succeeded pretty well with our old salesmen; but every new traveler thinks his concern should make the lines of every manufacturer in Canada and the United States.

"As to whether we could make most of the boots and shoes imported from the United States, I earnestly believe we can, but the public have to be convinced that they can get as good and as stylish an article at a cheaper price "made in Canada."

"As to the conservation of materials I believe that the best way would be to wear low shoes instead of those high-cut boots; but "Dame Fashion" has its word to say, and it is of no use for any one manufacturer to go against the current if he wants to keep his factory busy. I found that the best paying policy is to make what the people want than to try to impose upon them what they should buy, except, of course, if the Government should step in and say that no more high-cut boots should be worn.

"We have had heatless days, we have meatless days, we will have prohibition, and why should not we have as the next Order-in-Council a "no high-cut boots" enactment? We are talking very much on daylight saving; why not talk now on leather saving?"

However, I believe that the women's Oxfords will be worn more and more, especially in 1919; but not because for a saving of leather; but more because ladies are getting tired of lacing high-cut boots, and also there is nothing like a change in fashion; ladies enjoy the changes either in their hats, their dresses and their footgear; they get tired of wearing the same things all the time. It is probably why they are so charming."

Mr. N. Tetrault, of the Tetrault Shoe Manufacturing Co., says:

"It is our policy to curtail the number of lines that we are showing, and this has been a policy for a few years, as our plans are to get volume on each line, and this enables us to quote our customers very low prices. We might state that 50 per cent. of our business runs on from ten to twelve lines, which is enabling us, as stated above, to concentrate and reduce prices.

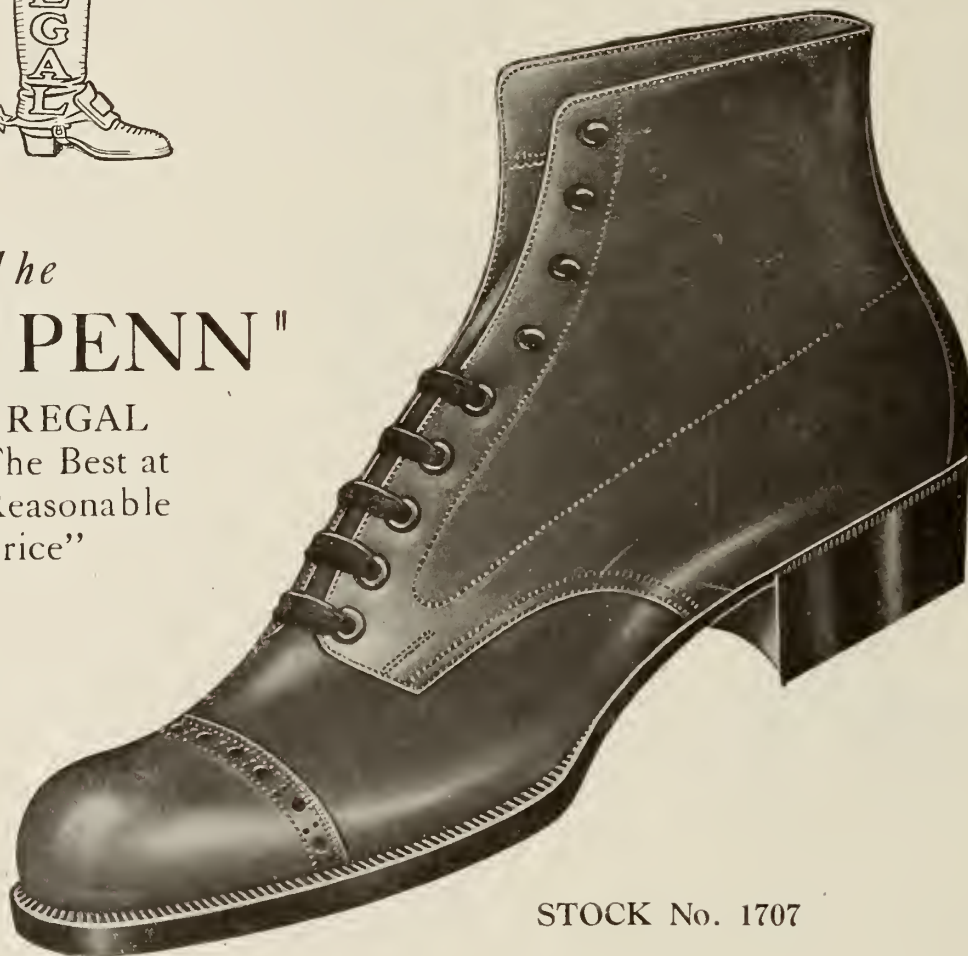
"As to our opinion regarding imported shoes, as far as the men's shoes are concerned, there is no doubt that they can be all made in this country. Women's shoes also can be all made in this country, but we must admit that they still lack a little of the "Chic" that the best American makers give to their shoes, at reasonable prices. But there is no doubt that we are getting to it, and before long we will be as up-to-date as they are."

He who does something at the head of one regiment surpasses him who does nothing at the head of a hundred



The
"PENN"

"REGAL
The Best at
Reasonable
Price"



STOCK No. 1707

Cordo Russia; Whole Quarter Blucher; Full Dble. Sole;
9-8 in. Heel; Red Rubber Middle Sole. Sizes and
Widths—D, 6 through 10; E, 6 through 10½. Regal
Quality.

Write us To-day.

Regal Shoe Company, Limited
472-474 Bathurst St., Toronto



The
"PALL
MALL"

"REGAL
The Best at
Reasonable
Price"

STOCK No. 1504

Royal Purple Calf Bal; same 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 made to order.

Send us an Order To-day.

Regal Shoe Company, Limited
472-474 Bathurst St., Toronto



Members of the office staff of the Kaufman Rubber Company, Limited, enjoying the big rink provided by the Company

IT PAYS TO KEEP YOUR HELP HAPPY

The Kaufman Rubber Company, of Kitchener, have long enjoyed a reputation for looking after the welfare of their employees. During this present winter, and for three previous winters, the men and women workers of this company have taken an abundant amount of enjoyment out of the rink at the rear of the factory which the Kaufman Company maintained for their benefit. Any fine afternoon at five o'clock the ice would be crowded with enthusiastic

skaters. Certain hours were reserved for hockey, the game for which Kitchener has long been noted. The evenings were usually given up to the employes and their friends to enjoy to the fullest extent. The rink is well lighted with current from the factory. If more concerns would provide such wholesome amusement for their employees they would find it would work to their best interests and well repay any effort or expense put forth.

OFFICE STAFF of The
Kaufman Rubber Co.,
Limited, Kitchener, Ont.





The Dryad

One of our very latest models in black kid vamp and foxing, with GREY BUCK TOP—It has all the grace which is characteristic of BELL SHOES, representing the best in workmanship and material, as well as being exclusive and smart in style.

*OUR TRAVELERS ARE NOW
SHOWING NEW MODELS*

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

Adams Shoes

Infants', Children's, Misses' and Youths'



The high aggregate of good points in Adams Shoes is positive assurance of their sale and service. Newest Lasts and Patterns, Selected Leathers, Neolin Soles, Expert Workmanship.

Adams Shoe Co., Toronto

Adams Shoes

Infants', Children's, Misses' and Youths'



Make sure you are listed for a traveller's call—a card will do it. Our Mail Sale Department gives undivided attention to orders by mail, 'phone and wire.

Adams Shoe Co., Toronto

Adams Shoes

Infants', Children's, Misses' and Youths'



Adams Shoes get that instant agreement between the parent and the youthful wearer that means quick sales.

Adams Shoe Co., Toronto

The Making of Boots and Shoes

An Instructive and Entertaining Visit to One of Canada's Oldest and Most Progressive Shoe Plants—A Half Century Development in the Maritimes.

IN all ages men have made things because they needed them. Invention always had been, and we presume always will be, mothered by necessity. In the beginning, we are told in Holy writ, God created the world and all that is in it, leaving the creation of the highest, man, until the last. From the time that man first became an inhabitant of the earth he began to acquire knowledge. His wants and requirements were many; the means at his hand for satisfying those needs were necessarily small and restricted. The process by which man has worked his way to a moderate state of comfort has been slow and tedious. When, ages ago, primitive man first suffered the discomfort of walking barefoot over sharp-edged rocks, or over ground littered with broken pieces of wood, whose splinters injured his feet—it was then that the necessity arose for a covering of some sort which would protect his feet from cuts and bruises, from climatic changes and conditions. Inasmuch as we are told that man first lived in a tropical or semi-tropical country, it is only natural to suppose that the

first foot-covering was for the bottom of the feet and no doubt took the form of what are known as sandals, which are soles attached to the feet, usually by means of leather thongs. Sandals can be traced back to a very early period and the sandal of plaited grass, palm fronds, leather or other material continues to be the common foot-covering among oriental races. Where climate demanded greater protection for the feet, the primitive races shaped a rude shoe out of a single piece of untanned hide. This was laced with a thong and so made a complete covering. In the boyhood of the writer this sort of foot-covering or moccasin, known as "shanks" or "green hides," were worn in winter by many men belonging to the country districts, whose work called them to the woods for log, pole and wood cutting.

An Amusing Incident

An amusing incident is told of a young lad, who, now grown to manhood, occupies a prominent position in one of the leading manufacturing concerns in the Maritime Provinces. Brought up in a home of very moderate means, this boy had all the ambitions and longings usually possessed by a normal, healthy boy. He wanted to skate but his pair of "shanks" in which his feet were encased, did not lend themselves particularly well to the fulfillment of the lad's desire. But where there's a will, there's a way. With initiative, inventiveness and application, which foretold the later success of their possessor, the boy soaked his foot-gear in water and sat on the wood-pile until his "green hides" were frozen stiff and solid. Having thus made ready his "skating boots," skates were easily attached and an afternoon of unalloyed pleasure on the ice was the result. The boy of to-day, having made a date with his best girl, would think himself the most abused of mortals if he had to skate with such foot equipment, yet we have no doubt that the lad of our story was filled with intense delight at





Fig. 1—One Section of the Cutting Department, Amherst Boot & Shoe Company, Limited



Fig. 2—Lower End of Cutting Department, Amherst Boot & Shoe Company, Limited

having successfully overcome a difficulty, which seemed almost impossible of solution.

Two Primitive Foot-Coverings

We have mentioned two primitive foot-coverings, viz., sandals, or soles without uppers; and the "shanks" or "green hides," or uppers without soles. The perfected modern shoe is a combination, a development, of both these forms. The boot differs from the shoe in reaching up to the knee, as exemplified by such forms as jack-boots, Hessian boots and Wellington boots, but the term is in England and America now commonly applied to "half-boots" or "ankle-boots" which reach only above the ankle. A collection, illustrating the numerous forms and varieties of foot-covering is in the Cluny museum in Paris.

Wooden Shoes

The simplest foot-covering, largely used throughout Europe, is the wooden shoe (Sabot) made from a single piece of wood roughly cut into a shoe form. Clogs, known also as pollens, are wooden soles to which shoe or boot uppers are attached. Sole and heel are made of one piece from a block of maple or ash two inches thick, and a little longer and broader than the desired size of the shoe. The outer side of the sole and heel is fashioned with a long chisel-edged implement called the clogger's knife; a second implement, called a groover, makes a groove about an eighth of an inch deep and wide round the side of the sole; and by means of a hollower the contour of the inner face of the hole is adapted to the shape of the foot.

The Making of Leather Shoes

Interesting as it would be to trace more in detail the making of wooden shoes, yet we are more concerned with the manufacture of leather shoes, an industry which has made its greatest progress and received its biggest impetus during the past century. It is within the memory of most of us when the shoemaker went from house to house, making boots and shoes for each member of the household. The man of the house, having secured a side of leather, next got in touch with a shoemaker, who came to the house and began work. Feet were measured, the leather cut, and gradually, step by step, a pair of boots were evolved. This occupation was called "whipping the cat." There was no specialization, no division of labor. One man, with few tools and no machinery, made the boots from start to finish. Coarse, crude and for the most part awkward and ungainly, these boots were made under difficulties, yet they answered the purpose for which they were made, and many woman, who left their impress upon the world's history stood in those shoes of the early days; those ugly, yet strong attempts to satisfactorily encase the feet of men, women and children.

A Modern Shoe Factory

It is a far cry from this early method of making footwear to a modern shoe factory, such as that of The Amherst Boot & Shoe Company Limited, of Amherst, Nova Scotia. Instead of one man, single handed, with a few imperfect tools, slowly and arduously, making a pair of boots, we find in a modern shoe factory minute division of labor, a splendid equipment of machines, a collection of large buildings, an extensive plant, which may well fill with wonder and astonishment a mere layman, unacquainted with the intricacies of up-to-date shoe manufacture.

Two Main Divisions

There are two main divisions of work comprised in ordinary shoemaking. The minor division, the making of "turn shoes" embraces all work in which there is only one thin, flexible sole, which is sewed to the upper while outside in and turned over when completed. Slippers and ladies' house boots are examples of this class of work. In

the other division the upper is united to an insole and at least one outsole with a raised heel. In this division are embraced all classes, shapes and qualities of goods from shoes up to long top boots, which reach the knees, with all their variations of lacing, elastic-web, side-gussets, etc.

As has already been pointed out, shoemaking was formerly a pure handicraft, but now machinery affects almost every operation in the art. On the factory system all human feet are treated alike; in the handicraft, the shoemaker deals with the individual foot, measuring, cutting, shaping, sewing and finishing with one object in view, the making of boots that will fit and give good service. The machine-made boot has been standardized, and while there are some feet which cannot be fitted satisfactorily by standard sizes and shapes, yet the fact that very few shoes are now made to order would indicate pretty clearly that the machine-made boot, while theoretically not regarded as equal to the handmade variety is yet in fit, comfort, flexibility and strength a really great success, of which millions daily bear willing and eager testimony.

An Interesting Visit

It was recently the pleasure and privilege of the writer to spend some hours in the plant of the Amherst Boot & Shoe Co., Limited; to visit each department and to trace step by step the making of a pair of their high class boots. It was a very interesting experience, our only regret being that it was not shared by others. A visit to a modern shoe factory transforms an ordinary pair of boots into a work of art. "Only a pair of boots," we say, and yet in order to produce those boots, thousands of men and women have given of their time and labor, of their brain and brawn. A study of the many operations performed in a twentieth century shoe factory in producing a pair of boots, opens one's eyes and sheds new light upon work that is generally regarded as the commonest commonplace. If the writer could make every reader of the Journal see the Amherst factory as he saw it on that memorable afternoon a month or two ago, there would come home to us all a higher appreciation of the importance of shoe manufacturing and the great successes which has been attained during the past half century by the Amherst Boot & Shoe Company.

Illustrating this article will be seen views of the various departments of the Amherst Company and these should help the reader to get a more comprehensive grasp of an important Maritime industry, which has had an honorable and worthy record.

The Process Traced

Behind every work, great or small, is the idea, the plan. Before a factory becomes a reality, there must be the aim, purpose and energy of one or more persons. Factories, equipped, systematized and organized, do not spring up like mushrooms. They grow steadily with the years in accordance with the unceasing purpose of captains of industry who have caught the vision of industrial greatness and who freely give themselves to the worthy work. Having the buildings, the equipment for shoe manufacturing, leather of various kinds is necessary before work can be undertaken. The Amherst Company purchases their supplies of leather mostly from Ontario, Quebec and the Maritime Provinces.

The orders for the various kinds and sizes of boots and shoes that are required, go from the general office of the company to the office of the superintendent, where a record is kept in a large book specially ruled for the purpose. Postings into this book are made every night so that the position of each order in the factory can be easily ascertained at any time.

The Cutting Department

The first step in the process of actually making a pair of boots is the cutting out, according to patterns, of the



Fig. 3—Dry Thread Corner in the Fitting department, Amherst Boot & Shoe Company, Limited



Fig. 4—The Wax Thread Section of the Fitting Department, Amherst Boot & Shoe Company, Limited

various pieces entering into the make-up of the boots. This work is done in the Cutting Department. (See Figs. 1 and 2.) The following upper parts are required for a standard pair of shoes: For quarters or side pieces, two for each boot, with linings and trimmings to match. These form the covering of the ankles; two vamps with linings to match, one for each foot, which form the front part of the shoe; two tips which cover the toes; two tongues which are stitched to the vamps; two back straps, which protect the heel seams; two inside back stays, which are designed to add to the wearing quality of the linings at the heel; top and side facings to increase the strength of the front of the shoe, where the eyelets and hooks are inserted.

It is worthy of note that the parts composing the uppers of boots and shoes are cut entirely by hand, patterns of sheet metal being used, the cutting being done by what is known as the shoe-cutter's extension knife. Each cutter grinds his own knife in a way that he thinks the best and the result is blades of all sizes and shapes. It is most interesting to examine each cutter's knife in order to see the individual idea in regard to what sort of knife blade is most efficient in cutting the leather.

The Fitting Department

The various upper parts above mentioned, are next assembled and are taken to the Fitting Department, (Figs. 3 and 4) where they are first counted and then stamped with the sizes and case numbers. These parts are next skived, which means that the edges are pared down slightly. The process of stitching is the next step, two methods being employed, viz., dry thread stitching and wax thread stitching. Sometimes one method of stitching is used and sometimes the other, according to the kind of boot that is being made. The quarters of the boot are first marked where the stitching is to go. Then they go to the stitchers, who do the ornamental work which you will notice around the edge of the pair of boots that you are wearing. These two steps are given in the "Labor Record" as "Mark Panel" and "Stitch Panel." Following these operations comes the "Closing," which means that the two quarters of the boot are stitched together and the seams rubbed down smooth, something as a tailor smooths out cloth seams. The edges are pressed, the back strap stitched into place. While this work has been in progress the linings have been cut out and made ready to form part of the boot. The next step is putting the linings into the boot; then comes an outside row of stitching. Eyelets or hooks are now inserted and the boot begins to assume shape. The tips which go over the toe receive some ornamental perforation and then are attached to the vamp, to which the tongue is next sewed. "Vamping" which is the sewing of the vamp to the quarters of the boot follows quickly while the "Bar" is a special stitching which affixes more firmly the quarters to the vamp. A twine string, inserted by machine, constitutes the lacing, which is a necessary preliminary step to lasting. The three final operations in the Fitting Department are Trimming, Tying up, and Inspecting, after which the uppers are ready to go to the Lasting Department.

The Sole Leather Department

Before proceeding to the Lasting Room, we will digress a moment to visit the Sole Leather Department, (See Figs. 5 and 6) where the soles and heels are prepared. The first operation is Stripping, which means that the sole leather is cut into strips, about the sizes necessary for soles. The Skiving or paring down process of the edges of the soles is the next step, followed by rolling in a machine, which takes the place of the lap iron and hammer of the old shoe-makers. The outsoles and insoles are next cut by machines from the strips above mentioned while the counters, or stiffening which is used in the sides of the heels are prepared. The soles are stamped with the sizes; they are evened up and are

next moulded or made somewhat into the shape which they assume when in a finished boot. After trimming, the soles are put into racks, whence they are assembled when required. The heels are composed of different parts, known as lifts. The leather, composing the heel nearest to the sole or seat, is usually of a poorer quality than that which composes the top lift or portion of the heel which rests upon the ground. Sometimes heels are built up with pieces of leather, cemented together into a solid mass. Such a heel stands up well and waste leather is thereby conserved. Another part entering into the composition of a boot is the box toe, made of sole leather, which forms the stiffening in the toe.

The Lasting Department

The uppers and the soles are now brought together in the Lasting Department, (See Fig. 7) the first operation being the assembling of the uppers, lasts, insoles, stiffening, box toes, etc., placing everything into proper position and tacking ready for the Pulling-over machine, which makes ready the boot for the Lasting machine. The hauling of the upper over the last and tacking it to the insole, is the work of the Lasting machine, which is one of the most wonderful inventions among boot and shoe contrivances. The boot is next Welted, that is a strip of leather known as the welt is stitched to the upper and insole. The seams formed by the welting are trimmed and smoothed down, after which the "shank"—a piece of wood, steel or leather which extends from the heel seat to the ball of the foot—is inserted. A filling of cork is next cemented in and the outer soles put in place by a Sole Laying machine. A Goodyear Rough Rounding machine shapes the bottoms and makes grooves for the stitching. Two kinds of stitching machines are used, viz., a McKay and a Goodyear. The pair of boots that the writer followed through the factory were stitched on a Goodyear machine, so that the next step after our shoes were rough rounded would be the stitching on the Goodyear machine.

The Bottoming Department

The boots after being inspected, are now ready to go to the Bottoming Department, (See Fig. 8) where the soles are first made level by an automatic levelling machine. The seats or parts of the sole, where the heel goes on, are trimmed and welt-knifed or slightly pared. The boots next go to the loose nailing machine which nails the back part of the outsole to the insole. Then after the shanks are sand-papered the boots go to the Lightning Heeling machine where the heels are attached. The heels are then slugged or nailed, by a Universal slugger, steel or brass wire, automatically driven home and cut off the desired length being used for the purpose. The trimming and breasting of the heel, scouring, smoothing, etc., are among the operations which at length bring the boots to the Finishing Department.

Sometimes boots are pegged, sometimes fastened with brass screws, which are rapidly driven home by a Standard Screw machine, which uses brass wire, in the form of a screw, driving it into the boot and automatically cutting it off the right length. Nearly all the heavier boots are now nailed or fastened with brass screws, although fastening with wooden pegs, automatically made by a machine from strips of wood, is still a common method employed in shoe factories.

The Finishing Department

When the boots reach the Finishing Department (See Fig. 9) the operations are more easily followed by the ordinary observer. The edges of the soles and the heels are colored, the heels are burnished. The bottom of the sole is inked, slicked, stained, rolled and brushed. Ornamental effects known as nurling, wheeling and striping, are added,



Fig. 5—A Corner of the Sole Leather Store Room, Amherst Boot & Shoe Company, Limited

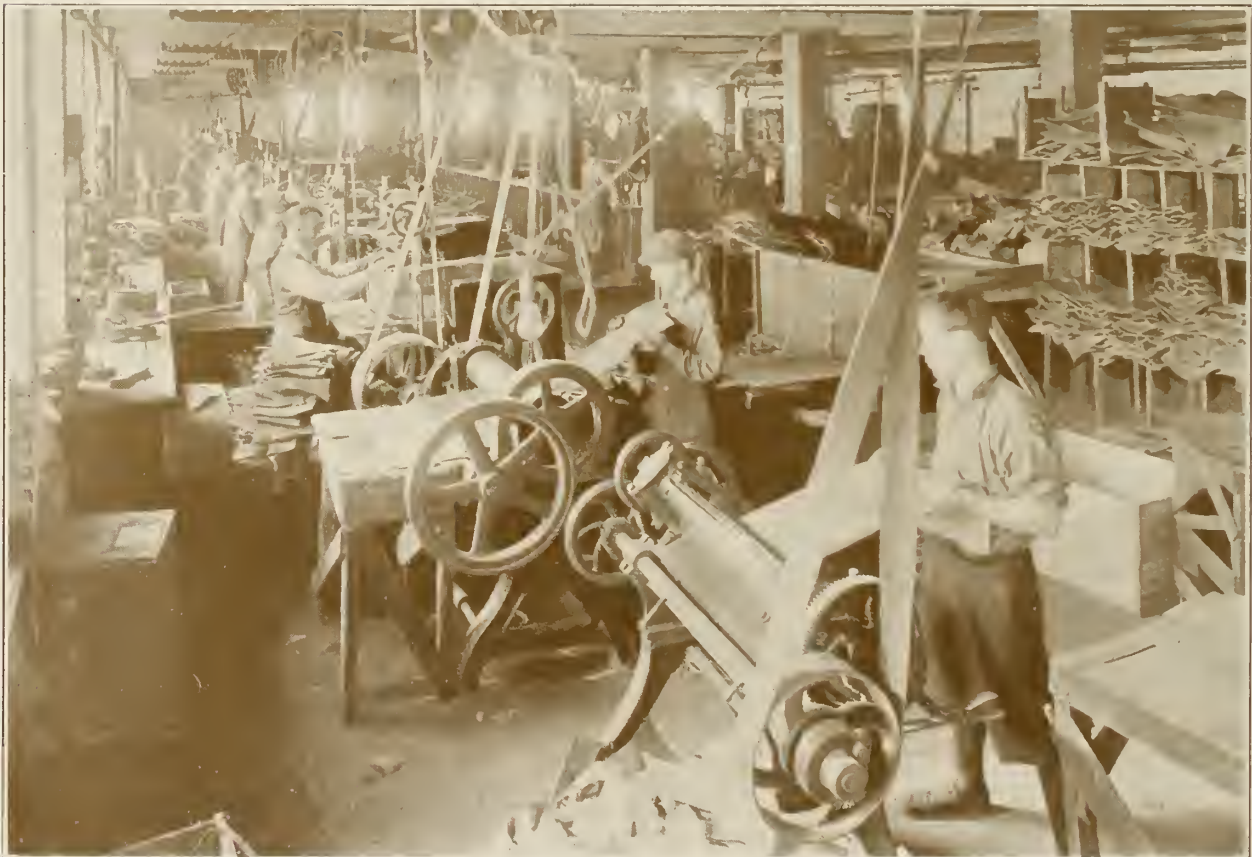


Fig. 6—Sole Leather Cutting Department, Amherst Boot & Shoe Company, Limited

and sock linings designed to protect the socks from nails in the seat, are inserted.

Treeing and Cartooning

The next move is to the Treeing and Cartooning Department (See Fig. 10). Treeing is a most important operation in shoe manufacturing. It means putting the shoes again on the original lasts in order they may again assume the original shape when first lasted. When on the lasts the uppers are cleaned and ironed. Then the finishing touches are given, the edges are brushed, the laces are inserted and at length the boots find their place in a carton or wood-board box, which is labelled and sent to the stock room, (See Fig. 11) whence the shoes are taken to the Shipping Room, (See Fig. 12) and sent out to all parts of Canada, eventually finding their way into the hands of people who want good boots honestly made from first class stock by competent workmen whose loyalty to the Amherst Boot & Shoe Company is so well known.

The Amherst Company make boots and shoes in sizes varying from child's number 4 to men's number 14. All kinds of leather are used from dongola to heavy side leather used in the manufacture of fishermen's boots. A large quantity of calf skins are used. Nearly three hundred lines are made and their popularity is increasing with each passing day. A specialty is made of the Amherst Solids, which have proved their worth after tests of the greatest severity. No one can visit the offices and factory of the Amherst Company without being impressed with the industry and loyalty of its employes and the fact that behind it all there is the big idea of manufacturing faithfully and well, boots and shoes, which carry with them wherever they go the hall mark of excellence and the evidence of the faithfulness and efficiency of Maritime Province workmen.

History and Growth of the Amherst Company

The Amherst Boot & Shoe Company, Limited, one of the leading industrial concerns of the Maritime Provinces, was incorporated by special act of the Nova Scotia Legislature in 1867—Confederation Year—and is therefore as old as united Canada. At the inception of the company Mr. E. S. Crafts, now of West Auburn, Maine, became its first manager. In 1873 Messrs. Pride and Quigley, Shoes and Sewing Machines, and The Amherst Steam Tannery Co., both mutual partnerships, were amalgamated with the company. Mr. M. D. Pride, senior partner of Pride & Quigley (one of the amalgamated firms) was made manager of the new company, and Mr. C. S. Chapman, secretary and treasurer, with Mr. Charles R. Casey, manager of the Tanning Department. During its history, this company has numbered among its shareholders and directors, many of the leading men of our Province, prominent in the professions, politics, finance and commerce. As in the case of all new industries in those pioneer days, the company's early progress was slow. It had to meet competition from the United States when the product of American skill and labor was admitted at a minimum tariff, as well as encountering a strange and unreasonable prejudice against home manufacture generally. There were, however, many things in its favor such as central location as a distributing point, cheap fuel, being surrounded by coal fields, ample capital to buy for cash in the best markets, as well as sagacious and enterprising management, so they kept "pegging away" still believing there was a future for their business. In 1876 they sustained a loss of \$12,000 in the destruction of the tannery with contents, and no insurance, a blow at a serious point in its history which would have staggered less determined men. Better times began in 1878 and from that time onward their pluck and enterprise were rewarded by a yearly increasing trade. It was certain the "Old Reliabilities" had come to stay. This progress can more shortly be stated if presented in decades. We are able to produce

the figures representing the sales for the closing year only, of each decade:—

Year	Sales
1867	\$16,266.00
1877	65,154.00
1887	227,970.00
1897	444,386.00
1907	825,138.00
1916	1,170,505.00

The principal market is, of course, the Maritime Provinces, but their product finds its way into every province of the Dominion, as well as Newfoundland and Magdalen Islands and the Yukon. In 1885 the company built a factory at the Corner of Station Street and Crescent Avenue, four stories, 114 x 45 feet, which accommodated its business for about ten years. For the past twenty years it has been under the necessity, periodically, of providing extended plant and warehouse accommodation to care for the increasing trade. About ten years ago it was obliged to purchase the land bounded by Station Street, Crescent Avenue, Douglas Avenue and Douglas Lane, and now owns the entire block on which their buildings and plant are located in the centre of "Busy Amherst." At the time of this purchase a modern brick warehouse was erected facing on Douglas Avenue, 115 x 40 feet and four storeys. Their latest extension is an addition to the factory property which was built and occupied about four years ago. It is of brick and mill construction and is 100 x 50 feet—four storeys. In addition to this, the company has installed throughout its entire plant and warehouses, an automatic sprinkler equipment for protection from fire as well as re-duction of insurance cost. Their entire capital expenditures for lands, buildings, plant, etc., during the last ten years has reached more than \$125,000.00.

The company's product is principally of that stronger and more substantial kind, so much needed for heavier uses, and the perfecting of these lines to combine neatness with service and strength has been the ambition of the managers of the company. Their miners', lumbermen's and loggers' lines are a recognized necessity in all centres of the country where these businesses are prosecuted. The finer lines have been taken up of late years and are meeting with the popularity reached by the heavier class of footwear. About \$100,000 cash is annually paid out in wages and salaries, of which probably 80 per cent. is distributed among the shops and institutions of the town of Amherst. Adding to this the cost of the general up-keep of such a business and a small conception may be had of the value of manufacturing to the place. The company has a branch at Halifax for wholesaling only—managed by Mr. Fred O. Mumford, an Amherst boy; also one at Charlottetown, P.E.I., in charge of Mr. Arthur A. Alley. Fifteen travelers are constantly on the road which added to judicious advertising, have made Amherst Solid Shoes known and inquired for from the Atlantic to the Pacific.

During the reorganization of the company in 1906, a considerable portion of its stock came into the hands of several St. John gentlemen, principally those engaged in a similar undertaking, four of whom were for a couple of years on the directorate. A wise move on the part of the management early in 1908 was carried through, whereby an Amherst syndicate composed of the late Hon. W. T. Pipes, T. S. Rogers, K.C., Percy C. Black, C. S. Sutherland and T. N. Campbell, became the purchasers of four thousand shares of common stock held by their St. John friends. This brought the entire management and control in the hands of its Amherst friends, who for so many years have been interested in its growth. The five gentlemen above named, then became directors of the company. At the death of Hon. W. T. Pipes in October, 1909, Mr. E. N. Rhodes, M.P., was chosen his successor, while T. S. Rogers,



Fig. 7—Lasting Department, Amherst Boot & Shoe Company, Limited



Fig. 8—Bottoming Department, Amherst Boot & Shoe Company, Limited



Fig. 9—Finishing Department, Amherst Boot & Shoe Company, Limited



Fig. 10—Freezing and Cartoning Department, Amherst Boot & Shoe Company, Limited



Fig. 11—The Stock Room Amherst Boot & Shoe Company Limited



Fig. 12—A Corner of the Shipping Room, Amherst Boot & Shoe Company, Limited

K.C., was made president. On the removal of Mr. Rogers to Halifax in the fall of 1910, Mr. Percy C. Black was chosen president while Mr. Rogers was retained as solicitor of the company and a member of the Board. These have continued in office since that date, the executive at present being:—Percy C. Black, President; T. N. Campbell, Vice-President and Secretary-Treasurer; C. S. Sutherland, Manager; T. S. Rogers, K.C., Solicitor; Hon. E. N. Rhodes, K.C.

The company's president is a son of the late Hon. Hiram Black, who had been a director of the company almost since its inception and at the time of his death in 1897, was president of the company. The genius for business, and insight into character, which were outstanding characteristics of the father, have been inherited by the son, who is identified with many enterprises local and in other parts of the province. He is a large shareholder of the company and is giving its affairs much of his time and personal attention. Mr. T. N. Campbell has been for thirty-six years secretary and treasurer of the company, and in 1907 was also made vice-president. On the retirement of Mr. Pride through ill-health in 1907, Mr. C. S. Sutherland succeeded him as manager. Mr. Sutherland came into the service of the company as book-keeper about twenty-seven years ago. He has never been afraid of hard work, and rapidly rose through its various business departments. A few years on the road gave him an acquaintance with the difficulties, perplexities and joys (if there be any) of the salesman, and also gave him large sympathy with the selling staff. These followed by a term as assistant to the late Mr. Pride, gave him a grip on the practical side of the business, so that he came to the duties and responsibilities of the managerial post well-qualified by experience and attainment to carry on successfully the great business Amherst is so proud of. He is yet a young man, being but forty-eight years of age.

Mr. T. S. Rogers, K.C., has been practicing his profession in Amherst for about thirty years, is senior partner of the Amherst law firm of Rogers, Milner & Purdy, and moved to Halifax in 1910, joining the law firm of Henry, Rogers, Harris & Stewart. Besides being one of the leaders of the bar of his province, he has identified himself with its leading manufacturing concerns and is on the directorate of several of the most important, including The Nova Scotia Steel & Coal Co., Ltd. He is solicitor of the Royal Bank and several industrial corporations.

Hon. E. N. Rhodes, K.C., is the son of the late Mr. N. A. Rhodes, for many years senior partner of Rhodes, Curry & Co., Ltd., Builders, Amherst. He was educated in Acadia and graduated in law from Dalhousie Law School, and practiced his profession in Amherst. He was elected to Ottawa in 1908, a supporter of the Conservative party, and re-elected in 1911. Since entering politics he has devoted practically all of his time to matters of interest to his constituency and to the country. His principles and ideals are the highest, he is a great reader and student, an agreeable and companionable man. He has the courage of his convictions and is a clear and forcible public speaker. By his fairness and discernment he was recognized by his own party and the House generally as a conspicuous candidate for the Speakership to which he was elevated. He is married to a daughter of the late Hon. W. T. Pipes.

Mr. James L. Read, who for many years has been book-keeper was in 1907 made accountant and cashier.

The factory superintendent is Mr. J. Embree Pipes, who has spent over thirty years in the company's employ. He has risen from the humbler stations to that of superintendent, a position he has occupied for the past ten years. Besides being a shoe man through and through, Mr. Pipes has a pleasing and attractive personality. After spending a couple of hours with him in interesting interview concerning the marvellous development of shoe manufacture, the writer expressed his surprise that he possessed such a

fund of information, but Mr. Pipes modestly remarked that there were barrels of it he had yet to learn. This is characteristic of the man. The relation between superintendent and those under him in the various departments of the factory has always been of a most cordial kind. We are glad to be able to produce a picture of the genial superintendent, Mr. Pipes.

The selling staff of such an industry must be an exceedingly important equipment. We believe it is proverbial of the Shoe Factory that they have managed to gather about them a body of high-class, well-trained men who sell their product. Most of their selling staff have been many years with them, and others are added as new territory is taken on. Their present staff is as follows:—

Eastern Nova Scotia: Mr. D. F. MacDonald, Stellarton; Mr. D. F. Sears, Antigonish. Valley and South Shore: Mr. R. H. McColough, Halifax. Prince Edward Island, Mr. A. A. Alley, Charlottetown. Central New Brunswick, Mr. A. F. Hire, Amherst. Northern New Brunswick, Mr. B. B. Black, Amherst. Home Ground, Mr. James McLeod, Amherst. Quebec and Ontario, Mr. S. N. Scott, St. John; Mr. C. M. Mills and Mr. R. H. Mills, Montreal. British Columbia, Mr. F. A. Rice, Vancouver. Central West, Mr. A. C. Paddock, Regina; Mr. H. S. Reynolds, Regina, Mr. A. A. Weaver, Regina, Mr. J. M. McIntyre, Regina. At Head Office and in charge of sample room and stock, Mr. Sanford Coates, Amherst. A subsidiary company was incorporated about five years ago with a Dominion Charter, to handle their western business. It is under the efficient management of Mr. George H. Anderson with headquarters at Regina, the capital of Saskatchewan.

It is interesting to note that the company has reached its Golden Jubilee this year. A significant sentence from their calendar reads: "Fifty years ago, our company and Young Canada joined hands in the march toward progress and prosperity." This is literally true, as the company has followed the flag for the full fifty years and bids fair to keep the pace for another half-century.

This company has always been conservative in its management, and while its officers and board have been reticent about publishing much concerning its financial progress, the writer has learned a few facts which might be of interest to the public while not telling any secrets out of school. The preferred capital is \$300,000 with about an equal amount of common stock. There are no bonds or debentures and no public flotation of its securities has ever been made. The capital required for the successive stages of its development has been supplied by its shareholders and has been variously increased from \$10,000 in 1873 to over half a million in 1917. During the past ten years—since its reorganization in 1907—the total sales have been \$9,084,625, a yearly average of \$908,462, and there have been paid out in wages and salaries in these ten years the sum of \$1,050,131, a yearly average of \$105,013. The total assets on 31st December last were \$1,019,746, with a public liability of only \$212,677. It has been an uninterrupted dividend-payer for nearly forty years, and would appear to us that holders of these securities are not likely to lose sleep from any apprehension of a halt in the regularity with which the quarterly dividend cheques make their rounds. We editors have dreams, sometimes that political preferment was imminent, sometimes that we were corporation magnates. Thank you, a place amongst the rank and file of shareholders in this good old company would suit us very well.

The company assists liberally in all Patriotic, Red Cross and other endeavours of a like kind. The Cumberland volunteers in the First Canadian Contingent were each furnished free of charge with a pair of their celebrated military boots, and the company's cash subscription of \$1,200 to the Patriotic Fund was amongst the first to be announced. The management and staff were active in promoting the



MR. PERCY C. BLACK
President Amherst Boot & Shoe Company, Limited



MR. C. S. SUTHERLAND
Manager Amherst Boot & Shoe Company, Limited



MR. T. S. ROGERS, K.C.
A Director of Amherst Boot & Shoe Company, Limited



HON. E. N. RHODES, K.C.
A Director of the Amherst Boot & Shoe Company Limited

Victory Loan. Besides being a large subscriber itself, the company assisted their employees to become Bond owners by advancing the money necessary for the purchase, for a year without interest, repayment to be on the weekly installment plan.

We have at some considerable trouble secured cuts of the five gentlemen composing the board of directors and filling its official positions, and have prepared a short record of the business career of each, which will doubtless be of interest to our readers.

No sketch of this industry can be complete without acknowledgement of the part played in shaping its destiny, by the late Mr. M. D. Pride. No feature or combination of features has been such a factor in its growth and development as the personality of the man who, for thirty-five years, occupied the post of manager. Were it not for his perseverance, high purpose and indomitable spirit which swayed the company at critical junctures in its career, Amherst would not now be pointing with so much pride to its Shoe Factory.



MR. J. EMBREE PIPES

Superintendent Amherst Boot & Shoe Company, Limited

It is a remarkable thing in an industry of such magnitude that there have been for so many years no changes in its superior officers and those responsible for its management. Indeed there have been for the long period of thirty years practically no changes, and then only by promotion. It surely is the ardent desire of all well wishers of Amherst that those who are responsible for the success of this pioneer corporation may be long spared to witness yet greater results of their industry and devotion.

Since our visit to this enterprising concern we are informed they are just closing up one of the best years in their experience—the sales having exceeded those of any previous year in their history.

The secretary of the company returned about 20th January from his annual visit to their subsidiary company at Regina, and reports a splendid year has been experienced there. The West is "coming back" and they are planning on a large and profitable development of that trade. The annual general meetings of these companies are called for 12th February, 1918, at their offices, Amherst.

The success of the company is most gratifying, especially in view of war conditions, which have proved a serious

handicap to some Maritime industries. The foundations of the Amherst Boot and Shoe Co., Ltd., were well and truly laid and during the half century of its existence, an admirable superstructure has been reared that is fully equal to



THE LATE MR. M. D. PRIDE

Manager of Amherst Boot & Shoe Company, Limited, from its incorporation in 1867 until his death in 1907

the task of withstanding the strongest financial and business gales that sweep the country. Standing four square, with large proportions and splendid strength, this company is a magnificent monument to the far sightedness, faithful effort



MR. T. N. CAMPBELL

Vice-Pres. and Sec.-Treas. Amherst Boot & Shoe Company, Limited

and energy of its founders and a worthy example of what business vision, untiring energy and great skill can accomplish in establishing a successful manufacturing industry, of which the Maritime Provinces have every reason to be proud.



H. P. LEWIS
Maritime Provinces



S. G. AMERO
Western Ontario

SALES
ORGANIZATION

Charles A. **AHRENS** Limited
KITCHENER, ONTARIO

*Stylish Shoes for Men,
Women, Misses, Youths,
Boys, Little Gents and
Children.*



GEO. P. ZEIGLER
Northern and Southern Ontario



C. H. HIMBURG
Alberta and Saskatchewan



D. J. TALLANT
Eastern Ontario



CHAS. A. AHRENS
President and Manager



H. E. WETTLAUFER
Sales Manager British Columbia



FRED H. AHRENS
Secretary-Treasurer

Executive Staff



Charles A.
AHRENS
limited.
KITCHENER

MANUFACTURERS OF

Stitchdowns ————— *Standard Screws* ————— *McKays*

ROBERT H. FOERDERER
PHILADELPHIA INCORPORATED PENN., U.S.A.



ENTHUSIASM

"Strong excitement of feeling on behalf of a cause or subject; Ardent or imaginative zeal or interest."—*Webster.*

That condition of mind is being created in all who view and inspect



"Classic" =
 = Creations
 for Fall



Wait Until You See Them

Getty & Scott

Limited

Galt, Ontario

Makers of "Classic" Shoes

"CLASSIC"

FALL STYLES

Harmonize with the High Style Ideas
of the Season



In planning and preparing "Classic" Styles for Fall every phase of successful shoe merchandising has been carefully and thoroughly considered.

Every condition entering into the marketing of fine shoes has been analyzed, with the result that, in artistic merit, beautiful materials and comfort qualities, the range our salesmen are showing far surpasses any previous effort.



Getty & Scott

Limited

Galt, Ontario

Makers of "Classic" Shoes

“CLASSIC”

FINE SHOES

For Fanciful and Fastidious Women

Refinement graces the form and delicacy dignifies the detail of “Classic” Models.

These and the subtle color contrasts and harmonies, together with the restrained originality of design, are the things that count as sales factors in appealing to the fair sex.



Getty & Scott

Limited

Galt, Ontario

Makers of “Classic” Shoes

"CLASSIC" TRU-TROD

A Shoe Specially Constructed to Conform to the Natural Lines of the Human Foot.

Particularly
Adapted
to
Growing
Feet

Made in
Women's
Misses'
Childs'
Boys'
Youths'
Little Gents'



Note the Special
Construction

Getty & Scott

Limited

Galt, Ontario

Makers of "Classic" Shoes



Shoe and Leather Trades

HONOR ROLL

The following have made the Supreme Sacrifice for King and Country, since the beginning of the War:

Sergt. Arthur Bland - Toronto, Ont. - H. & C. Blachford, Ltd.
 Pte. James Barrie - Hastings, Ont. - Breithaupt Leather Co.
 Pte. A. E. Clapp - Vancouver, B.C. - Son of M. H. Clapp
 Pte. C. B. Forward - Vancouver, B.C. - Vachon & Co.
 Pte. Calixte Galibert - Montreal, Que. - of C. Galibert & Son
 Pte. P. Harbey - Penetang, Ont. - Breithaupt Leather Co.
 Pte. A. E. Hogarth - Oshawa - Blachford Davies Co., Toronto
 Maj. Wm. H. McLaren - Toronto, Ont. - McLaren & Dallas
 Lieut. J. H. McLaren - Toronto, Ont. - McLaren & Dallas
 Flt.-Lieut. D. H. Masson - Ottawa, Ont. - Son of Robt. Masson
 Gunner McLaskey - St. John, N.B. - J. M. Humphrey & Co.
 Cpl. Jas. Munroe - Toronto, Ont. - McLaren & Dallas
 Pte. George Pert - Toronto, Ont. - United Shoe Mach. Co.
 Pte. William Powers - Hastings, Ont. - Breithaupt Leather Co.
 V.-Corp. Ruben - Picton, Ont. - Son of D. Ruben
 Pte. H. Richardson - Winnipeg, Man. - Lightning Shoe Repair Shop
 Pte. E. F. Richards - Penetang, Ont. - Breithaupt Leather Co.
 Pte. Ross Stewart - Ritchener, Ont. - Kaufman Rubber Co.
 Pte. W. Savage - Hastings, Ont. - Breithaupt Leather Co.
 Capt. Trumbull Warren - Toronto, Ont. - Gutta Percha & Rubber Co.
 Pte. Jos. Wharrie - Hastings, Ont. - Breithaupt Leather Co.
 Pte. Harbey Willis - Wingham, Ont. - Son of G. Willis

*"Greater love hath no man than this,
that a man lay down his life for his friends."*

Dpres
 Festubert
 Givenchy
 Hooge
 St. Eloi

Courcelette
 Thiepval
 Somme
 Vimpy
 Lens

Nova Scotia
 P. E. Island
 New Brunswick
 Quebec
 Ontario



Manitoba
 Alberta
 Saskatchewan
 British Columbia
 Yukon



Major Wm. H. McLaren, Toronto, Ont.
(McLaren & Dallas)



Capt. Trumbull Warren, Toronto, Ont.
(Gutta Percha & Rubber Co.)



Lieut. J. H. McLaren, Toronto, Ont.
(McLaren & Dallas)



Cpl. Jas. Munroe, Toronto, Ont.
(McLaren & Dallas)



Gunner McLaskey, St. John, N.B.
(J. M. Humphrey & Co.)



Sergt. Arthur Bland, Toronto, Ont.
(H. & C. Blachford Ltd.)



L.-Cpl. Ruben, Picton, Ont.
(Son of D. Ruben)



Pte. H. Richardson, Winnipeg, Man.
(Lightning Shoe Repair Shop)



Pte. Calixte Galibert, Montreal, Que.
(of C. Galibert & Son)



Pte. P. Harvey, Penetang, Ont.
(Breithaupt Leather Co.)



Pte. A. E. Hogarth, Oshawa, Ont.
(Blachford-Davies Co., Toronto, Ont.)



Pte. George Pert, Toronto, Ont.
(United Shoe Mach. Co.)



Pte. Harry Willis, Wingham, Ont.
(Son of G. Willis)



Pte. H. Shorter Pte. F. Upton Pte. Joseph Wharrie Pte. A. W. Scriver Pte. James Barrie
(killed) (killed)
Pte. R. Marshall Pte. W. Savage Pte. Harry Scriver Pte. Wm. Poweys
(killed) (killed)
(Breithaupt Leather Co.)

List of those whose portraits have not been received who have joined the Overseas Forces :

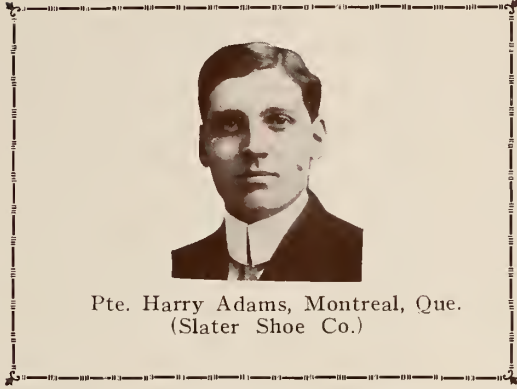
Pte. W. Abbott, Hastings, Ont. (Breithaupt Leather Co.)
Pte. Wm. Aflick, Campbellford, Ont. (Weston Shoe Co.)
Pte. James Agnew, Winnipeg, Man. (Agnew Bros.)
Pte. Stanley Atten, Toronto, Ont. (T. Eaton Co.)
Pte. G. Bullock, Preston (Hurlburt Co.)
Pte. A. Bailey, Penetang, Ont. (Breithaupt Leather Co.)
Pte. E. Bell, Toronto (Retailer)
Pte. Tom Birch, Toronto, Ont. (Slater Boot Shop)
Pte. John Bird, Cobourg, Ont. (Alex. Chisholm, Toronto)
Pte. John Bird, Cobourg, Ont. (Alex. Chisholm)
Pte. Sydney Bishop, Kitchener, Ont. (Western Shoe Co.)
Sig. R. Bloom, Kitchener, Ont. (Breithaupt Leather Co.)
Pte. R. Brewster, St. John, N.B. (Waterbury & Rising)
Lieut. Ray L. Brewer, Fredericton, N.B. (Waterbury & Rising)
Pte. Wm. Bridges, St. John, N.B. (Can. Con. Rubber Co.)
L.-Cpl. Albert Brubacher, Kitchener, Ont. (Breithaupt Leather Co.)
Pte. L. D. Callahan, St. John, N.B. (J. M. Humphrey Co.)
Pte. E. Coates, St. John, N.B. (Waterbury & Rising)
Pte. Oscar Copeland, Kitchener, Ont. (Breithaupt Leather Co.)
Pte. W. Cornelius, Penetang, Ont. (Breithaupt Leather Co.)
Pte. W. Crawley, Penetang, Ont. (Breithaupt Leather Co.)
Pte. P. Crippen, Penetang, Ont. (Breithaupt Leather Co.)
Gunner Geo. R. Crosby, St. John, N.B. (J. M. Humphrey & Co.)
Pte. Harold Dandie, Toronto (Gutta Percha & Rubber Co.)
Pte. P. Dick, Preston (Hurlburt Co.)
Pte. G. Dotte, Penetang, Ont. (Breithaupt Leather Co.)
Pte. Fred. Dunham, St. John, N.B. (J. M. Humphrey & Co.)
Pte. A. Ellis, Campbellford, Ont. (Weston Shoe Co.)
Pte. C. Ellis, Penetang, Ont. (Breithaupt Leather Co.)
Pte. James I. Foy, Toronto, Ont. (D. D. Hawthorne Co.)
Pte. W. R. Goodey, Winnipeg, Man. (Lightning Shoe Repair)
Pte. Joe Goodare, Preston (Hurlburt Co.)
Pte. Percy Harris, Toronto, Ont. (Ames-Holden-McCready)
Pte. P. Howard, St. John, N.B. (Waterbury & Rising)
Major Ralph A. C. Hayes, St. John, N.B. (M. Humphrey & Co.)
Pte. R. Ingleton, St. John, N.B. (Waterbury & Rising)
Pte. Leo. Kelly, Winnipeg, Man. (Kilgour-Rimer Co.)
Pte. Wm. Kienapple, Kitchener, Ont. (Breithaupt Leather Co.)
Pte. James King, Fredericton, N.B. (Hartt Boot & Shoe Co.)

Lieut. H. N. Klotz, Toronto, Ont. (Gutta Percha & Rubber)
Pte. C. E. Labbe, St. John, N.B. (Waterbury & Rising)
Pte. James Long, Toronto, Ont. (J. A. E. Snyder)
Pte. Robert Lucas, Penetang, Ont. (Breithaupt Leather Co.)
Major J. D. McCrimmon, Stratford, Ont. (Shoe Retailer)
Pte. A. Macness, Penetang, Ont. (Breithaupt Leather Co.)
Pte. Frank Mann, Campbellford, Ont. (Weston Shoe Co.)
Lieut. K. D. Marlatt, Oakville, Ont. (Marlatt & Armstrong)
Pte. W. G. Masson, Ottawa, Ont. (Son of Robt. Masson)
Pte. J. B. Matchell, St. John, N.B. (Waterbury & Rising)
Pte. Jack Mayer, Woodstock, Ont. (Breithaupt Leather Co.)
Pte. Wm. K. Morley, Toronto, Ont. (McLaren & Dallas)
Pte. Morris, Penetang, Ont. (Breithaupt Leather Co.)
Pte. Gordon Myles, Toronto (Minister-Myles Shoe Co.)
Pte. W. F. McCann, St. John, N.B. (Shoe Hospital Co.)
Pte. Chester McDonald, Woodstock, Ont. (Breithaupt Leather Co.)
Pte. Chas. McDonald, Winnipeg, Man. (Lightning Shoe Repair)
Pte. Jas. Walter McIntyre, St. John, N.B. (Ames-Holden-McCready)
Pte. W. O'Connor, St. John, N.B. (Waterbury & Rising)
Lieut. M. G. Parsons, Toronto (C. Parsons & Sons)
Pte. Robert Patrick, Campbellford, Ont. (Weston Shoe Co.)
Pte. Percy Peeling, Campbellford, Ont. (Weston Shoe Co.)
Lieut. G. D. Peters, St. John, N.B. (Waterbury & Rising)
Pte. A. Popple, Penetang, Ont. (Breithaupt Leather Co.)
Pte. A. W. Puncher, Kitchener, Ont. (Breithaupt Leather Co.)
Pte. Wm. Patrick Quinn, St. John, N.B. (Waterbury & Rising)
Pte. Ted Richardson, Galt, Ont. (Galt Shoe Mfg. Co.)
Pte. E. Randall, Preston (Hurlburt Co.)
Pte. F. Steele, Preston, Ont. (Solid Leather Shoe Co.)
Pte. P. J. Steele, St. John, N.B. (Waterbury & Rising)
Pte. Fred. Stillman, Campbellford, Ont. (Weston Shoe Co.)
Pte. C. Stonge, Penetang, Ont. (Breithaupt Leather Co.)
Pte. Harry Sutherland, Kingston, Ont. (Nephew John Sutherland)
Pte. James Sutherland, Kingston, Ont. (Cook-Fitzgerald)
Pte. R. Stonehouse, Preston (Hurlburt Co.)
Pte. A. Tooke, Penetang, Ont. (Breithaupt Leather Co.)
Pte. Joe Smeltzer, Preston (Hurlburt Co.)
Pte. W. B. Trueman, St. John, N.B. (Ames-Holden-McCready)
Pte. Robert Watkins, Campbellford, Ont. (Weston Shoe Co.)
Sergt. Clayton Weber, Kitchener, Ont. (Breithaupt Leather Co.)
Pte. Ed. Weston, Campbellford, Ont. (Weston Shoe Co.)
Major G. H. Wilkinson, Windsor, Ont. (Shoe Retailer)
Pte. G. Wells, Penetang, Ont. (Breithaupt Leather Co.)
Pte. J. Weston, Penetang, Ont. (Breithaupt Leather Co.)
Pte. R. R. Wilson, Toronto, Ont. (Son of T. A. Wilson)
Pte. L. Woodley, Preston (Hurlburt Co.)

ON ACTIVE SERVICE



Lieut. H. C. Blachford, Toronto, Ont.
(H. & C. Blachford)



Pte. Harry Adams, Montreal, Que.
(Slater Shoe Co.)



Sergt. H. P. Bonnick Toronto, Ont.
(Ames-Holden-McCreedy)



Lieut. G. T. Beardmore, Toronto, Ont.
(Beardmore & Co.)



Fl.-Lieut. J. Lamont Brandon, Brantford, Ont.
(Brandon Shoe Co.)



Capt. Torrence Beardmore, Acton, Ont.
(Acton Tanning Co.)



Sig. Carl L. Breithaupt, Kitchener, Ont.
(Breithaupt Leather Co.)



Pte. Wm. W. Breithaupt, Kitchener, Ont.
(Breithaupt Leather Co.)



Pte. A. Belcher, Penetang, Ont.
(Breithaupt Leather Co.)



Pte. Robert Bussell, Toronto, Ont.
(Retailer)



Capt. (Brevet-Maj.) Fidel Blouin
St. John, N.B. (Quebec Gl. & Leather Co.)



Sapper W. Brindle, St. John, N.B.
(Waterbury & Rising)



Pte. John Bishop, Toronto, Ont.
(Nephew W. Bishop)



Pte. D. M. Bishop, Huntsville, Ont.
(C. T. Christenson, Retailer)



Pte. Frank Blerkum, Yorkton, Sask.
(Retailer)



Pte. Thos. Brett, Kitchener, Ont.
(Breithaupt Leather Co.)



Pte. George Buttle, Woodstock, Ont.
(Breithaupt Leather Co.)



Pte. F. Blackbourne, Hastings, Ont.
(Breithaupt Leather Co.)



Pte. Alf Bender, Winnipeg, Man.
(Ryan, Devlin Shoe Co.)



Pte. Errol R. Bruton, Port Arthur, Ont.
(Gavin's Shoe Store)



Corp. Abe Bender, Winnipeg, Man.
(T. Eaton Co.)



Pte. Geo. Cariverick, Kitchener, Ont.
(Breithaupt Leather Co.)



Gunner Buschlin, St. Catharines, Ont.
(D. W. Smith)



Major W. J. Creelman, Brandon, Man.
(Dowling & Creelman)



Gunner S. C. Cronk, Toronto, Ont.
(Son of S. C. Cronk)



Pte. H. Crozier, Hastings, Ont.
(Breithaupt Leather Co.)



Capt. F. S. Cronk, Toronto, Ont.
(Son of S. C. Cronk)



Pte. Monte Coiley, Woodstock, Ont.
(Breithaupt Leather Co.)



Pte. Norman Clarke, Toronto, Ont.
(Ames-Holden-McCreedy)



Lieut. Robt. Cowan, Chatham, Ont.
(Son of Geo. W. Cowan)



Sapper H. S. Chapman, Clinton, Ont.
(Shoe Repairer)



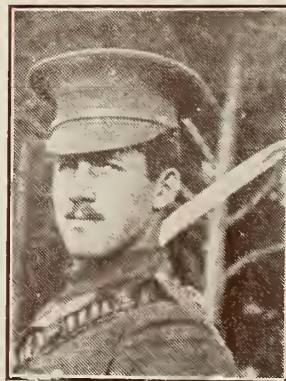
Pte. Norman D. Clarke, Toronto, Ont.
(Clarke & Clarke, Ltd.)



Pte. W. Cornelius, Penetang, Ont.
(Breithaupt Leather Co.)



Lieut. D. Bruce Donald, Pictou, N.S.
(Son J. P. Donald, Logan Tanneries)
Shoe and Leather Journal, Page 142.



Trooper W. Leslie Donald, Pictou, N.S.
(Son J. P. Donald, Logan Tanneries)



Lieut. Alex. G. Donald, Pictou, N.S.
(Son of J. P. Donald, Logan Tanneries)



Pte. Harry Dodd, Hastings, Ont.
(Breithaupt Leather Co.)



Capt. A. Davis, Newmarket, Ont.
(Davis Leather Co.)



Pte. E. W. Firth, Peterboro, Ont.
(Son J. E. Firth)



Pte. Frank Faulkner, Toronto, Ont.
(Ames-Holden-McCready)



Lieut.-Col. H. H. Floyd, Cobourg, Ont.
(Shoe Retailer)



Pte. John Furlong, Toronto, Ont.
(McLaren & Dallas)



Bdr. Chris. Foote, Merriton, Ont.
(Son of R. E. Foote, Independent Rubber)



Pte. Harold Fitzgerald, Winnipeg, Man.
(Pococks Shoe Co.)



Capt. Alex. Grenier, Quebec, Que.
(Quebec Glove & Leather Mfg., Ltd.)
Shoe and Leather Journal, Page 143



Rayner Gamble, Toronto, Ont.



Lieut. Oscar Gagnon, Montreal, Que.
(Aird & Son)



Pte. Roy Graham, Winnipeg, Man.
(T. Eaton Co.)



Pte. Anthony Hopf, Kitchener, Ont.
(Breithaupt Leather Co.)



Pte. Clarence Hesseneur, Kitchener, Ont.
(Son J. Hesseneur)



Sig. J. Wesley Hesseneur, Kitchener, Ont.
(Son J. Hesseneur)



Pte. Percy Harris, Toronto, Ont.
(Ames-Holden-McCready)



Major J. Harris, Toronto, Ont.
(Nugget Polish Co.)



Pte. E. R. Hayes, Port Arthur, Ont.
(Gavin's Shoe Store)

A Word of Apology

THE work of gathering together the two hundred odd names on this Honor Roll has been greater than might appear. The making of cuts from small imperfect photos, in some cases, has been a very great obstacle. We have done the best we could in a short time and will be glad of any having better photos of those represented or portraits of those not in the present Honor Roll for use in Supplementary Roll to appear later.



Sergt. T. W. Hart, Toronto, Ont.
(Nugget Polish Co.)



Pte. L. J. Iles, Toronto, Ont.
(Miner Rubber Co.)



Pte. Geo. R. Inksater, Paris, Ont.
(Son J. Inksater)



Pte. Norman F. Jardine, Toronto, Ont.
(Son Wm. Jardine, Blachford Shoe)



Pte. H. A. Innes, Toronto, Ont.
(McLaren & Dallas)



Pte. Harold Jardine, Toronto, Ont.
(Son Wm. Jardine, Blachford Shoe)



Pte. W. H. Jardine, Toronto, Ont.
(Son Wm. Jardine, Blachford Shoe)



Pte. John F. Jardine, Toronto, Ont.
(Son Wm. Jardine, Blachford Shoe)



Pte. Edwin H. Johnston, Vancouver, B.C.
(Retailer)



Pte. L. W. Johnston, Galt, Ont.
(Cook-Fitzgerald Co.)



Sergt. W. L. Jones, St. John, N. B.
(Hart Boot & Shoe Co.)



Pte. Alfred Johnston, Vancouver, B.C.
(Retailer)



Cpl. N. L. Knechtel, Brampton, Ont.
(Son of Gideon Knechtel, Williams Shoe)



Pte. Geo. Kemp, Hastings, Ont.
(Breithaupt Leather Co.)



Pte. Roy Killingbeck, Hastings, Ont.
(Breithaupt Leather Co.)



Pte. Fred. Kenyon, Woodstock, Ont.
(Breithaupt Leather Co.)



Pte. Nick Kennedy, Woodstock, Ont.
(Breithaupt Leather Co.)



Pte. W. S. Larke, Toronto, Ont.
(H. & C. Blachford, Limited)



Pte. Lester Levy, Toronto, Ont.
(Son of A. Levy)



Pte. Geo. R. Lovell, Toronto, Ont.
(Son of J. S. Lovell)



Lieut. L. G. Lennox, Hamilton, Ont.
(Jno. Lennox & Co.)



Capt. L. O. Lockett, Kingston, Ont.
(Lockett Shoe Store)



Pte. Fred Lucas, Penetang, Ont.
(Breithaupt Leather Co.)



Pte. Robert Lucas, Penetang, Ont.
(Breithaupt Leather Co.)



Lieut. L. C. Lumsden, Vancouver, B.C.
(Damer, Lumsden Co.)



Pte. Cyril Legg, St. Catharines, Ont.
(D. W. Smith)



Pte. Fred Langley, Hastings, Ont.
(Breithaupt Leather Co.)



Pte. Wm. Langley, Hastings, Ont.
(Breithaupt Leather Co.)



Pte. Lemoire, Hastings, Ont.
(Breithaupt Leather Co.)



Pte. Harry Loveland, Woodstock, Ont.
(Breithaupt Leather Co.)



Major F. P. Myles, Toronto, Ont.
(Minister, Myles. Shoe Co.)



Pte. Ed. Mather, Penetang, Ont.
(Breithaupt Leather Co.)



Pte. J. Maslin, Penetang, Ont.
(Breithaupt Leather Co.)



Pte. Wesley Milligan, St. Catharines, Ont.
(D. W. Smith)



Lieut.-Col. F. C. McCordick, St. Catharines
(Leather Manufacturer)



Charles Allan McFarland, Brampton, Ont.
(Son W. G. McFarland, Williams Shoe Ltd.)



Pte. A. M. McQuaig, Portage la Prairie, Man.
(Brown's Limited)



Lieut.-Col. A. E. Massie, St. John, N.B.
(Can. Con. Rubber Co.)



Pte. G. Milton, Penetang, Ont.
(Breithaupt Leather Co.)



Lieut. J. H. McGee, Winnipeg, Man.
(Rannard Shoe Co.)



Pte. P. McQuaid, Hastings, Ont.
(Breithaupt Leather Co.)



Pte. R. B. McPherson, Vancouver, B.C.
(Shoe Salesman)



Gunner G. S. Martin, Montreal, Que.
(Son W. F. Martin, Kingsbury Footwear Co.)
Shoe and Leather Journal, Page 149



Pte. Frank Mann, Campbellford, Ont.
(Weston Shoe Co.)



Harold Hendry McFarland, Brampton, Ont.
(Son W. G. McFarland, Williams Shoe Ltd.)



Pte. Leslie McLellan, St. John, N.B.
(Can. Con. Rubber Co.)



Pte. T. R. Prince, Toronto, Ont.
(Minister, Myles Shoe Co.)



Pte. Elmer Poyer, Niagara Falls, Ont.
(Can. Arrowsmith Co.)



Pte. J. H. Patrick, Campbellford, Ont.
(Weston Shoe Co.)



Sergt. Presho, Toronto, Ont.
(Adanac Shoe Co.)



Major W. G. Pink, Toronto, Ont.
(Shoe Retailer)



Capt. D. B. Pidgeon, St. John, N.B.
(Retailer)



Gunner Reg. Percival, Montreal, Que.
(Percival Bros.)



Pte. C. Pequegnat, Kitchener, Ont.
(Kaufman Rubber Co.)



Capt. Reg. Reilly, Welland, Ont.
(C. J. Reilly, Retailer)



Capt. P. M. Rising, St. John, N.B.
(Waterbury & Rising, Limited)



Major Jno. Roy, Quebec, Que.
(Brother Paul Roy)



Capt. A. G. Rainnie, St. John, N.B.
(Mgr. D. K. McLaren Limited)



Gunner Clair E. Ryan, St. John, N.B.
(Can. Con. Rubber Co.)



Pte. George Stewart, Kitchener, Ont.
(Kaufman Rubber Co.)



Pte. Archie Sabean, St. John, N.B.
(Bucknam & Colwell Co., Eastport, Me.)



Pte. R. L. Shamper, St. John, N.B.
(Can. Con. Rubber Co.)



Pte. Norman Sutherland, Amherst, N.S.
(Son of C. S. Sutherland)



L.-Cpl. Wm. Ship, Toronto, Ont.
(J. McCullough)



Pte. G. Simpson, Victoria, B.C.
(Mutrie & Son)



Pte. Gordon Slater, Toronto, Ont.
(Shoe and Leather Journal)



Lieut. A. K. Strachan, Moose Jaw, Sask.
(Joyner's Dept. Store)



Capt. J. T. Sutherland, Kingston, Ont.
(Scott-Chamberlain)



Pte. Neil Scriver, Hastings, Ont.
(Breithaupt Leather Co.)



Pte. J. H. Scriver, Hastings, Ont.
(Breithaupt Leather Co.)



Capt. Harry Trenaman, Hamilton, Ont.
(Domestic Specialty Co.)



Capt. C. P. Slater, Montreal, Que.
(Geo. A. Slater, Ltd.)



Pte. Jas. S. Tebbutt, Quebec, Que.
(Tebbutt Shoe and Leather Co.)



Sapper I. Toncheff, Campbellford, Ont.
(Weston Shoe Co.)



Sergt.-Major F. J. Tyner, Toronto, Ont.
(Shoe and Leather Journal)



Capt. J. A. Scott, Quebec, Que.
(J. A. Scott Co.)



Capt. S. E. Vermilyea, Belleville, Ont.
(Belleville Shoe Co.)



Pte. Jack Thompson, St. John, N.B.
(Can. Con. Rubber Co.)
Shoe and Leather Journal, Page 153



Pte. Elton Wittmer, Kitchener, Ont.
(Kaufman Rubber Co.)



Pte. A. V. Wright, Moose Jaw, Sask.
(Joyner's Shoe Store)



Pte. William Wormald, Woodstock, Ont.
(Breithaupt Leather Co.)



Pte. C. J. Wilson, Hamilton, Ont.
(Arcade Dept. Store)



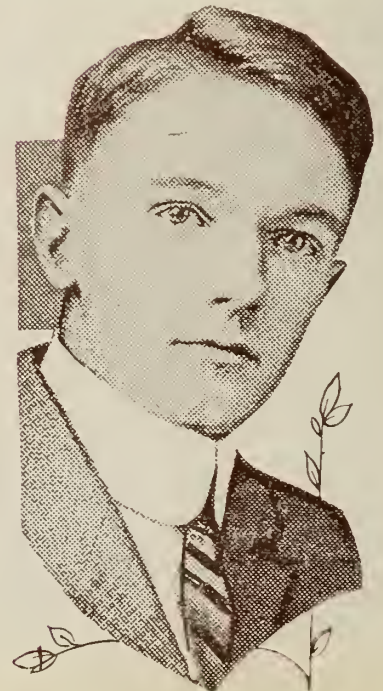
Pte. Frank Williams, Port Arthur, Ont.
(Gavin's Shoe Store)



Pte. G. A. Weekes, Winnipeg, Man.
(T. Eaton Co.)



Standing—W. Abbott, G. Kerr and B. Hicks: Sitting—Bert Sherwin and John King, of
Breithaupt Leather Co., Hastings, Plant



Sergt. Cliff Weston, Campbellford, Ont.
(Weston Shoe Co.)



Lieut. C. Watson, Victoria, B.C.
(Son Robt. Watson)



Pte. Ross Stewart (killed)
Pte. Alf. Stewart, Kitchener, Ont.
(Kaufman Rubber Co.)



Sig. K. McIntosh, Pte. A. Jones, Pte. R. McMeekin, L-Cpl. C. Whitehead, Drummer E. Hale, L-Cpl. C. Bowman, L-Cpl. R. Dennison, Pte. D. Hawthornewaite, Pte G. Giles, Sgt-Major H. E. Bryant, Pte. G. Zimmerman, Hurlbut Shoe Co., Preston, Ont.

"THE MODERN BUSINESS LETTER," appearing in April 15th issue, is a running comment on the folly and waste of a lot of business letter formalisms. It suggests how to put the "pull" into a sales-letter as well as how to get results out of circular and collecting correspondence.

DEATH OF MR. SAMUEL WOELFLE

The death of Mr. Samuel Woelfle, father of Mr. W. E. Woelfle, of the Woelfle Shoe Company, Limited, occurred on Wednesday, March 27th. Mr. Woelfle had been a long time resident, of Kitchener, Ont., and was a cabinet-maker



The late Samuel Woelfle, father of W. E. Woelfle, The W. E. Woelfle Shoe Co., Ltd., Kitchener, Ont.

by trade. He was at his work in the morning, but died quite suddenly in the afternoon. He was seventy years of age.

When the Woelfle Shoe Company was formed Mr. Woelfle, Sr., took an active interest in the business and devoted his entire time and attention to its interests, as its success was very near to his heart.

STILL MAKING ITS PROGRESS FELT

The Cobourg Felt Company, Limited, is at present installing a complete additional felt-making equipment, including carding, hardening and fulling machinery, which will considerably increase the present capacity of the mill. The company has hitherto been unable to keep pace with the demand for its goods and hopes by these increased facilities to satisfy the many people in the Dominion who insist on "Kimmel made" felts. The factory will shortly be in its new swing and Cobourg customers may expect to be looked after in the way they have in former years.

A FORTUNE IN THE RETAIL SHOE BUSINESS

(Continued from page 95)

A brother came out on a visit about six years after they came to the new town. He had with him \$1,200, so they took him in, money and all, and gave him a third interest in the business. This was a good stroke, for he was a good business head, and although not a practical shoe man, he made things boom. In a short time they had to hire

two clerks, and while two of the brothers devoted their time to the store, the other looked after the shoe shop, for they kept five or six men on custom work and repairing all the time.

It is over twenty-five years now since our young friend practically retired from active participation in the business, but still retained his interest. About seventeen years ago he pulled out completely with enough money to live on comfortably the rest of his life, and he is far from being an old man. The other two boys kept on, and a few years ago bought land still farther up town on which they built a handsome business block. Picture postcards of the main business street of this important western city show the name of this firm on their big block. They sold their old property at a really handsome profit before building their new place. About five or six years ago the remaining partners sold their business and retired. If they do any more work it will possibly be in looking for something in which to invest their money and the rentals from their handsome block of stores.

Who says there is no money in the retail shoe business?

DEATH OF MR. SAMUEL W. HAYES

While waiting for his train in the West Toronto C.P.R. station about recently, Samuel W. Hayes, a well-known shoe merchant, of Beeton, dropped dead in the waiting room. A doctor was immediately called, but the man had expired. Mr. Hayes and his wife arrived in Toronto a few days before on a visit, and were about to board a train to return to Beeton when Mr. Hayes was seized with heart failure.

The body was removed to William Speers' undertaking parlors, 2926 West Dundas Street, and was sent back to Beeton for burial. The chief coroner was notified, but an inquest was not considered necessary.

BELLEVILLE HOCKEY CHAMPS.

The shoe clerks of Belleville issued a blanket challenge for a game of hockey, which was immediately accepted by



Belleville Shoe Hockey Champions, 1917-18.

the barbers of that city. The barbers stated they would not stand for any "hair splitting" on referees decisions and the shoe clerks said that if the decisions did not go their way they would "kick."

The result was that the shoemen won and the barbers say they won just by a "hair breadth."

We have pleasure in showing the champion team, whose names are, reading from left to right: Douglas Moore, of the Vermilyea Shoe Store, Wm. Canning, of the Haines Shoe House, Clifford Walton and Kenneth Latta, also of the Haines Shoe House. Bottom row: Thos. Bowie and Harold Atkins, of the Haines Shoe House and Albert Reid of the Vermilyea Shoe Store.

THE SPIRIT OF IT ALL

Sergt. Wilson M. Schafer is a son of Mr. M. A. Schafer, president of Moore-Schafer Shoe Mfg. Co., of Rochester, N.Y. He joined the overseas forces of the United States several months ago. We are publishing herewith a few of his thoughts which he has put into verse. Although we might say he did not know he was writing them for publication, rather they were intended for his mother and father.

The Purpose of It All

The lives we live, the lives we give,
 What is the purpose of it all?
 As men were right in wars gone by,
 As nations rise and fall,
 So we are right as we fight to-day
 To better things for all.

Is it because our country calls
 That makes us face the front?
 Is there no deeper, higher duty
 Than earthly monarch's call?
 If so it is, we have no right,
 There is no purpose for it all.

Not so with us who looked upon
 The turmoil across the sea,
 Where men, in deathlock, struggled on,
 Warring hopelessly.
 We saw the right, we're going to fight
 For people, for democracy.

As westward through the centuries past
 Civilization went its way,
 And reared in us its pinnacle
 Of culture, love, and liberty,
 We pay the debt that made us so
 And spread democracy.

We live our lives, we give our lives,
 We know the worth of freedom,
 The world must know,
 God wills it so,
 We listen then, it is his call,
 His is the purpose of it all.

Sergt. Wilson M. Schafer, 5th Training Batt'n.,
 153 Depot Brigade, Camp Dix.

February 15, 1918.

CONSIDERS THE JOURNAL INDISPENSABLE

You will please find enclosed a D. M. order for \$1.50 to pay subscription to "Shoe and Leather Journal" for a year. We received a great deal of useful information from your Journal and appreciate your efforts to make it indispensable to the shoe trade. Wishing you prosperity for another year, I remain,
 Yours truly,
 E. FARMER.

ERRORS IN FREIGHT WEIGHTS

Some time ago a retailer wrote us saying: "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 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."

An Attractive
 Easter Window.





A PERPETUAL SELLER AND TRADE BUILDER

A shoe for that portion of your trade whose requirements demand Rcomy, Flexible and Comfortable Construction.

READY
TO
SHIP



WIRE
PHONE or
WRITE

No. 97—Comfort
 Sizes 2½ to 8, E Width. Fine Kid Blucher, as per cut, with Kid Tip.
 Heavy Single Close Turn Sole, very flexible.
 Rubber Heel. Cushion Insole



The **W. E. WOELFLE**
 SHOE COMPANY
 LIMITED
 KITCHENER, ONTARIO



Some of the Very Latest Styles Now Being Shown in Canada



Mahogany calf, patent or kid walking oxford, welt—By Kingsbury Footwear Co., Montreal



Gunmetal calf oxford perforated vamp and imitation wing tip, welt, military heel—By Moore-Shafer Shoe Mfg. Co. Limited, Brockport, N.Y.



Very stylish growing girls' walking boot, in either calf or kid—By Galt Shoe Co.



The "Dryad"—black kid vamp and foxing with grey bucktop, full Louis-heel, welt—By J. & T. Bell, Limited



Mahogany or gunmetal calf, black or havana brown kid, high cut polish pattern walking boot, cuban heel, imitation wing tip, welt—By Kingsbury Footwear Co., Montreal



All black kid lace walking boot, seamless vamp, plain tip, cuban heel—By Hartt Boot & Shoe Co., Fredericton, N.B.

*THE
Sardon
SHOE*



*If It's
Smart
It's
Sardon*



SMARDON SHOE CO., Limited
Montreal

"Shoemakers to Dressy Women"



White regnskin, five eyelet oxford, cuban heel, plain tip.
By W. B. Hamilton Shoe Co., Toronto



Very smart all kid seamless pump, full Louis heel—By Clark Bros., St. Stephen

3



Pearl grey kid, five eyelet oxford, 2 3/4" covered full Louis heel, turn. By Utz & Dunn Co., Rochester.



A new sport last. By Getty & Scott, Limited, Galt, Ont.



All patent turn oxford, 2 3/4" covered full Louis heel By Utz & Dunn Co., Rochester.



Men's whole quarter mahogany or Havana brown calf welt, corded tip—By Tetrault Shoe Mfg. Co.



Velour calf men's bal. mat calf top, seamless vamp—By Hartt Boot & Shoe Co., Fredericton, N.B.

THE HEART OF THE SHOE TRADE

From which pulsates business-life and health,
through profitable shoe ideas



Our New Catalogue is a chart of Spring Shoe Needs.
Send for it.

KNOWING SHOES and KNOWING SHOE NEEDS have been the foundation of LONDON SHOE success. Whether in Sunny Ontario, the Breezy West or the Aurora-lit North, we keep our finger on the pulse of shoe trade, and can procure the particular SHOE TONIC that each section needs. When in doubt, consult the DOCTOR. When in need of Spring and Summer Specialties write or wire LONDON SHOE. Our stock is the result of LARGE and CAREFUL BUYING. Our service is the result of our LOCATION and forty years of expert SERVING.

LONDON SHOE CO. LONDON, ONT.



All patent, 9-inch circular vamp, full quarter, women's dress shoe, white welting, covered heel, white kid eyelets and top facings. By La Parisienne Shoe Co., Montreal.



White reignskin walking oxford, straight tip, white ivory sole and cuban heel—By Moore-Schafer Shoe Mfg. Co., Rochester



9-Inch polish pattern welt, full Louis heel, in kid or calf, straight tip—By Getty & Scott, Limited



Two very snappy men's bals for fall. By Regal Shoe Co., Toronto.



Child's all patent slipper—By J. W. Hewetson Co., Limited.



Whole quarter grey kid top, Havana brown vamp, spray tip, leather Louis heel—By Perth Shoe Co.



Mahogany calf button child's stitchdown, new welt process, also made in gunmetal and kid—By J. W. Hewetson Co., Limited, Brampton.

ABSOLUTELY



RELIABLE

Largest Manufacturers of

PATENT LEATHER

IN THE WORLD



This illustration is evidence of the magnitude of our
operations in producing

CLARKE'S PATENT LEATHER

It shows **FIVE ACRES** of Patent Leather in process

To ensure reliability and satisfaction in Patent
Leather Shoes, specify CLARKE'S when ordering.

CLARKE'S
PATENT
LEATHER

A. R. CLARKE & CO.

TORONTO, CANADA

CLARKE'S
PATENT
LEATHER



*Clarke's Patent
Leather*

*Fashioned into dainty and delightful
shoe styles will grace the
feet of Canada's most
ardent adherents to
Fashion's decrees.*



**A.R. CLARKE & CO.
TORONTO.**



Chrome Sides

Boarded Smooth
Black and Colors

Buck Leathers

White and Colors

Elk Leathers

Black and Colors

Chrome Patent Sides

May we send Samples?

Wax Splits
Chrome Splits



Stylish calf walking pump, medium heel, imitation wing tip. By Blachford Shoe Mfg. Co., Limited, Toronto.



9-inch kid lace, Louis heel, straight tip. By J. & T. Bell Limited, Toronto.



Very smart all patent lace oxfords, Louis heel, light welt. By Perth Shoe Co. Limited



Glazed kid, 5-eyelet, lace oxford, Louis heel, turn sole. By Blachford Shoe Mfg. Co., Toronto.



Very stylish walking pump, perforated vamp, Cuban heel, welt in either mahogany calf or vici kid. By Blachford, Davies & Co., Limited, Toronto.



Velour calf lace oxford, Cuban heel, straight tip, welt. By Blachford Shoe Mfg. Co., Toronto.



Very handsome 9-inch walking boot, mahogany patent vamp, biscuit buck top 18/8 Louis leather heel, imitation wing tip. By Walker, Parker & Co., Toronto.



Gunmetal calf oxford, perforated vamp and imitation wing tip, welt, military heel



Gunmetal calf, lace 8 inches high, mouse grey buck top, 14/8 Cuban heel. By Minister-Myles Shoe Co., Toronto.

SEASON 1918

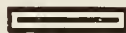
Just Wright Shoes FOR WOMEN



JUST WRIGHT salesmen will this season display a line of attractive boots for women.

High-class in every detail, and with all the JUST WRIGHT marks of superiority in FIT, STYLE and QUALITY, you will do well to inspect them and benefit thereby.

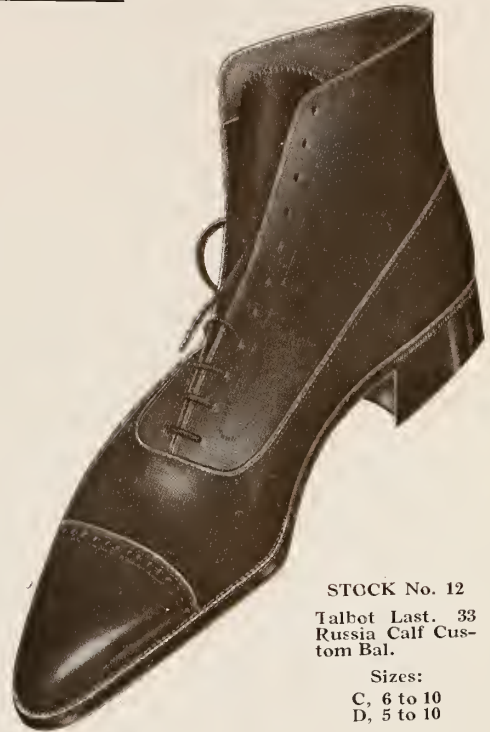
If you want to be doubly sure of a call from our salesman write to-day.



E. T. WRIGHT & CO., Inc.
St. Thomas, Ont. Rockland, Mass.

Ready To Ship

Just Wright Shoes



STOCK No. 12
 Talbot Last. 33
 Russia Calf Custom Bal.
 Sizes:
 C, 6 to 10
 D, 5 to 10

BETTER BUSINESS

“Better Business” is the goal of every live shoe retailer, and JUST WRIGHT SHOES will help you attain it, both in volume of sales and class of trade.

JUST WRIGHT SHOES APPEAL TO MEN

of good taste and understanding



STOCK No. 10
 Select Duchess Calf Custom Bal. Mazda Last.
 Sizes:
 A, 7½ to 11; B, 7 to 11; C, 6 to 10½; D, 5 to 10.

BE PREPARED!

This is the watchword to to-day. Prepare on Monday for next Saturday's business. A few sizes from our In-Stock Department may save you sales and make you friends, as well as profit.

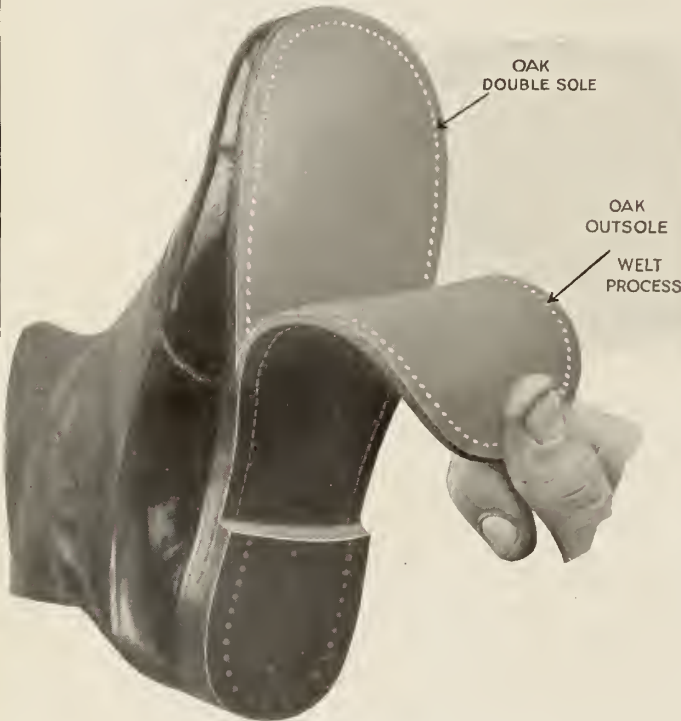
E. T. Wright & Co.
 Incorporated

St. Thomas
 Ont.

Rockland
 Mass.

THE HEWETSON WELT FOR CANADIAN CHILDREN

"EASY TO REPAIR, MEANS MAXIMUM WEAR"



THE REPAIRABLE STITCHDOWN WELT
"THE HEWETSON WAY"

"CANNOT REPAIR, MEANS MINIMUM WEAR"



THE UNREPAIRABLE STITCHDOWN
"THE ORDINARY WAY"

The Hewetson Stitchdown Welt is built for service. It differs from the ordinary stitchdown in that two grain oak soles are used, as against one in the ordinary process. The shoe is made complete. Then by the Goodyear welt process another sole is fastened to the double sole, which means that if the stitch breaks and the sole rips, as illustrated above, the same sole can be either nailed or sewn on again.

The ordinary stitchdown, by its process of manufacture, is not a repairable shoe. As a chain is no stronger than its weakest link, so the ordinary stitchdown is no stronger than its weakest point. All the strain comes on the thread that fastens the welt upper and sole together. If the stitch gives way, no matter how good the sole and upper, the shoe cannot be repaired.

Any repairman, no matter how antiquated his equipment, can repair the Hewetson Welt with simplicity.

In the building of Hewetson Welts for Children we have striven for three essentials in the art of shoe construction, namely, Comfort, Service and Style. Hewetson Welts, built on broad nature-shape lasts, made from the very best materials, in all leathers that will give service, and because of the simplicity of style, are at once stamped High-grade.

Hewetson Welts are carried in stock by leading wholesalers from Coast to Coast.

J. W. HEWETSON CO., Limited
BRAMPTON, ONT.

"Shoe Makers to Children"

A child will grow out before it wears out the Hewetson Welt



THE HEWETSON WELT FOR CANADIAN CHILDREN

“A Child will grow out before it wears out the Hewetson Welt”



323—Smoke Elk Blucher
806—Smoke Elk Button
“Pla-shu” Last



805—Patent Button, Mat Calf Top
811—Patent Blucher, Mat Calf Top
“Pla-Shu” Last



809—Mahogany Calf Button
813—Mahogany Calf Blucher
“Pla-Shu” Last



819—Patent Mary Jane Pump
821—Gunmetal Calf Mary Jane Pump
“Pla-Shu” Last



803—Black Kid Button, Mat Calf Top
817—Black Kid Blucher, Mat Calf Top
“Pla-Shu” Last

Made in Range 4—7½
8—10½



815—Gunmetal Blucher, Mat Calf Top
801—Gunmetal Button, Mat Calf Top
“Pla-Shu” Last

CARRIED IN STOCK BY LEADING WHOLESALERS FROM COAST TO COAST

J. W. HEWETSON CO., LIMITED

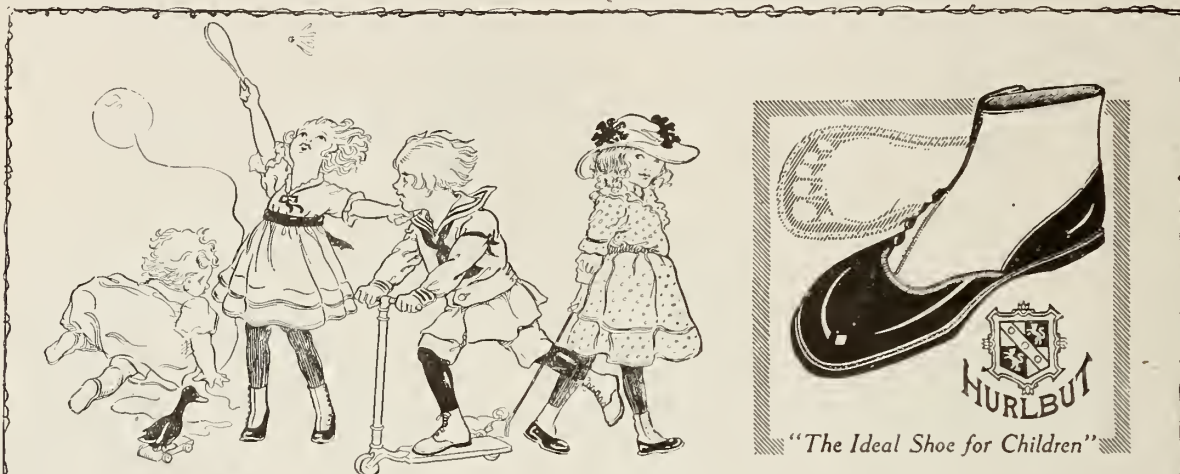
BRAMPTON, ONTARIO

“Shoemakers to Children”

THIS ADVERTISING HAS BROUGHT INCREASED SALES

to thousands of Shoe Dealers from Coast to Coast. It is part of the attractive Hurlbut series of newspaper talks which are teaching mothers why it pays to buy Good Shoes for Children. So get your share of this profitable business.

KEEP YOUR HURLBUT LINE COMPLETE



Mothers: Figure it out at Price-per-Day's-Wear

IF, when you first discuss Hurlbut with your shoe dealer, this thought occurs—"They cost more"—try to recall the rest of the message we have been placing before you: "*They wear longer.*"

We admit the first fact; won't you *prove for yourself* that the second is true? Buy one pair of Hurlbuts—keep an exact record of how long they last. Compare this with the life and cost of any pair of ordinary shoes you have ever bought—and you will have proved that Hurlbut Weltd Cushion Sole Shoes represent *the-lowest-price-per-day's-wear* of any shoe sold for children.

Hurlbuts cost more but wear longer. We *pay* more for the quality of material that makes them Hurlbuts. We must use the same highest-grade obtainable, whatever its cost, and the selling-price of Hurlbut Weltd Cushion Shoes is always as low as it can be for such a shoe.

If your Local Dealer does not handle Hurlbuts, write us, giving his name, and we will see that you are supplied.

Then there are more special features—more workmanship—more scientific shoe-making employed in Hurlbut Cushion Sole Shoes. For instance:

- The patented Hurlbut Welt and flexible sole that will bend double without crack or rip
- Broad extended sole (of selected No. 1 stock) to protect uppers
- Inseam sewn with 7-cord thread—
not "tacked"
- Roomy orthopedic last, correct in fit to avoid friction and unnecessary wrinkling
- Ventilated, sanitary, shock-absorbing Cushion Insole

First-cost is forgotten in the long life and satisfaction that distinguishes Hurlbuts above all other shoes.

In addition there is the *Hurlbut Repair Service*—undoubtedly the best offer ever made by a shoe manufacturer. A pamphlet in every box gives full particulars. We only repair Hurlbut Welt.

If you wish to learn still more about this exceptional Shoe, write to the makers for a most interesting descriptive booklet—and see the shoe itself in almost any good shop. Made in sizes 3 to 10½.

They Cost More—

Sole Wholesale Distributors
for Canada:
Philip Jacobi, Toronto

HURLBUT CUSHION SOLE
Shoes FOR Children

—but Wear Longer

Made at Preston, Ont.,
by
The Hurlbut Co., Ltd.

4

PHILIP JACOBI - DISTRIBUTOR - TORONTO, ONT.

There With The Goods

These are the days when RESERVES count. It is the reinforcements behind that MAKE SURE OF THE LINES.

You Can Depend on Lennox

To meet all your needs in SPRING and SUMMER SHOE SPECIALTIES. We have always been on THE SPOT with the goods. That is the LENNOX characteristic.

Write or Wire Us when in Trouble

For Fall Trade

We are showing a full line of Hand-Picked Sure Sellers in Fine, Medium and Staple Goods—no frills—all the best sellers.

We are Headquarters for

Rubbers, Felts, Larrigans and Other Heavy Winter Staples

If you want anything in the Shoe Line

ASK LENNOX

JOHN LENNOX & CO.
HAMILTON, ONT.



All patent lace, 9-inch, circular vamp, full quarter, white welting, celluloid covered 18/8 Louis heel, white kid eyelet and top facings.

Introducing a new Parisienne model of exquisite charm, in which artistic style designing is most pleasingly exemplified.

Our travellers have this and many others equally as smart.

La Parisienne Shoe Co., Limited

Maisonneuve, P.O.

Uptown Sample Room, 507 New Birk's Building, Montreal

A Few Words *of* Appreciation

On the Eve of Entering
Our New Factory

WE wish to thank our many friends in the trade for the generous patronage which they have given us in the past.

We deeply appreciate your business, and with a view of being still better able to handle our fast increasing trade, we have erected a magnificent four-storey factory, situated on Aird Avenue, right in the shoe manufacturing district. This factory, installed with the very latest and most up-to-date machinery, will start operation on the 15th of April for the manufacture of

The Popular Star
Brand Shoes

STAR SHOE CO., LIMITED

AIRD AVENUE

Montreal

P.Q.



Our New Factory
Capacity 2000 Pairs a Day

IN this factory we will make the most complete, up-to-date, popular-priced line comprising the very newest last and style ideas in

Growing Girls', Misses',
Children's and Babies'
McKays, Turns, Stitchdowns

The Star Brand Shoe

The "line par excellence" for the energetic shoe man who wants to build up a prosperous trade.

A FULL RANGE OF OUR FALL SAMPLES
ARE NOW BEING SHOWN

STAR SHOE CO., LIMITED

AIRD AVENUE

Montreal

=

P.Q.



"This Trade Mark is a strong exponent of the cardinal principle of HIGHEST possible quality at LOWEST possible price."

When this trade mark is put on a shoe, that shoe is stamped with the characteristics that distinguish the GOOD popular-priced article from the moderately good, a shoe deserving of the widest commendation and patronage.

The shoe of our make comes to you at such a fair price, assuring you of such generous profit that

D. & F. FOOTWEAR
for Men and Women

is by all odds the most desirable shoe for any dealer to handle.

DUPONT & FRÈRE

301 Aird Avenue
MONTREAL

Lincoln Held the Public in High Esteem Barnum Held It in Contempt

The one builded a nation to last through the ages; the other, a fleeting show of a day.

The same diametrically opposite views are held by experts in placing goods upon the market. One school chooses to exploit the public with wares that have only the *semblance* of merit; the other makes its choice the permanent foundation of *actual value*.

Were we prepared to set sentiment aside—but we are not—we should still believe it the most far-sighted policy, from a purely economic standpoint, to give the public the best that we are capable of; all the while regarding the confidence that comes in response as our greatest practical asset.

That is truly the policy behind the **Williams Shoe**, which has made it **The Reality of Quality**, and won for it the title, “**Canada’s Standard Staple Shoe!**”

Our Fall Placing and Spring Sorting Announcement this Season has greatly added interest for the trade.

We are employing the newest lasts and patterns and have widened our range to include every best style of **Medium Fine and Work Boot** in the following variety of leathers and colors: Black Mennonite; Black, Tan and Mahogany Elkolas, and Black, Tan, Mahogany and Smoked Elk.

We specialize in Storm Kip, in a strong range of colors.

Real worth is in **the Williams** wet-weather boots of Chrome Waterproof and Colorado Oil Tan Leathers.

We are featuring highly meritorious **Williams** lines of Box Kip, Dongola Kid and Box Calf.

Our range embraces everything from Infants’ Shoes to Trench Boots.

Williams Outing Boots, most approved design, skilled workmanship, in Tan, and Black Ooze, Tan and Black Elk and Mahogany Elkola.

Williams Hockey Boots—Mens, Womens, Boys and Youths—in a variety of leathers.

WAIT FOR THE WILLIAMS’ TRAVELLERS

WILLIAMS SHOE, LIMITED

Brampton, Ont.

Regina, Sask.

A FOOTWEAR OFFERING of COMPELLING INTEREST

Intense concentration and effort on the part of our organization have obtained the result earnestly sought. To-day, our travellers are demonstrating to the trade a proposition of gripping import.

We would like to prevail upon you to await the call of our representatives, and feel sure you will come to regard the time spent in their sample-rooms as having been full of real practical benefit.

A New Model Williams—

*“Canada’s Standard
 Staple Shoe”*



“The Reality of Quality”

Conspicuous throughout our entire range is that uncommon combination of style and staunchness upon which the business of the **Williams Shoe** has been built, and which makes reputation and success for the Retailer who endorses these lines.

We guarantee our prices to be consistent with market conditions and invite comparison to prove it.

Our In-Stock departments at Brampton and Regina are instantly ready to despatch goods anywhere in Canada. There are values here that will convince the most incredulous.

WILLIAMS SHOE, LIMITED

Brampton, Ont.

Regina, Sask.

WALTON SHOE

Every order shipped complete the day
it is received.

Over 850,000 pairs always in stock
to give you just the sizes you want,
at any time.

THIS SYSTEM GIVES YOU SHOES
IN ANY QUANTITY, AND JUST
WHEN YOU NEED THEM. IT
PUTS ON YOUR SHELVES THE
KIND OF SHOES YOUR CUSTOM-
ERS WANT — THE KIND THAT
WILL WEAR. IT DOES THIS
WITHOUT DELAY. OUR BIG
SURPLUS STOCK SENDS YOU
ANY RUN OF SIZES THE DAY
THE ORDER REACHES US.

Terms: 5% 10 Days; Net 30 Days.

A. G. WALTON & CO.
BOSTON, MASS., U.S.A.

It Will Wear



For Boys and Girls



For three-quarters of a century
Beardmore Sole Leather has
been the standard of high
quality in Canada, and com-
pelled recognition in the prin-
cipal markets of the world.

Let us send you a sample
shipment.

BEARDMORE & CO

Head Office

TORONTO, CANADA

PART OF THE EQUIPMENT BEHIND STAR BRAND SOLES



THE WEAR OF A REPAIR

Is the measure by which customers gauge efficiency and honesty of intention.

Nowhere is wear so much insisted upon as in the sole.

The kind of sole put on inspires confidence or distrust, dependent upon the wear it gives.

Use STAR BRAND SOLES and the sentiment of customers will be favorable.

BEARDMORE & CO.

Tanners and Sole Cutters
TORONTO

Nick-of-Time Sellers



Women's Oxfords

Dark Brown Dongola, sport last.

Black Dongola, sport last.

Dark Brown Dongola, Louis heel, long vamp, plain toe.

Patent Leather, Louis heel, long vamp, plain toe.

Pomps

Gun Metal, Dongola and Patent, sport lasts, Cuban and Louis heels.

Patent Roman Sandals

Misses', Girls', Children's and Infants'.

Men's High-Grade, Popular Priced Lines

Bals and Blucher cuts, latest tan and mahogany shades.

White Goods—They will be popular

A choice range of Bals, Pomps and Oxfords.

We shall shortly be showing samples for Fall that are full of possibilities in quality and price.



WHITE SHOE CO.

48 York Street

Toronto

The Shoe Trade and the War Board

BEFORE its March 15th issue the SHOE AND LEATHER JOURNAL was made aware of the fact that some drastic legislation was under consideration by the Dominion Government that would have for its object the remedying of the unfavorable conditions that have arisen through the heavy trade balance against Canada caused by the tremendous increase of imports of American goods.

We were given to understand that the heavy importation of American footwear has been carefully considered by the War Board and the possible effects of any regulation that might eliminate a fair proportion of the amount which in the past three years had almost quadrupled. Reports from Ottawa have appeared in the daily press within the past week that indicate that steps are about to be taken to limit the bringing into Canada of such goods as automobiles, jewellery, fancy shoes and so forth, and there is likely to be a license system introduced that will put practically an embargo on this class of importations.

The Government is face to face with the necessity of making up, to some extent at least, the loss of revenue from the cutting off of such imports, and there has been talk of a special tax to be levied on home production in the classes involved in the proposed legislation. Ten per cent. on the manufacturers' price has been suggested, although it is thought that this may not meet the case. It is felt by the Government that the deficit should be met by those who are to benefit by the increased home production that will be necessary by the cutting off of foreign supplies.

The question as to how and where this ten per cent. should be placed has been exciting a good deal of discussion and seems likely to provoke considerable feeling, political and otherwise. Already appeals are being made against the manufacturer being permitted to load this extra tax upon the overburdened consumer, and although, at the present writing, no definite proposals have been made by the War Board, there is a tendency to raise the old cry, "must the consumer pay?"

As far as the shoe trade is concerned, the most of the shoes that have been coming into Canada are of the class on which the consumer must inevitably pay the duty. The retailer has certainly not paid any portion of it, and those who have demanded the high class and fancy footwear for which sales during the past two years especially have been so abnormal, have been both able and willing to pay the shot. More than three-fourths of these shoes have practically been sold without any real relation to price, customers being ready to pay any figure asked, provided they got what they wanted. The same people will be quite willing to pay whatever Canadian footwear of the same quality and work-

Considerable Unrest Created by Reports of Embargo on Shoe and Leather Imports—Proposed Tax to Atone for Loss of Revenue in Customs Receipts

manship may be quoted at when they find it impossible to indulge their fancy for the foreign made article. Thus, so far as the placing of the tax on this class of footwear is concerned, it may be charged upon the cost of the goods by the manufacturers, and even at that the

goods will be purchasable fully twenty-five per cent. less than the imported shoes would cost. There is sufficient competition in this class of footwear amongst Canadian manufacturers to ensure that the "extreme protection" talked about by some of the daily papers will not be applicable.

There are whole sections of the shoe trade that will not be benefited an iota by the cutting off of these imports. The great majority of Canadian shoes are medium class and staples of which practically none come from abroad. To tax manufacturers, and through them consumers of this class of footwear, would be an injustice that would mean serious results to the industry. In many cases ten per cent. would wipe out the profit in manufacturing entirely.

The levying of such a tax should be applied to goods that will take the place of those eliminated by the embargo. It ought not to be difficult to carry into effect a system that would be perfectly fair all around. No doubt if the plan goes into effect the trade will be called together and consulted as to carrying out the details. But action should be taken quickly in justice to all concerned.

Meanwhile the attitude of the trade in the various sections that are likely to be affected should be that of loyalty to the country rather than a sticking for what they may consider their immediate interests. The decision arrived at by the War Board has been the result of conference with the authorities both at Ottawa and Washington, and there should be the unanimity that we have all admired so much in the attitude of the shoe and leather trades on the other side of the line in the desire to help the Government out of a difficult and trying position.

"MAKING FIGURE FACTS" is the title of an article in the April 15th issue of the SHOE AND LEATHER JOURNAL. It will tell how to cash in on some stock and selling theories as propounded by experts. It is a real practical application of modern sales methods. Read it!

"THE PSYCHOLOGY OF SHOE ADVERTISING" in next issue will deal with the "sub-conscious" appeal in advertising shoes, and will discuss some important considerations not usually brought forward in discussing retail advertising. The writer is a well known shoeman with wholesale and retail experience.

**FALL
1918**

Miner Shoe

**FALL
1918**

Salesmen Now Out

With a large and varied range of footwear "For all the Family," comprising the very latest lasts and style ideas for Fall 1918. Included in the range are some wonderful values in

Men's and Women's Specialties

To be had in leather or composition soles.

This range is worthy of your special consideration.

Ask to see our new line of fleece-lined rubber sole CRAVENETTES.

The popular line to stimulate trade.

Hockey Boots

A select line of the best boots made.

Our Boy Scout and Girl's Guide Shoes

are the shoes for the younger folk that fill that constant demand for stylish yet durable footwear at a popular price.

Miner's Felts

Your Fall order will receive our prompt attention.

SEE OUR SAMPLES

The Miner Shoe Co., Limited
Montreal Ottawa Quebec Toronto

Agents for the celebrated
MINER RUBBER FOOTWEAR

Shoe and Leather Jottings

What is Heard and Seen in Leather and Shoe Circles—Market Conditions in Leather and Shoes—Hides Continue to Drag—Tanners Do Not Bite at Low Prices—Say Hides are Undesirable

HIDE dealers are frantic and are trying to get even with the leather men by the old process of filling the secular press with stories about the fabulous profits in leather and shoes. An article appeared in a Toronto paper recently which, for its brevity, contained more false statements and venomous insinuations than any that have yet appeared. It stated that leather and shoe prices had gone up from 60 to 95 per cent., and that hides had dropped from 45 cents to 12. It predicted that shoes would drop from 25 to 40 per cent. in the near future. Another article of nearly a page appeared in a farmers' paper, calling down the wrath of the powers that be upon those who were "doing" the farmer by giving him only 10 cents for his hides and selling leather at four times the price. These scribblers seem to forget that a few years ago the farmer was glad to get 3 or 4 cents a pound for his hides, when he saved them at all, and had not grain and beef at war-prices to help them out either.

They Don't Figure.—These newspaper paragraphs do not seem to realize that the hide dealer, with stocks of hides to get rid of, is using the papers to his own advantage and the discrediting of two important industries. What do wild statements like these accomplish? They can only create distrust in the minds of shoe buyers from the consumer up. Will sane people continue to buy shoes if they are told that prices are bound to come down 25 to 40 per cent? This same campaign was started last fall by the hide dealers and helped along by a well-known shoe dealer, who thought to bear the market in shoes and go in for some big job lots. The result was practically to stop shoe buying for the time and create bad conditions for dealers as well as manufacturers for a considerable period.

Jobbers Don't Believe It.—The SHOE AND LEATHER JOURNAL rounded up three or four well-known jobbers the other day and asked them to frankly say if they found any disposition on the part of shoe manufacturers in the East to cut prices. The concensus of opinion gathered was that only small concessions of 5 or 10 cents a pair were here and there obtainable, and these in connection with "jobs." No assurance could be got of any regular easing of prices on regular lines. The jobbers are noted for their use of the hammer, according to report, and ought to be able, if any one can, to beat down the market. One jobber said that he had secured a cut of ten cents some time ago on a "job" he bought, but he wished he had paid the full price, as more than the difference was taken out of the shoes. "Ten cents on a pair of shoes to-

day," said this jobber, "does not mean what it did three or four years ago. It is not really worth while."

What a Shoe Manufacturer Says.—The SHOE AND LEATHER JOURNAL was shown a letter received by a shoe manufacturer from a prominent leather concern going into the price of calfskins. The shoe manufacturer, who is a large buyer, used his "hammer" in the shape of a large prospective order on the tanner without results. The letter pointed out that raw calfskins which sold three years ago at \$1.40 were quoted to-day \$3.25 to \$3.50; those that sold at \$2.00 were now held at \$4.25 to \$4.50; and those that were quoted in 1915 at \$2.40 were now selling at \$5.00. He pointed out that few of the skins marketed here or even in Chicago were of use in making high-grade stock, which almost all depended on the New York raw stock. The leather man went on to show that the cost of labour had gone up a hundred per cent., tanning materials a hundred to five hundred per cent., and even coal screenings, which could be bought at the mines three years ago at 80 cents or \$1.00 a ton, now cost \$4.00 to \$5.00 a ton. This tanner claimed he would be glad to do business on the basis of three years ago if costs were the same.

Making Standard Screw Army Shoes.—The American Government has called for the production of a certain quantity of trench boots made after the English style of standard screw construction. Considerable interest has been created in Canada when large quantities of this class of work are turned out. In the United States there is not so large a proportion of factories equipped for manufacturing these shoes, and as a result there has had to be quite an effort made to equip American plants for the sudden demand. The SHOE AND LEATHER JOURNAL took the liberty of writing to General Goethals, Quartermaster-General, at Washington, stating that the Canadian shoe trade was in a position to help out if necessary in the rush.

A reply was received which stated that at present the factories in the United States were equipped to handle orders for the new metallic fastened trench shoe, but that at a later date, if it was found necessary, the department would gladly get in touch with the Canadian trade.

Tanners Import Troubles.—For a considerable time past there has been considerable trouble getting through shipments of raw stock and tanning materials, owing to the export regulations and transportation difficulties, but the situation has eased considerably during the past week or two. Naturally the tendency is to conserve supplies in the United States, but that is no reason why shipments coming through from South America or other outside countries should be held up in the United States to the detriment of the Canadian tanning industry. The American War Board has had the matter on hand recently, with the result that complaints are fewer. It would be unfortunate if unnecessary hard feeling and friction should occur through the application of these export and import regulations, and it should be the aim of both governments to avoid the creation of situations at this time that might interfere with the cordiality of relationship that should exist between the two countries at this particular juncture.



Ralston's Universal Combination Dressing FOR Glazed Kid

is the newest and best article on the market, and meets a long-felt need.

ALL COLORS

The liquid is used to clean the leather and the paste to restore its lustre.



The above line comes in Black, Brown, Tan and Oxblood.

Ralston's Polishes

have won a leading position through unvarying high quality.

The growth of our mail order business has been very pronounced in the past two years, and we have a department that gives this business careful and prompt attention.

"A Polish for every Shoe"

Robt. Ralston & Co.
HAMILTON, ONT.



Canada a Big Field for Manufacturing Children's Shoes

"NOT half enough attention is paid to children's shoes in this country, either by the manufacturer or the retailer," remarked a prominent dealer the other day. "If I were going into the shoe manufacturing business that's the line I would make—children's shoes. Shoe merchants do not seem to get the proper viewpoint of the children's shoe game. Many of them look upon it as a sort of nuisance. If a man puts any of the human nature instinct into his business, and does not look upon it wholly as a money-making scheme, he will surely take an interest in the little codgers beyond the selling of a pair of shoes or two to their parents.

"Will you just consider the fitting of children's feet, for illustration. If there is any foot on earth that should be carefully and intelligently and healthfully fitted, surely it is the child's foot. Not alone from a comfort point of view, should they be considered, but it should be remembered that the shaping of their feet is an important matter. They are being shod at a time when their feet are soft and pliable and yield to pressure more than do those of older people. The greatest care should be exercised by both manufacturer and retailer to see that the shoes made for the little tots conform in construction to the best hygienic and physiological demands. The mis-shaping of the feet of a child by the improper fitting of footwear may mean serious consequences all through later life.

"I regret that in Canada there are too few makers of good footwear for children. Of course there is an economical excuse for this. It must not be forgotten that the immense population behind the manufacturer of the United States is a factor on which any maker of shoes can bank. Then again, many of the findings and parts entering into the making of children's shoes must be imported from the United States, which, of course, complicates matters as well as increases the price. But in spite of all this there is still a big field for children's shoes in this country. There have been firms who have made good in these lines, and there is room for more. When we get down to thinking seriously about children's footwear we will have better shoes for their little feet. We have been thinking about children's shoes as a product from which we can make money. That's not wholly right. Think of it in the light of what I have said before, that their tender little feet need careful fitting, need shoes made with tender care, as a candy maker says. It needs shoes which have a soft, smooth, velvety finish on the inside, rather than the carelessly made lines, into which that loving care of the candy maker has not entered.

"Here is another way of looking at it. Did you ever consider what the pleasing of a child means? Maybe you have not, too many merchants do not. Children are one of the best advertising mediums there is. If you please a child it is going to influence its parents. A parent will listen to the whim of a child when it will not look at a logical ad. you may write in the paper. These growing children are coming up into boyhood and girlhood, then into manhood and womanhood, and all the time they are going to need and buy and wear shoes. Look at the years of shoe wearing ahead of the child. You can't possibly hope to

sell to a person of sixty more than ten or fifteen years, or twenty at the most, whereas the child's life is ahead of it, and you have a customer for many years to come.

"And you needn't worry about the market either. If you have any doubt about the breadth of the field of child customers here are some figures that may startle you. Since the war began, statistics appeared in the paper recently that in the city of Winnipeg alone there have been born twenty-two thousand children. Twenty-two thousand births in one city alone means a great many children's shoes will be needed, and needed right now. That is the population of a big city alone. Well, if Winnipeg has contributed so many births to our population, what must be the natural growth of the entire Dominion? Yes, there is a big field in Canada for fine-fitting shoes for the little tots, shoes that are smooth inside and with a variety of widths so that the chubby little fat feet may be fitted as well as the slim narrow ones.

A CHILDREN'S SHOE DEPARTMENT

A children's shoe department can be made very attractive if you have the store space to devote to it. It should have a decidedly nursery and children turn to it. The walls may be decorated with pictures of children's rhymes, Mother Goose jingles, etc. Those which have a shoe coloring will be best, such as, "The Old Woman Who Lived in a Shoe," "Puss in Boots," etc. These decorations will, of course, be largely determined by the space at your disposal to be decorated. They may be painted directly on the walls or on panels and attached to the walls or fixtures. Very pretty scenes of this character are now obtainable in wall paper in various colors.

Panels may be cut out of wall board and glue sized and these wallpaper pictures pasted on, and a pretty wall paper border may be used to form a border around the picture.

If space will permit, a number of juvenile play articles may be placed on the floor—small double rocking horses, small rocking chairs, kiddie-kars, etc. It is surprising the splendid advertising these ideas are. The little folks will go home and talk about these things for days and days, and any little attention paid to children always has great weight with parents and leaves a lasting impression.

ADVERTISING CHILDREN'S SHOES.—It is a wise policy to devote some attention to advertising children's shoes. As the summer time approaches, sandals and bare-foot shoes for the little ones should be brought out, while stress may be laid on school shoes for the older ones. After the Easter holidays, when children return to school, many of them will need new footwear, and this will afford you an opportunity to advertise your school lines.

Many shoe merchants have found that giving some inexpensive advertising gifts result in good business. At this season the small boy's fancy lightly turns to thoughts of baseball and the small girl's to skipping. For the latter, skipping ropes with your name on the handles will class you as a winner among the small girl shoe wearers. With the former, a bat or ball or mask or catching mit will work wonders in the mind of the small boy. Of course, the price of these articles may interfere with giving them with each pair, but balls should be obtained to give with individual pairs and a mask or mit given to a club of nine boys whose shoes have been purchased from you. A little ingenuity on your part will work out a plan that should bring you business.

For the tiny tots, pencil boxes never fail to be good drawing cards.

Don't look for the flaws as you go through life,
And even if you find them,
Be wise and kind and somewhat blind,
And look for the virtues behind them.

ALL READY FOR FALL, 1918



Growing Girls' No. 75 Last, sizes 2 1/2-6. Made in any leathers or combinations.

Our Fall Samples

Have all that style, snap and go that characterize

Eclipse Shoes

for the youngsters. All our lines are as painstakingly made in every particular as any shoe that is produced for grown ups.

This season's samples in

Misses', Youths' and Growing Girls' Fine McKays

excel in modish designs any past efforts on our part. They have both the appearance and quality that will make them wonderful sellers.

Don't forget our In-Stock-Department of 45 staple lines now ready for immediate shipment. Write for stock list and prices.

Wait for Our Travellers—It Will Certainly Pay You

GALT SHOE MANUFACTURING CO. Limited
GALT, ONTARIO

Trade Mark



WOODWARD'S *Reliable Specialties*

Trade Mark



Manufacturers can have confidence in the RELIABILITY OF ALL OUR SPECIAL PRODUCTS. We stand at their back with our guarantee.

Some of our lines:

RUBBER CEMENTS

Woodward's No. 19 Canvas Insoling for McKay Shoes

Corking Shoe Filler for Goodyear Welts.

Imitation Ooze for Button Flies, etc.

Sateen and Moreen Top Facings

Oil Paper and Rubber-Coated Cloth for covering Shoes while making.

Fish Glue

Auto Top Remnants

Silkoline

Plumping Cloth, etc., etc.

We do Pasting and Cementing of all kinds of materials for the Trade.

Give us a trial

F. E. WOODWARD & SONS
Lachine, P.Q. 232 Lemoine St., Montreal



Stray Shots From Solomon

*Wisdom crieth without;
she uttereth her voice in the street.*

The world is full of people who never manage to do the right thing at the right time. They are always sold out when the market takes a rise and loaded when it is on the drop. They watch some one else walk off with a snap that they had just made up their minds to pick up. It is the same with them in business, in pleasure, in religion; they laugh when others are crying, mourn when others are rejoicing, think when others are acting and "putter" when they should be using their brains. It is this kind of a sap head who cries "fire!" in a crowded auditorium when he smells a little smoke, or who looks down the barrel of a gun after it misses fire. "Just a little late" is the fatal cause of much of the misfortune and misery in life. From missing a railroad train to missing the pearly gates the failing runs the whole gamut of earthly experience. The faculty for being on time with the right thought, word or act is so rare that the Saviour's saying: "The poor ye have always with you," will ever be in order. If it were less so the scramble for the front seats in the world's show would be crushing. The keynote to success along any line may be struck in this chord. To do the right thing at the right time should be the aim of every ambitious man. It calls for forethought, discernment and decision. No man who aspires can be lazy in thought or act. He must be awake, alert and determined. There will be no "sleeping in harvest" and starving in winter. The reason there is so much poverty amidst the opportunities of the twentieth century is that people are too lazy to think. The man who uses the intelligence the Creator has given him will never tarry along at the foot of the table, though his hands be as hard as horn and his speech as uncouth as a hobo's.

* * *

A good deal of interest is being taken in a new branch of science known as "kumatology." Learned men are going to a good deal of trouble to discover the principles that govern waves of light, sound and matter, so that the air, the sea and the earth are being watched, tested and measured, and the results recorded. They tell us that all waves are not alike in form or action, although there are distinct species of waves. While as yet we know comparatively little of physical kumatology, we know still less of the psychological waves that are all about us, and that beat con-

tinually upon our consciences. All we know is that there are mysterious influences or spiritual contacts that are constantly reaching us. Some of these are more apparent and more potent than others, as they are more particularly connected with physical forces. It is not difficult to realize the power of the tongue as it is daily brought to bear upon our lives. Solomon says, "the tongue of the just is as pure silver," having in mind without doubt the rich sweet tone of the bell made from this precious metal. There are some people whose tongues seem to thrill us with a harmony that soothes, sweetens and lifts us to loftier heights, and there are others whose "sounding brass" grates upon our spiritual nerves until we are almost sent mad with mental neuralgia. "The tongue of the just is as choice silver." Be careful how you use your tongue. Its waves reach out in circles of influence far beyond your thought and ken; yea, to the very confines of eternity. As choice silver, may its ring be true, kindly, harmonious and winsome, not a meaningless tinkle, or a noisy clatter. So shall your voice be welcomed at the cradle side, at the altar or at the silent bier as that which brings joy to the joyful, and peace to the sorrowing.

* * *

During the summer we, in this goodly land, have some little opportunity for realizing the value of water to those lands that for months have to be patient under the glare of a pitiless sun. The preciousness of water is frequently suggested in holy writ by parable, story and proverb. So that when the Wise Man says: "He that watereth shall be watered also himself," he presents a wholesome truth in a garb that gives it force amongst those accustomed to regard water as one of the greatest gifts of the Creator. There is a great deal of arid desert in life that needs the water of sympathy and loving kindness. A man with a pitcher of cool fresh water may always be sure of appreciation when the thermometer is in the nineties. The man with a kind word, a thoughtful act or a pleasant smile need never fear of wasting his fragrance in the desert air so long as there are weary, heart-sore travellers upon the highway of life. The point brought out in this saying, however, is that the man who waters gets watered himself. It is one of those spiritual paradoxes that illustrate the truth "to him that hath shall be given." There is a reflex influence in goodness that is as absolute as the law of gravitation. Do good and you will get good. Help others and you will grow strong yourself. Water the grass and it will spring up and bless you with its beauty, softness and grateful fragrance. The true heart is like a bubbling spring, the more you take from it the purer and cooler the stream becomes. You can tell the man who waters others a block off just as you can tell the narrow, sordid grouch as far as you can see him. Are you like a sponge taking in all you can get; or are you a spring of life, blessing those about you? "He that watereth shall be watered also himself."

A forceful full page advertisement of the Rannard Shoe Co., Winnipeg. It is well worded, strikingly displayed, and the illustrations and prices tell the whole story which is the main thing in an ad.

RANNARD SHOE LTD.

The Spring Exposition Commences Today

THIS SPRING EXPOSITION exemplifies this organization's constructive work in merchandising, it emphasizes its position as an important factor in service to the people.

THE RANNARD SHOE LIMITED as retail distributors touch the public pulse—learn to know and understand the need and trend of the community. As large buyers and style builders of footwear, we apply this knowledge to the character of the merchandise.

In the long chain of factories linked up behind our organization, there is enforced an ideal of which "quality" is the essence—a desire to give the greatest service in merchandise.

This Organization's Knowledge Leads to Confidence. Confidence has never been so valuable as in this season—confidence on the part of patrons in a firm's offerings, confidence on the part of the firm in its sources of supply. Reliable, long-established relations with the country's foremost style creators give us confidence in the excellence of this Spring Exposition, which commences this morning at our Three Stores and continues until Easter.

Glorious New Styles
on Display at
Our New No. 2 Store
313 Portage Ave.
Widths, AA to D
Every Shoe a New Shoe
Every Style the Latest

BEAVER BROWN
This shoe is made of
the finest quality
leather, with a
soft, pliable sole,
and is made in
the latest style.

DAWN DEE
This shoe is made of
the finest quality
leather, with a
soft, pliable sole,
and is made in
the latest style.

BLACK GLACE RISE
This shoe is made of
the finest quality
leather, with a
soft, pliable sole,
and is made in
the latest style.

RADORA BROWN KID
This shoe is made of
the finest quality
leather, with a
soft, pliable sole,
and is made in
the latest style.

GLACE RISE
This shoe is made of
the finest quality
leather, with a
soft, pliable sole,
and is made in
the latest style.

CHERRY GOLF BUCK
This shoe is made of
the finest quality
leather, with a
soft, pliable sole,
and is made in
the latest style.

RANNARD SHOE LTD.
No. 1 STORE—536 MAIN STREET
No. 2 STORE—313 PORTAGE AVE.
No. 3 STORE—273 PORTAGE AVE.

SHOE STORES

QUEBEC NEWS ITEMS

Essex Shoe Co. have opened a shoe hospital at 320 St. John street.

The stock of J. Guay & Fils, tanners who failed some time ago, will be sold on the 9th of April.

Loie Tindal, formerly representing the Good Year Tire & Rubber Co., has taken a position as salesman for The Wm. A. Marsh Co. He will cover the whole Province of Quebec.

The business of Knot & Bedard will continue under the name of Victor Huot, since the recent death of Mr. Eugene Bedard.

M. J. Arthur Morin, formerly representative of Jas. Robinson, of Montreal, has taken charge of the Kauffman Rubber Co., Quebec Branch.

The following shoe men were in Quebec recently on business: C. L. Bourque, of Blacking & Mercantile Co., Ltd., Amherst, N.S.; J. B. Crochier, of L. H. Paekard Co., Ltd., Montreal; A. Issernon, of Walpole Rubber Co., Montreal; F. H. Minion, of F. F. Dalley Co. of Canada, Ltd., Montreal; R. E. Woodward, of F. E. Woodward & Sons, Lachine, P.Q.; H. L. Taylor, of The International Supply Co., Montreal; Andre Fournier, of La Cie des Cuirs et

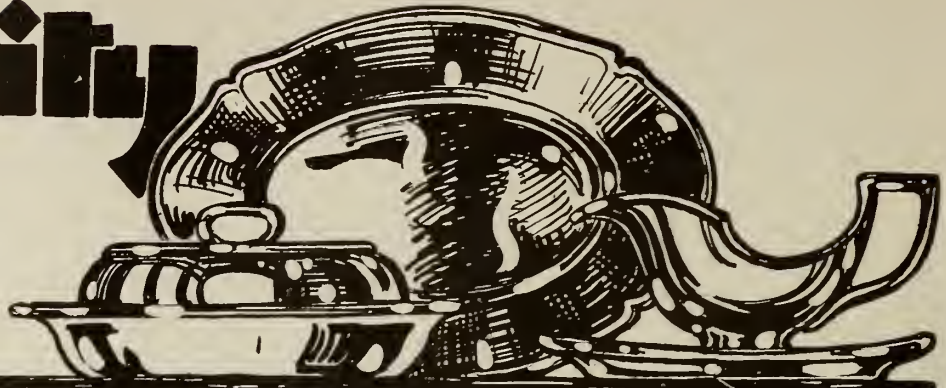
Chaussures, Plessisville. They report that they are busy to finish up their order of navy boots. They are making 2,000 pairs of shoes per week beside the ordinary lines of shoes.

M. J. Alfred Hamel, head of the shoe department of The Paquel, Limited, of this city, has celebrated the fiftieth anniversary of his employment with that firm. He began with them at the age of eighteen. At that occasion the firm presented him a beautiful gold watch with chain, and the other department presented him a gold-headed cane.

PURE SHOE BILL KILLED

A deputation of prominent shoe manufacturers and shoe retailers of New York State waited recently upon the Joint Assembly and Judiciary Committee of the Legislature at Albany, and protested against the passage of the so-called "Pure Shoe" Bill. This regulation, which has been up for consideration before several of the other State Legislatures across the line, proposes to restrict the production of shoes within certain limits to leather. It was pointed out that the bill was unpatriotic and would work to the disadvantage of any State adopting it, as it would encourage the use of poor leather instead of good fabrics or composition articles. The Bill will be thrown out, it is said.

Quality



In our previous advertisement we drew your attention to our strong "Consumer" advertising.

Now, while advertising gets business, QUALITY keeps it.

"Sterling," on silver, and "Nugget," on shoe polish, are both marks of the highest quality obtainable. Only the best ingredients go into the manufacture of "Nugget," and it is a real leather food.

PUSH THE SALE OF

"NUGGET" Shoe Polish

Black, Tan, Toney Red and Dark Brown

The Quality Polish for the Quality Store

Leatherman, Militiamen, Marksman, Fisherman

A CAREER, studded with unusually interesting experiences and marked by enthusiasm for every cause with which he has been identified, is that of W. G. Langdon, city traveler for Storey & Campbell, wholesale leather and shoe findings merchants, Vancouver, B.C. Mr. Langdon is a man who loves the smell of leather and is aggressive in any work that he undertakes. Nearly eight years ago he came to Canada from England and took up his residence in Brandon, Man., where he soon became acquainted with local public affairs and was appointed Publicity Commissioner for the city. His previous insight in advertising in the old country proved of much assistance to him, as he speedily demonstrated. A high compliment was paid Mr. Langdon by the president of the Bureau at a public banquet, that gentleman remarking that he had given the city more publicity in nine months than it had received during the previous thirty years. Upon the completion of his contract in Brandon, Mr. Langdon accepted a more remunerative post in the same line of work in the Town of Dauphin, Man., and later went further west to Victoria, assuming the duties of store manager and buyer to a large cement manufacturing plant a little distance from the city. On the outbreak of the war, a slump in the building and allied trades set in and not much cement was required, which necessitated the shutting down of the industry and reducing the staff. With his family, Mr. Langdon then removed to Vancouver and again took up the work of his life interest in leather and shoe findings for the first time in Canada.

Born in Hammersmith, London, Eng., where his father and grandfather were in business connected with the wholesale leather trade, Mr. Langdon was initiated into the mysteries of the industry and made an early acquaintance with the tanners and curriers of Bermondsey Market, his father in 1874 taking over the old established business of C. Burness at Brentford in Middlesex, Eng. At the age of sixteen, Mr. Langdon had to superintend the management of two establishments during six months serious illness of his father. In the early days of his apprenticeship, the subject of this reference well remembers several customers connected with the old school of makers, who closed all their fine uppers, both ladies' and gents', by hand, and these same craftsmen were never to be seen out without their silk hats, frock coats and Wellington boots. The present generation would say, "some class" to these men. Even in those days, all leather dealers had to cut their own leather laces, and make their own dubbin and hand wax. Mr. Langdon says he became an expert in making these, but wonders what the silk hat fraternity of those times would say if they had to use the wax as manufactured at present.

It was about this period that they discontinued the currying and dressing of upper leathers and a few years later workshops were opened for the making of bespoke work and for repairing to the trade. Mr. Langdon took a trip through Northampton, Bristol, Birmingham and other boot manufacturing centres to study the various methods in use, and upon returning, such machinery as necessary was installed for the production of mechanics' and artisans' working boots and contracts for supplies to the many unions, schools, asylums and local government institutions in and around London and also army Bluchers for the various cavalry regiments located in the district were secured. Mr. Langdon had the whole of this under his care and supervision. With a view of gaining further

knowledge of the retail end of the trade, he afterwards undertook the management of one of the retail boot stores in S.E. London for Messrs. Pash & Co. and again for the firm of Williams' in his native town. Ten years later he entered business for himself, leaving in 1909 for Canada.

During his many years connection with the trade in England, Mr. Langdon took a keen interest in all reforms and improvements. The idea of a rubber top piece was his, several years previous to the introduction by the Gordrich Co., who put the O'Sullivan heel on the market. The subject of this reference has, at the present time, an im-



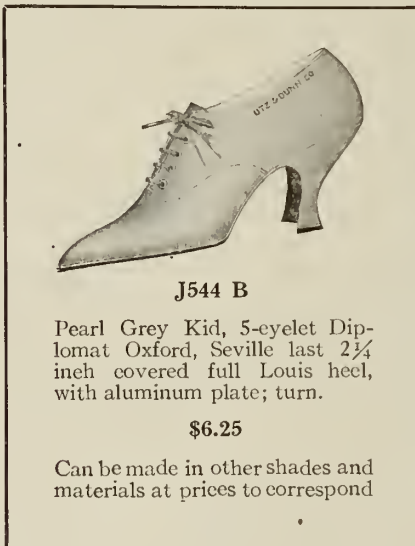
W. G. Langdon, Vancouver, B. C.

proved idea for attaching rubber heels without the use of metal flanges to hold the nails and at the same time making a rubber heel non-slip. He is in communication with a manufacturer of the same.

Mr. Langdon has always been a keen sportsman, connected with rowing, football, fishing and shooting. One of the founders of the first rowing club in Brentford, Middlesex, he is the winner of several prizes in that branch. In 1892 he joined No. 12 Company of the City of London Royal Garrison Artillery Volunteers and attained the rank of sergeant. He took up rifle shooting as a hobby and with

ASSURANCE

The standard of excellence in "Style Shoes of Quality" is your assurance of customers well pleased—your source of confidence, pleasure and profit in doing business. Your trade can require nothing which "Style Shoes of Quality" cannot supply in generous measure. Their style always wins. Their faultless fit and worthy wear never fail to convince of their sterling value. Will you let the shoes speak for themselves?



HAVE YOU ANTICIPATED Your Oxford Requirements

We are not stocking these shoes—but can make deliveries in from four to five weeks, and would therefore suggest your ordering at once.

"The Name That Stands For Quality"

UTZ & DUNN CO.

ROCHESTER • NEW YORK

DENVER OFFICE
218 Charles Building Denver, Colo.
Tiger & Voorvaart, Representatives

NEW YORK OFFICE
200 5th Ave., 5th Ave. Bldg., Room 405
S. A. McOMBER, Representative

LOS ANGELES OFFICE
319 Story Building, Los Angeles, Cal.
G. C. McATEE, Representative

the rifle and the big guns, was the winner of over five hundred prizes, including 130 solid silver spoons, a large solid silver cup weighing over 150 ounces and thirty medals, ten of which are gold. He had the honor of being the gun-



Three spring salmon—weighing over 21 pounds, caught by W. G. Langdon, at Todd Inlet, Vancouver Island.

layer to the detachment that competed in the finals for the King's prize at Shoeburyness, the first time that the Canadian Artillery were the winners. He also enjoyed the distinction of representing his regiment as one of the three hundred in the second stage of the King's prize at Bisley. His experience with service firearms was unique for those days. Upon the formation of the Territorials, Mr. Langdon transferred to the Berkshire Royal Horse Artillery and raised a half battery in the Royal Borough of Windsor; but owing to the changing of the location of the Battery to Reading, after the first year, he had to resign after seventeen years continuous service, for which he was awarded the long service medal.

In Canada, Mr. Langdon has always evinced a deep interest in the militia. While in Dauphin, he originated the idea and was successful in raising a squadron of Yeomanry and many of his recruits of both arms are at the front to-day.

In football circles, he was connected officially with several clubs around London, representing his local organization for many years in the Council of the Middlesex County Football Association and being the founder of the Great Western Suburban League, a strong senior combination of all the clubs in the towns in which the Great Western touched, from London to Reading.

As a disciple of Isaac Walton, he has taken many a good catch of fish from Father Thames, but his best capture

was at Todd Inlet, Vancouver Island, B.C., of three spring salmon in twenty minutes, weighing 21½ lbs.

Mr. Langdon married the eldest daughter of the late H. Harris of Brentford, Middlesex, Eng. She passed away last September, leaving two sons, the elder joining the colors in the American Army in San Francisco. The younger in May last became identified with the Royal Flying Corps at Toronto and is now a second class mechanic with the boys in Texas.

THOSE HEATLESS DAYS

It will be interesting to know just how much retailers suffered by the closing of their businesses during the Monday and Saturday of the heatless days for the conservation of coal. One merchant informed the SHOE AND LEATHER JOURNAL that he was surprised that merchants should have felt that they would lose by the closing at the time the order went into effect. He said that as all stores were closed and just so much business would be done he felt sure it would be done on the Friday and Tuesday instead of the Saturday and Monday. To prove his prediction he gave us his figures for the Friday and Tuesday and those for the four days, Friday, Saturday, Monday and Tuesday of the corresponding time last year. Ordinarily his business would fluctuate twenty to twenty-five dollars on four days in the two years so these figures are interesting. For 1917, four days, \$477.25, this year two days, \$472.75, a difference of only \$4.50.

A VISITOR FROM THE NORTH

Mr. George Nelson, of Sault Ste. Marie, called on the SHOE AND LEATHER JOURNAL recently. Mr. Nelson has been in the northern city, having moved there from his native town of Wheatley, in Essex County, about thirteen years ago. When he first located there he made driving boots for lumbermen in addition to conducting a repair shop, but scarcity of labor and increase of business in repairing work caused him to drop the manufacturing some years ago. He employs two men at the present time and has one twenty-two foot machine in his shop. He is an enthusiastic booster and is working toward the organization of the shoe repairers in his town, and hopes before long to accomplish this end. Mrs. Nelson and their little boy accompanied him on his visit to Toronto, where they have been combining pleasure with business for about two weeks. He chose this season of the year to come south to get away from the extreme cold in Sault Ste. Marie, but ran into temperature from twenty to thirty degrees below, which is as excessive as that of his northern town. He says the SHOE AND LEATHER JOURNAL is a great help to him in his business and he cannot understand how any shoe man or shoe repairer can be without it. Men of Mr. Nelson's type are a credit to the business and the town in which they are located.

Recent patents in connection with the shoe industry have been issued in Canada.

To Euclid Israel La Chappelle, of Brockton, Mass., for a "Shoe Upper Working Machine."

To Samuel Strauss, of Los Angeles, for "A Shoe Making Method."

To Hugh Brooks, Minitonas, Manitoba, for a "Shoe Horn."

To August R. Schoenky, Somerville, Mass., for "A Rounding Machine for Shoes."

It is noticeable that of the four patents three are United States citizens who have taken out the patents.

“Fairsex” Low-cut Footery

This list of “Headliners” in “Fairsex” Pumps may help you to locate the “Something different” kind of shoes, hard to get from most in-stock houses.

Try “Townsend” for the “Style touches” that make “Fairsex” Footery such active merchandise for the shoe merchant who knows.

644	Pat. Flex. Pickford Pump, Louis Heel, Geisha Last	2-7 C & D	\$3.00
648	Pat. Flex. Hussar Pump, Louis Heel, Geisha Last	2-7 C & D	3.00
651	Pat. Turn Spartan Pump, Louis Heel, Avenue Last	2-7 B C & D	3.00
657	Pat. Flex. Colonel, Louis Heel, Blonde Last	2½-7 D	2.75
676	Gun Cf. Turn, Plain Paula Pump, Louis Heel, Alhambra Last	2-7 C & D	4.00
679	Vici Turn, Plain Paula Pump, Louis Heel, Alhambra Last	2-7 C & D	4.00
682	Vici Turn, Spartan Pump, Louis Heel, Avenue Last	2-7 D	3.00
666	Vici Flex. Plain Smart-set Pump, Low Heel, Pointed Toe	2½-7 D	2.75
675	Vici Flex. Plain Paula Pump, Straight Cuban Heel, Princess Last	2-7 D	2.75

These Pumps are right in every detail, and no smarter merchandise is to be had from anyone, anywhere. Get better acquainted with it, for your profit's sake.

J. S. TOWNSEND

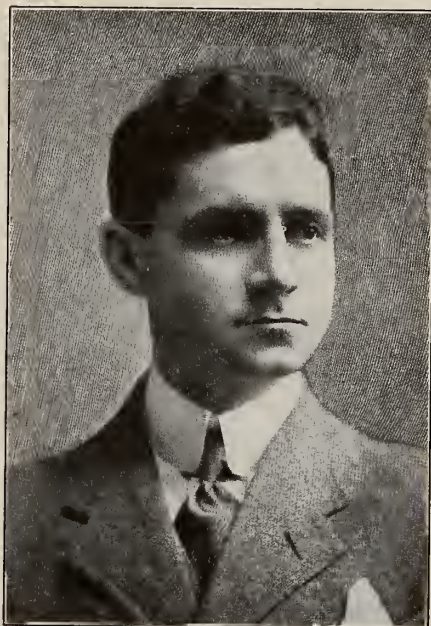
HAMILTON, CANADA

P.S.—A later ad. will tell you about Women's Oxfords.

CONSOLIDATED RUBBER CO.'S ANNUAL MEETING
New Record of Earnings

The annual meeting of the shareholders of Canadian Consolidated Rubber Co. recently was a purely routine affair, without further comment by either the officers of the company or the shareholders present.

There was no change in the directorate the outgoing board being re-elected as follows: Andrew A. Allan, Walter Binmore, R. C. Cclt, Col. S. P. Colt, New York; W. A. Eden, R. E. Jamieson, V. E. Mitchell, K.C., E. W. Nesbitt, M.P.,



T. H. Rieder, President of Canadian Consolidated Rubber Company

Woodstock, Ont.; W. G. Parsons, New York; R. B. Price, New York; T. H. Rieder, Homer E. Sawyer, New York; A. D. Thornton, Elisha S. Williams, New York.

The twelfth annual report of the Canadian Consolidated Rubber Co. Limited, presented to shareholders at the annual meeting showed both sales and net profits for the year ending December 31st, to be the largest in the history of the company.

Sales for the year totalled \$16,323,431, against \$12,094,695 in 1916, which is a gain of \$4,228,736, or 35 per cent. Net profits after all manufacturing expenses, repairs, depreciation, interest-charges and business profits tax were \$1,208,018, an increase of \$302,813, or about 33 per cent. After paying preferred dividends the net surplus for the year was \$998,034, or 35.6 per cent. earned on the common stock. The net surplus a year ago was \$617,061, equal to 22 per cent. earned.

The main features of the income statement and the balance sheets of the past three years compare as follows:

	1917	1916	1915
Sales	\$16,323,431	\$12,094,695	\$7,522,147
Profit	1,208,018	905,205	534,978
Pfd. Div.....	209,984	209,979	192,123
Surplus.....	998,034	617,601	342,854
Total surp.....	4,305,934	3,307,900	2,690,298
Cur. ass.....	11,189,120	7,780,761	4,994,417
Cur. liab.....	2,688,735	3,939,780	1,331,783
Wrk. cap.....	8,500,385	3,840,981	3,662,634
Tot. ass.....	23,394,740	18,995,906	15,096,664

The balance sheet shows a marked change in the working position of the company as a result of some financing

in conjunction with the United States Rubber Co., the parent concern. The \$6,900,000 five per cent. refunding gold bonds then sold retired all but \$135,000 of the \$2,500,000 five per cent. debentures, maturing the latter part of the current year.

The new money brought into the company in the year, plus the surplus profit earned, places the company in a very comfortable position. Net working capital rose \$4,659,404, from \$3,840,981 to \$8,500,385. Current assets which were less than double current liabilities a year ago are now more than four times current liabilities. Bank loans have been practically wiped out, the item of bills payable standing at \$182,593, against \$2,771,244 a year ago. Plant as a result of recent additions is \$940,607 higher than at the end of 1916, and reserves about \$250,000 higher.

The 1917 and 1916 balance sheets compare as follows:

ASSETS		
	1917	1916
Plant.....	\$ 7,197,558	\$ 6,256,951
Inventories.....	7,943,999	5,372,588
Cash.....	144,370	89,043
Accs. rec.....	3,100,758	2,319,130
Investments.....	4,519,550	3,511,094
Miscellaneous	488,510	447,097
Total	\$23,394,740	\$18,995,906
LIABILITIES		
Pfd. stock.....	\$ 3,000,000	\$ 3,000,000
Com. stock.....	2,805,000	2,805,000
Bonds, 6 p.c.....	2,600,000	2,596,500
Bebentures.....		2,500,000
Bonds, 5 p.c.....	6,900,000	
Bills pay.....	182,593	2,771,244
Accs. pay.....	2,506,142	1,168,536
Reserve.....	1,094,571	846,224
Surplus.....	4,305,934	3,307,900
Total.....	\$23,394,740	\$18,995,906

The president, T. H. Rieder, in his report, says in part:

"The selling prices of all our lines were necessarily advanced during the year. This added approximately 15 per cent. to our volume, but the number of units sold was also great than in 1916, notably in rubber footwear and automobile tires. Our war orders amounted to nearly one million dollars, besides which our export business was increased. Each of our sales divisions in Canada has also shown an increase each month throughout the year and the volume is now about equally spread over the twelve months of the year.

"Inventories were priced at cost or market, whichever was the lower. The increased investment of \$2,571,403.24 in inventories had, for obvious reasons, more than kept pace with the growth of our business."

EARLY CLOSING TO CONTINUE IN HAMILTON

The Hamilton Shoe Retailers' Association decided to test closing their places of business at 6 o'clock for three months. The object of this was to give the few merchants who did not come into the Association an opportunity to do so. The three months was up on March 22nd, and so well are the members of the association pleased with the arrangement, that they decided to continue the plan. Of course Saturday evenings are exceptions of this rule.

A uniform price for tennis and outing shoes and other staples has been submitted to the executive for consideration.

The Hamilton Association is a live body and good results should be obtained through the organization.



OSCAR CLEMENT, Reg.

(LATE OF MAX CLEMENT & SONS)

Chrome and Bark Tanned Side Leather BARK TANNAGE

Sides Patent, Waxed and Flexible Splits.

CHROME TANNAGE

Box, Dull, Elk, Velour, Gun Metal, Mahogany, Chrome Patent, Glove and Tongue Splits in any color; also Horse Hides in Box, Dull, Gun Metal and Pearl. Chrome Sole in all weights.

We are liquidating the stock of MAX CLEMENT & SONS, and are offering \$30,000 worth of leather specialty in No. 2 Box and Gun Metal Kip, as well as Matt Horse and Black Ooze Splits.

QUEBEC - QUE.

ANNUAL MEETING OF THE AMHERST BOOT AND SHOE CO., LIMITED

The annual meeting of Amherst Boot and Shoe Co., Ltd., of Amherst, N.S., was held at the head office last month. They report one of the best years in their history, the sales reaching \$1,180,600. We learn the shareholders of the company were gratified with the results and that the usual dividends were paid. This good old Maritime Company completed its half-century of existence last year, and a very interesting sketch of its record is found in this number of the SHOE AND LEATHER JOURNAL, together with cuts

of the directors, officers and superintendent of the company.

The Amherst-Central Shoe Co., Ltd., of Regina, Sask., held its annual meeting last month, at Amherst, N.S. This is a subsidiary of Amherst Boot and Shoe Co., Ltd., but with a Dominion Charter, and has completed its sixth year. Mr. T. N. Campbell, secretary-treasurer of Amherst Boot and Shoe Co., Ltd., returned about the middle of January last, from his annual visit to this branch, and has brought back reports of an excellent year's business, with fine prospects. The West is coming to its old place, with a quiet and well-founded optimism prevailing.



PAN AMERICAN KID—Grey, Seal, Brown and Black.
PERKINS & McNEELY, Philadelphia

SATISFACTION and ECONOMY
ED. R. LEWIS, Toronto

Vassar and Altro Oxfords

A Complete Range
of Women's Highest
Grade Shoes



“Minister Myles”
and “Beresford”
are the Standard
of Excellence for
Men.

Long, Plain Vamp, Louis Heel, Patent,
Calf and Kid in Popular Colors.

Anticipating the big demand for Oxfords,
we have made such preparations that
orders will go forward in from three to
four weeks after being received.

Our Travellers are on the road with Fall
Placing and early Spring and Summer
sorting.

We invite correspondence, and give care-
ful and prompt attention to mail orders.

Minister Myles Shoe Co.,
LIMITED

Toronto, - Ontario



OUR NEW FACTORY
Capacity, 12,000 Per Week

You will never find—

better "Every-Day-In-The-Year" sellers than the popular-priced shoes of our make.

JOBBERS WHO ARE ALIVE TO THE MONEY-GETTING
POSSIBILITIES OF OUR LINE SHOULD INSPECT OUR
RANGE OF FOOTWEAR FOR

Men, Boys, Youths and Little Gents

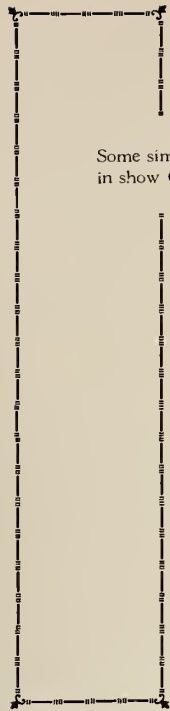
We have produced them with the object of particularly appealing to buyers who want good, durable footwear at a price within the reach of all.

We have added to our range a
complete line of

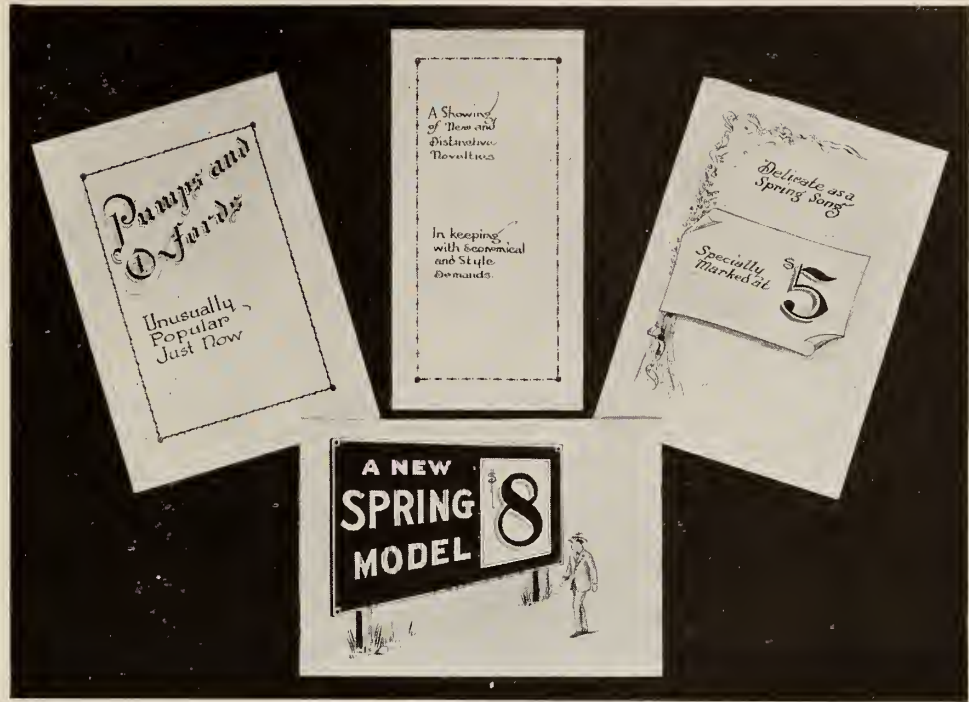
Women's McKays

and we are offering exceptional
values in these. Don't fail to
see them.

LAGACÉ & LÉPINAY
22 St. Anselme St. Quebec



Some simple effects
in show Cards.



SEASONABLE SUGGESTIONS FOR WINDOW CARDS

We are reproducing some simple suggestions for window cards that we think will be very appropriate at this time of the year. These cards are not in any way difficult to make. The sizes may run from 14 by 22 to a full sheet card, which is 22 by 28. The panel card you may make any size you think will be appropriate for your window. The wording, of course, is not arbitrary. This you may change to suit yourself, but you will notice on the panel card there is very little reading matter and the lettering is not large. This card is very delicate and effective in appearance. The other cards are a little more difficult to do, but will not be impossible. The "Pumps and Oxfords" card may be in black shaded with light green. The "\$5.00" card can be in black and the ribbon in some light tint. The shading of the figure can be in a similar tint to the ribbon and the \$5.00 price mark can be in red. The "\$8.00" card shown at the bottom is in imitation of a sign board with the figure of a person looking up at it. This figure can be cut from a fashion sheet and pasted on to the card. The lettering you will see is in plain white and the figure can be made in red. The background can be black, brown or red. This card is very strong and should prove very attractive.

We think with a little forethought on your part, you will be able to make attractive cards from these suggestions that will add very materially to the appearance of your window.

Cheerfulness is what greases the axles of life; some people go through the world creaking.

CAPT. J. A. SCOTT AND W. A. LANE JOIN FORCES

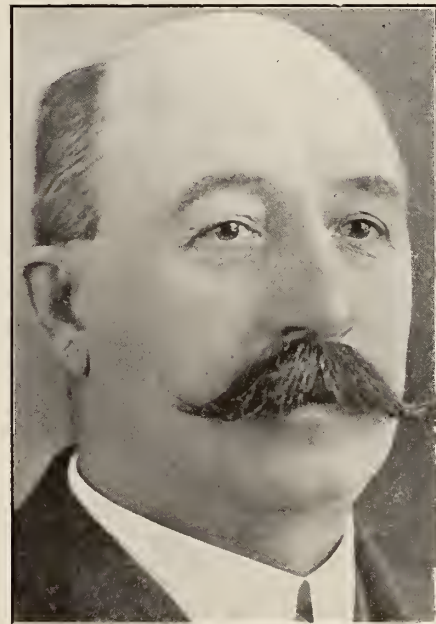
Two men, well known to the leather trade of Canada and the United States, have joined forces, in the persons of Capt. J. A. Scott and Mr. W. A. Lane.

Captain Scott after being overseas has decided to devote his energies to the leather business, and branch out on a larger scale. In order to be better able to carry out his plans he has again joined forces with Mr. W. A. Lane, of Montreal. The latter gentleman will look after Montreal and western business. The Montreal office of J. A. Scott is situated at 218 Notre Dame street west, while Captain

Scott will, as in the past, be found at his head office on St. Valier street, Quebec City.

DEATH OF WELL-KNOWN SHOE MAN

Mr. Medard Gauthier, of La Parisienne Shoe Co., Montreal, died suddenly on March 28th from heart failure superinduced by an acute attack of stomach trouble. Mr. Gauthier was one of the best-known shoe men in the Mon-



The Late Mr. Medard Gauthier, Montreal

treal district. He had an abundant experience on the road where he made hosts of friends and did much business. For twelve years he was with the Ames-Holden Co., and joined the Parisienne Co. about seven years ago. His indomitable push and good business ability have been strong factors in building up the splendid trade enjoyed by this firm. His loss will not only be felt keenly by the company but his many friends both in and outside of Montreal will regret to learn of his sudden demise.

CANADA AND HER EXPORT SHOE TRADE

A prominent Newfoundland business man, while in Toronto, recently, expressed surprise that the Canadian leather and shoe industries did not go more vigorously after trade in his island home. The people there are British and naturally sympathetic toward Canadians, and particularly so since the war. The trade is to be had for they do a large import business. In footwear alone the volume for 1916 was approximately \$217,000. It will be interesting to know that of this amount less than \$10,000 was from Canada and over \$207,000 from the United States, about twenty times as much as our export.

Newfoundland is singularly prosperous just now. Two of her chief industries have received great impetus by the war. These are fish and pulp wood. Money is more plentiful than has been for years.

The first thought will be that the geographical situation of Newfoundland will effect trade conditions, especially in footwear, for she is in close touch with Boston, the centre



Types of shoes required for the South African Trade.

of the shoe industry of New England. While there may be a little truth in this still our Eastern manufacturers are in close proximity and should be able to meet freight rates. Is it not also possible that Canada can produce as cheaply as the United States and meet the trade so far as price is concerned?

This gentleman also explained that Canadian firms frequently do not venture beyond their own borders because, they say, it is difficult to keep up with home orders. On the surface this sounds logical, but war conditions will not always obtain. After peace there will be a scrambling for trade. Should we not look ahead? There is a danger that many may be caught napping and found fully unprepared for trade conditions after the war just as various nations were found unprepared for war in 1914. The live, wide-awake concerns who have established an export trade connection now will find it a potential factor in overcoming the fluctuating conditions of the regular home market.

There is a steadiness about an export trade that can be depended upon even though the volume be small.

This gentleman also said that for the benefit of any who may not know the needs of the trade in Newfoundland, there is a market for all classes of shoes the same as sold in Canada. He mentioned particularly the demand for fine lines which manufacturers might feel would not have a call there.

He also expressed his opinion that the South American, South African, New Zealand and Australian trades should be cultivated. Resident representatives would prove most successful and bring better results than the periodical visits of travellers. The latter were necessary but resident men made the travellers' work more effective when they visited these territories.

South African Trade Requirements in Boots and Shoes

The following information and illustrations shown, regarding the boot and shoe market in South Africa, have been sent by Mr. W. J. Egan, Canadian Trade Commissioner, Cape Town, under date December 8, 1917.

The illustrations of boots and shoes as submitted are from the general stock of one of the big dealers in South Africa.

In this particular section of the country, they insist on very wide fittings, some five and mostly six English fittings. In men's wear the quality required is from \$2.50 to \$3.50, manufacturers' prices. In women's wear, the fittings must be wide also, four and five fittings, quality required from \$2 to \$3, very best value, manufacturers' prices.

The fittings quoted are English standard. Prices must be f.o.b. steamer, Canadian port.

Full details regarding a sample shipment may be obtained from the Commercial Intelligence Branch of the Department of Trade and Commerce, Ottawa. (Refer File No. 20505.)

THE EARLY CLOSING IDEA SPREADING

"As proof of how the early closing idea is spreading, I found," said a traveler recently, "a wonderful example in a village store not a hundred miles from Toronto. All village stores are expected to remain open nights, for many farmers cannot come in until evening to do their trading. But posted conspicuously in the store is a card bearing in broad Scotch this admonition:

This auld store'll steek its door,
Frae mortal sicht ilk Tuesday nicht,
When the hand o' the knock is at 6
o' the clock.

which being interpreted means: This store will close every Tuesday evening at 6 o'clock."

Another card is tastily painted in water colors and has a very humorous cartoon of a policeman stopping an Irishman who is dropping a pipe from his mouth, and the wording of the card is "No Smoking." It is also remarkable that the first card was made by the Presbyterian minister of the village and the latter by the Methodist minister, both Scotchmen by birth.

MOTOR DELIVERIES

Enterprising shoe manufacturers in the United States are beating the embargo, as shown by the Quarryville Shoe Co., of Quarryville. Last week this company sent a three ton truck, loaded with shoes, from that town to Philadelphia which returned later in the day with leather and other supplies. It is a 140 mile trip, and Kersey Carrigan, manager of the company, accompanied the truck on its initial voyage.

This is doubtless the beginning of an established truck service between the Quaker City and the borough of Quarryville. The output of this company is distributed by the Consolidated Sales Service Co. of Boston.

NEW PRICES ON RUBBERS

Shoe retailers will be interested in knowing that the present price list on rubbers, which has been effective since February 25th of this year, expires on April 13th, and that on and after April 15th the prices will be 5 per cent. higher than the present list. It is not the intention of the various rubber companies to issue new price lists; they will simply add the 5 per cent. to the invoices at present rates. This advance in prices should have a tendency to hurry along placing orders for fall and winter rubbers. Sporting, tennis, vacation and shoes of this type are not affected by the new list; it simply applies to general lines of rubbers.

OSCAR CLEMENT

It is over thirty years since the founding of the business of Max Clement & Fils, tanners, Quebec. The founder, Mr. Max Clement, father of Oscar, was the first tanner in Quebec to split leather, using the knife belt machine.

The firm of Max Clement & Sons was in the last few years run by the two sons, Oscar and Amer. They have now dissolved partnership and are operating individually.

Mr. Oscar Clement is also doing considerable business as a leather merchant, a very similar business to that carried on by jobbers of leather in the United States. This end of the leather business has come to be a large factor in the shoe trade on the other side.

Mr. Clement was for years in charge of the sales end of the old firm and should be able to give the trade excellent service. He is already carrying large stocks.

AVAILABLE HORSE HIDES IN ENGLAND

The following article from an English trade paper shows the horse hide situation there. It would seem the English tanners are not in a position to manufacture leather from these hides. If these conditions actually exist in England why cannot Canadian tanners import these hides and tan them here? Some years ago it was used extensively in this country for shoes under the name of "Cordovan," but as the leather is not sufficiently porous people complained that the leather heated their feet. However, it is particularly good for harness, and takes a most excellent polish. The leather is tough and gives wonderful wear. The article follows:—

"A few weeks ago we referred to the wastage of valuable horse hides and foodstuffs, but as far as the raw hides are concerned no action has been taken to check the waste. On the other hand, stocks of wet-salted horse hides have since been added to very considerably, while no attempt seems to have been made to tan them. In the London market alone there are big heaps of both native hides and those taken from army horses killed in France, and since we saw them before their condition has very much deteriorated. Big stocks are reported to be held in other parts of the country, and due to shortage of labor and other circumstances, it is doubtful whether they are getting proper attention. We are told that the Leather Department of the War Office is staffed with experts, and we quite believe their experience is, individually, considerable; still it may not cover the whole of the trade, and the manner in which the horse hide business has been handled is hardly a credit to those concerned. The authorities, doubtless, had the best intentions when they decided to stop the export of horse hides and fix prices on a much lower scale than they were; they probably felt that, in view of an approaching shortage of leather, they were doing the right thing to provide tanners with a cheap raw material. Paraphrasing an old adage, you can take the horse hide to the tannery, but you can't get the tanner to tan them.

"It is true that a few tanners have taken up the tannage of horse hides, but on the whole the results have been unsatisfactory, and certainly not encouraging enough to repeat

the experiment in many cases. It is a great pity the hides cannot be chrome tanned in this country and converted into box sides, a leather that would be particularly useful for war-time boots. But in the existing circumstances it would seem to be in the national interest to export all the horse hides that can be rescued from the stocks in a sound condition. There is plenty of freight available to the United States, and the money paid for the hides would help to



Mr. W. A. Gutpell, Eastern Ontario Representative of Greb Shoe Co., Limited, Kitchener Ont.

liquidate some of our big debts for American leather. Goodness knows what will become of the remainder of the stocks of hides, but if they are not sterilized, or soon put into work, they will not even be fit for glue. It is no exaggeration to say that hundreds of pounds sterling are being lost every week owing to the rapid decay of wet-salted horse hides, and we hope the authorities will take prompt action to check further wastage."

SOME LATE NEWSY BRIEFS

Chas. A. Blachford is leaving on an extended business trip through the Western provinces.

Mr. G. H. Ansley, of the Perth Shoe Co., has gone West for a few weeks to feel the pulse of that great country. He feels that there be "doin's" out there this year with the bumper crops that are in prospect, and wants to see that the country does not run short of Perth women's welts.

No man in the shoe trade of Canada has taken a more active part in the war interests than Mr. John Lennox, of Hamilton. He has sent a son, "Jack," to the front and has been in the forefront of the fight himself at home in Red Cross, Patriotic Fund and other war activities. He is the kind who would be "over there" himself if it were not for years and health.

The London Shoe Co. has just sent out its Annual Catalogue, which is an event in the shoe trade. This concern has developed a wholesale business in shoes that finds its customers, as indicated by the celebrated map used in their announcements, in all parts of Canada. The catalogue is unusually interesting this year, typographically as well as from a shoe standpoint.

Not wealth, but the ability to meet difficult conditions is the measure of a man.



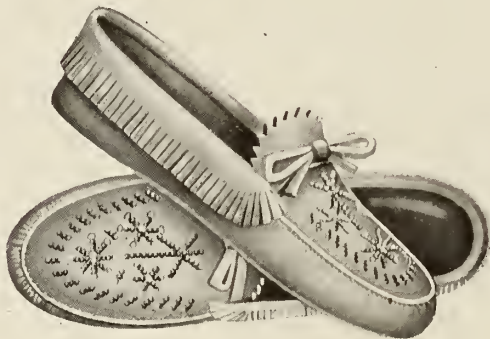
No. 208

Genuine Canadian Indian Hand Made

MOCCASINS

Genuine Horsehide, Fur Top,
Wool Lined Beaded Slippers

No.		sizes			
208	Men's	8 to 12	-	\$24.00	
209	Women's	3 to 7	-	22.00	
210	Misses'	11 to 2	-	18.00	
211	Children's	7 to 10	-	15.50	
212	Infants'	1 to 6	-	11.50	



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, 8 to 12	-	\$11.00	doz.
43	Women's	3 to 7	-	9.50	"
44	Misses'	11 to 2	-	7.50	"
45	Children's	7 to 10	-	6.00	"
46	Infants'	1 to 6	-	5.00	"

C. N. SABA & CO.

Wholesalers to the Trade

84-86 WELLINGTON ST. W., TORONTO, ONT.



R. R. DOWLING

ANNOUNCEMENT

The wholesale shoe business hitherto conducted by DOWLING & CREELMAN will in future be conducted under the firm name of the DOWLING SHOE COMPANY. Mr. Dowling will be glad to meet all old customers of the firm, and look after their wants in the footwear line in leather and rubber goods. He will devote his whole time and attention to the interests of the trade in the large constituency of the old firm.

WHEN IN NEED WRITE OR WIRE

THE DOWLING SHOE COMPANY
BRANDON, MAN.

REGARDING THE FRENCH NATIONAL SHOE

The production of the French National Shoe was officially given as follows, month by month:—October, 50,000 pairs; November, 209,000 pairs; December, 361,000 pairs; January, 490,000 pairs. The desired output is about 1,000,000 pairs per month. This would mean about half of the average consumption in peace times.

There is still a good deal of friction between manufacturers and the Government regarding the output of this shoe. At one of the recent meetings of the French Shoe Manufacturers' Association it was stated that many of these shoes are not going to those that they were intended to be purchased by. In many cases rich people have been observed to buy many pairs of this shoe. It was also pointed out that in some cities this shoe could not be purchased without a document from the mayor, stating that the purchaser was of restricted means and should be, of course, given preference over others.

A Short Month Too.—Perth Shoe Co. made a record last month in spite of holidays and heatless days. In manufacturing shipping and general cleaning-up it transcended anything the company has yet known. Their new lines for the coming season keep Perth lines in the very front. They are demonstrating the fact that doing one thing, and doing it well, spells success. The natty patent Oxford shown herewith is a demonstration of the fact that they are always there with the goods.

About thirty Canadian salesmen of the National Cash Register Company attended a recent convention of the company in Dayton, Ohio. These Salesmen's Conventions are a strong feature with the selling force of this company and much good is the result. The present one was of peculiar interest and profit.

A YOUNG MAN WITH AN IDEA

An idea has often been the incentive for the accomplishment of great undertakings, and the building of big businesses. Mr. Erwin C. Greb, of the Greb Shoe Co., Kitchener, had an idea which was "Concentration of Effort." Mr. Greb said: "If we can keep our lines down, keep them down so far that we shall have but one last and one pattern with about fifteen different samples of this one standard shoe, and concentrate our every effort on the production of these we shall accomplish results."



Mr. Erwin C. Greb, of the Greb Shoe Co., Kitchener

How well he has succeeded is abundantly demonstrated in the wonderful development of the company's business during the past two years.

Nor was Mr. Greb satisfied with pushing his one idea in the production of the Greb Standard Shoe. He insisted that the results of his idea should reach the farthest parts of Canada. Accordingly he has gathered about him a selling force of ten live salesmen that covers the Dominion from ocean to ocean, and are making Greb shoes a big factor in the shoe trade of Canada, and the growth of the company is one of which any manufacturing industry may well be proud of.

VANCOUVER NOTES

Shoe merchants are displaying to very great advantage the new styles for spring and summer wear, which include some of the very latest things in novelty effect.

Mr. J. Rae, who is now celebrating his twenty-first anniversary in the shoe business in this city, has been running a sale for fourteen days, which has been very successful.

Dr. McCormack, representing the Scholls Foot-Arch Support, has been in the city several days demonstrating at the Stark Shoe Store on Granville street.

Quite a number of shoe salesmen in the city have availed themselves of the course in home study with the American School of Practipedics.

Repairmen are kept very busy these days. It is also reported that a number of visitors from the prairie are looking over the city to find locations for additional repair shops.

The further increases in prices of polishes has had the effect of raising the price of shoe-shines all over the city to fifteen cents each. The result is that for a time, at least, there are quite a number of miniature shoe-shine shops in the various kitchens around the city.

The firm of W. J. Head, manufacturers of loggers' boots, have installed a new Champion stitcher, and Mr. S. Goodall,

also maker of loggers' boots, has installed a new power finisher.

The early Easter and extra good weather had a great stimulating effect on the shoe trade in Vancouver during Easter week. The shoe dealers have been alive to seize every opportunity to trade toward their doors. Various sales have been run with excellent results, so it is reported. The various displays were truly artistic both in the windows and in the stores. New spring lines were very much in evidence.

The exodus of winter sojourners from the prairies is now taking place, but trade will not be much affected thereby, for people from the south who spend the winters here will be coming very soon.

Mr. Chas. Howes, one time manufacturer of loggers' boots in Vancouver, was in the city recently for a few days. Mr. Howes now runs a farm at Chilliwack.

About thirty of the shoe repairers of the city have formed a union, which is one of the largest in the city. It is reported to be affiliated with the shoe operatives branch of the trades and labor council.

Mr. Samuel Goodall has added a power finisher to his plant on Water street.

CHANGE OF BUSINESS

The old established firm of Dowling and Creelman, of Brandon, Man., is succeeded by the Dowling Shoe Co., with Mr. R. R. Dowling at its head. The business was



Major W. J. Creelman, Brandon, Man.

organized some twenty years ago by Mr. Dowling, then of Brantford, and W. J. Creelman, of Toronto. Major Creelman, in the early days of the war, went overseas with the 79th Battalion, C.E.F., and the SHOE AND LEATHER JOURNAL recounted some of his experiences at the front some time ago. Major Creelman will continue in the retail shoe business as the Creelman Shoe Co., and will devote his whole time to that part of the business in which he has taken an active part since last fall.

DEATH OF SIMCOE SHOE RETAILER

Mr. W. A. Harris, a shoe merchant of Simcoe, Ont., died after a brief attack of pneumonia on Thursday, March 21st. At the death of his father, over forty years ago, Mr. Harris and his brother took over the business. His brother withdrew later, but he continued up to the time of his death.

The Shoe Repair Man

RETURNED SOLDIERS LEARN SHOE REPAIRING

The returned soldiers who take up vocational training may be divided into two classes: those who, after treatment, will be able to return to their former occupations, and those whose disability prevent them from returning to their pre-



Returned Soldiers at the Convalescent Home, Montreal, learning shoemaking and repairing.

war work. The latter are not so numerous, relatively, as may be imagined.

For those in the first class, occupation is provided as a healing and restorative measure. For the others who may wish to make a living at their new occupation, special



Returned Soldiers learning shoe making, and repairing at the Military Convalescent Hospital, Winnipeg.

equipment has been installed at various centres and courses arranged whereby they may learn sufficiently to work for others, and in some cases conduct a business of their own. Some of these take up shoemaking and repairing. We show an interior of the workshop in the Military Hospital at Winnipeg and one of the same in Montreal.

MEETINGS OF THE TORONTO SHOE REPAIRERS

The Toronto Shoe Repairers' Association held their regular bi-monthly meeting on Thursday evening, March 14th. There was a goodly number present and considerable business was gone through. It was decided to take steps

to make these meetings more interesting in order that it would attract more of the members to attend. A programme committee was appointed consisting of Messrs. Smallwood, Butterworth and Hendry, to provide entertainment at the various meetings. The business part of the evening was to be gotten through with, if possible, by ten o'clock, the balance of the time then would be devoted to social intercourse, music, cards, dancing, etc. The banquet which had just been held came in for much consideration, and the members felt that some improvements could be made when the third annual one is held.

That the Toronto Shoe Repairmen's Association is in a flourishing condition was evidenced at their postponed meeting held on Thursday evening, April 4th. At this meeting a communication was read from Beardmore & Co., inviting the members of the Association to visit their plant at Acton, Ont. It is the intention to go to Acton by steam line and return by trolley. This invitation was very much appreciated by the Association and they set the date for the first Wednesday in May, which will be the inauguration day for the summer half-holidays of the Association on Wednesday afternoons. This also should be an incentive to the members who have not paid up for this year to send in their dues immediately, in order that they may benefit, by this little excursion out of town, which Beardmore & Co. are giving complimentary.

A very pleasing little incident occurred also at this meeting in which the officers and retiring officers received little tokens of good-will from the Association. Messrs. C. F. Robertson, Arthur Butterworth and S. Burnett were each presented with a cigar case, on which were engraved the initials of the recipient, and inside the case were found a number of real good Havanas. Mr. Hayward, the president, was presented with a gold watch charm, a fac-simile of the emblem of the Association, and in addition to this Mr. Hayward's name and the year were engraved on it.

The committee who have the arrangement of programs for the regular bi-monthly meetings, after the business is over, have arranged the following for the meeting to be held on Thursday evening, April 11th:—Instrumental selection by Messrs. Smallwood, Hendry and Smallwood, jr.; song by Mr. Mason; guitar solo by Mr. Ozard; song by Mr. Butterworth; euphonium solo by Mr. Stannaford. The members are urged to be present at this meeting because several important matters are to come up. Among these is the decision regarding the holding of a ladies' night in the very near future.

HAMILTON REPAIRMEN MEET

The regular bi-monthly meeting of the Hamilton Shoemakers' and Repairers' Association was held on Monday evening, March 25th. Much interest and enthusiasm were manifested in discussing various methods of doing the many kinds of repair work that come within the scope of the average repair man.

The meeting place and dates have been changed. Instead of meeting the second and fourth Mondays they will now meet the first and third Thursdays. The new quarters will have a cloak room, kitchen, tables, chairs and a piano, so the social end of the meetings will not be neglected.

A number of the members are in sick list, and Mr. Holman, who met with a motor accident some time ago, is still unable to work.

HOW ABOUT A NEW MEMBER

Is your association keeping up its interest? One thing essential in keeping an association alive is the securing of new members. A little activity on the part of those already in line will work wonders in this way with each member making a point to secure at least one new member if the proportion of repairers in your town or city, who are not affiliated with you, is large enough for this.

In approaching a man to become a member of the association, do not emphasize too much the advantages to be derived from the association. Impress upon him that it is his duty to give to the association or to put his best qualities, ability, etc., into it, and just as a farmer puts into the ground, so he will take out. This is the highest ideal of a membership in any association.

Life is not so short but there is always time enough for courtesy.—Emerson.

AN INTERESTING LETTER FROM NOVA SCOTIA

We are in receipt of a very interesting letter from Mr. Wm. Cliffe, of Springhill, N.S., who conducts a repair business in that town. Mr. Cliffe is a shoe craftsman of many years' standing, having been at work for upwards of thirty-four years. He has made a specialty of boots for deformed feet, and has had very great success in this line. He also says it is almost impossible to interest the shoe repairers in his neighborhood in forming an association, and that at present time the prices are much lower than they should be for good work. He regrets very much, when he reads in the *SHOE AND LEATHER JOURNAL* of other towns and cities in central and western Canada having associations whereby the members profit and are greatly benefited, that the repairmen are unable to have such organizations in his part of the country. He says that while prices are rising for other commodities and labor, shoe repairers have not raised their prices in proportion to the cost of leather and the high cost of other things.

We are at a loss to know why it is that shoe repairers cannot see the great advantage there would be in a mutual benefit association, whereby they could get together and exchange ideas and arrange uniform prices so as not to be cutting each other and themselves at the same time.

It is interesting to note that Mr. Cliffe uses the same expression as Dr. Walmsley in his article in the *SHOE AND LEATHER JOURNAL*—"No two feet are alike." Mr. Cliffe goes on to say that while there is a resemblance, or an approach to similarity, the difference that exist are worthy of consideration. He also says that we cannot imitate nature, but can help those who are unfortunate enough to have crippled feet, and he makes a strong distinction between natural cripples and those who are cripples by



Cork Sole Shoe. By Wm. Cliffe.

accident or through their own negligence. He contends that people suffering with corns, bunions, fallen arches, etc., are largely to blame themselves in not having footwear suitable for their feet. Especially is this so where heavy work boots are worn.

Until four years ago, Mr. Cliffe did all his work by hand, but has since installed machinery, and finds this a very great help in his business. He does not say what his power is, but we judge from the photo of his shop that he is using a gas engine. Mr. Cliffe looks forward to the time when the various repairmen's associations will be amalgamated in one federation, including all the associations from British Columbia to his own province down by the Atlantic Ocean.



Shoe for cripple, by Wm. Cliffe



Workshop of Wm. Cliffe, Springhill, N.S.

THE SHADES THAT LEAD

Fashion has decreed that two shades of Tan and two shades of Red are to rule in Calf Colors for the coming season. Read the fashion notes on pages 87 and 88 of this number and you will see that they are the

COLLIS COLORS

COLLIS KHAKI BROWN COLLIS TONEY RED
COLLIS LONDON BROWN COLLIS MAHOGANY BROWN

To be in the swim your goods will have to conform to the DECREE of FASHION. It means EASY SELLING to the RETAILER as well as the manufacturer to have the RIGHT SHADES.

COLLIS LEATHERS

are not only FASHIONABLE, they are the best of their class made in "Canada" or "America." The skins are specially selected, specially treated and specially finished to suit the requirements of HIGH-GRADE SHOEMAKING.

THE BEST IS ALWAYS THE CHEAPEST

Sample Book of Colors on request.

COLLIS LEATHER CO. LIMITED
AURORA, ONT.

JOSEPH S. FRY

*Late Military Shoe Sergeant
180th Battalion*

MAKER OF BEST
SOLID LEATHER
SHOES
FOR MEN *and* BOYS

Military Shoes—Hand-Sewn Welts.
Men's Best Shoes—Hand-Sewn Welts.
Men's Working Shoes, Double Soles, Goodyear
Stitched.
Boys' Solid Leather School Shoes.
Shoe Uppers, all kinds, Men's and Boys'.

Joseph S. Fry
168 Seaton St. Toronto, Ont.

Edwards & Edwards
TANNERS OF

SHEEPSKINS

FOR
SHOES GLOVES
SADDLERY
UPHOLSTERING
BAGS AND SUIT CASES
BOOKBINDING
FANCY AND
NOVELTY GOODS
SKIVERS
EMBOSSSED 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.

AMONG THE SHOE MEN.

Mr. Clayton Hurlbutt, of the Hurlbutt Shoe Co., Preston, was in Toronto on the week of March 18th, on a leather purchasing trip.

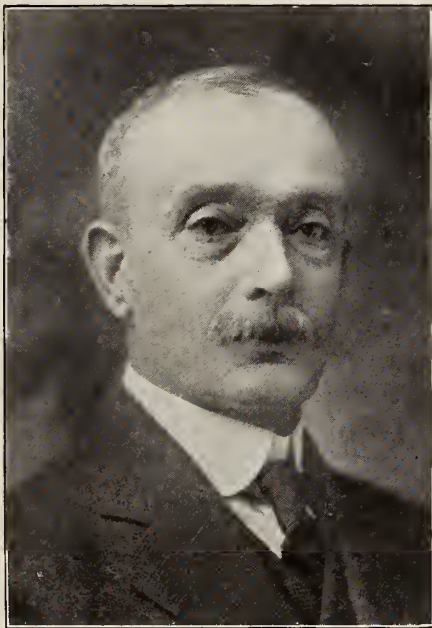
Owing to ill health Mr. Fred Rowe, of 1294 St. Clair avenue, Toronto, is disposing of his shoe business.

Mr. R. J. Hanna, who has been for fourteen years in the shoe business in and near his present location at 430 Spadina avenue, Toronto, is closing out his business. He will take a little rest before engaging in any other new business.

Mr. McLaren, of McLaren & Dallas, left for Quebec on Sunday evening, March 24th. It is a remarkable fact that Mr. Hugh White, with that characteristic interest of a bodyguard, felt that it would be greatly to Mr. McLaren's benefit if he should go also. Accordingly Mr. White engaged a berth on the same train for the same destination. Mr. McLaren appreciates Mr. White's interest in his welfare while traveling.

Mr. Bowie, until recently with J. J. Haines, Belleville, is now with Mr. Fred Raven, of St. Thomas, Ont.

Mr. Dunbar, of Scott Chamberlain, Limited, London, was on a business trip to Toronto during the week of March 18th.



Mr. A. Foster, representing Hydro City Shoe Manufacturers, Limited, in Northern and Eastern Ontario for about twenty-three years.

Mr. Inrig Armbrust, of The Lady Belle Shoe Co., Kitchener, was looking over the leather markets in Toronto recently. Mr. Armbrust reports their plant is very busy.

W. D. Leavitt, who died recently at Bancroft, was for many years salesman with the Ames-Holden-McCreedy Co.

Mr. A. R. Hewetson, of Brampton, Ont., was in Montreal for a few days on business during the week of March 18th.

Joseph Daoust, of Daoust-Lalonde, Montreal, started for Toronto last Thursday night, March 14th, for the tanners' meeting. He didn't reach Toronto till Friday night at 10 o'clock. He left for Lindsay in the morning, and

didn't get there till 6 o'clock at night. Thence on in a hurry to Montreal, Mr. Daoust says it reminded him of traveling in the olden days.

Geo. A. Blachford was in Montreal on business during the third week in March, going from there to Boston.

Frank M. Smith, for five years representative of the Hydro City Shoe Mfrs., is now one of the sales staff of the Greb Shoe Co., Ltd., of Kitchener.



Mr. W. J. Hay, representing the Hydro City Shoe Manufacturers, Limited, and The Lady Belle Shoe Co. Limited, in Northern Alberta and Northern Saskatchewan.

Arthur Brown, formerly representative for Gourlay & Fogelburg, Ltd., is now with Greb Shoe Co., Ltd., of Kitchener.

The "Just Wright Shoe" representative was in Toronto on a sort of general inspection trip during the week of March 18th.

Mr. S. Scott, M.P., of Getty & Scott, Galt, Ont., dropped off in Toronto and made a few business calls during the week of March 11th.

J. A. E. Snider, of 1474 Yonge street, Toronto, is having his shoe store enlarged to accommodate his increasing trade.

Mr. E. E. Hutchinson, secretary of the J. Eveleigh Trunk Mfg., Montreal, has left for a vacation in St. Augustine, Florida.

Mr. Murdoff, of Trenton, Ont., representative of Queen Quality Shoe, was in Toronto one day recently on business for this firm.

Mr. J. G. Settle, of the Murray Shoe Co., London, Ont., opened his samples at the Queen's Hotel, Toronto, on March 28th.

The representative of the Leach Shoe Co. has been calling on the trade in the central part of Ontario during Easter week.

Utz & Dunn's representative has been in Toronto and other Canadian centres recently and reports good business for this well-known firm.



A DOCTOR

builds his successful practice on the cases he cures.

His success is public recognition of his skill.

The medical and advertising businesses are much the same—in either case permanent success is built on the success of clients.

We offer skilled, trained knowledge in the preparation of retail shoe store publicity in all of its phases.

We lead you through the difficult paths of resultful advertising that is now handicapping you.

In such work we stand pre-eminently successful.

Rx

FULL DETAILS

OF OUR CUT, COPY, LAYOUT,
POSTER, POSTERETTE, WINDOW
TRIM, SUGGESTION, AND COM-
PLETE MERCHANDISING
SHOE SERVICE

WILL BE SENT FREE

MAIL THIS COUPON AT ONCE

Merchants Business Building Service,

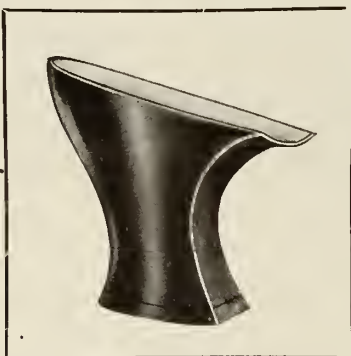
239 W. 39th St., New York.

Show me how I can increase my shoe Business without cost to me.

Name.....

Town.....

State.....



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

SELLING BRANDED SHOES

"Every shoe retailer should sell a 'Branded' shoe," said a shoe traveler recently. "There are many decided features in favor of so doing. A branded shoe furnishes talking points that an ordinary make will not. Every branded shoe will have a certain following. What I mean by that is there will always be a number of people who prefer a certain brand, and if you carry it you are almost certain of their patronage. And every customer who enters your store is a trade asset. He goes to make up that necessary quality of good will, so important in the retail business. He may not buy only that particular brand; he may purchase other lines for other members of his household.

"A branded line is also easier to advertise," continued the traveler. "It gives you something definite to talk about. You may dispense with generalities and talk real selling points when advertising shoes sold under a brand. Should the shoe be advertised to the consumer by the maker, then the retailer reaps a double advantage in that 'The buying public has more confidence in a shoe that the manufacturer backs with a name.' But in addition to all these points there is the fact that a branded shoe is liable to be a better shoe. When a maker stamps his name or brand on his product he immediately recognizes that his reputation is at stake, and he must concentrate every effort in his factory toward building a reputation and making shoes that will live up to that reputation. They will be more uniform, and the retailer can offer the line with more confidence and enthusiasm than he can lines that may be as good but not sold under a brand; at least that is my idea of shoe selling, and I have been knocking around in the shoe game for the last twenty-five years," and the traveler picked up his grip and hustled for the train.

Every failure teaches a man something, if he will learn.



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.**

Mr. Geo. Robinson, of James Robinson, Montreal, was a business visitor in Toronto during the week of March 25th.

Mr. Sutherland, of the Amherst Boot & Shoe Co., Amherst, N.S., has been in Ontario recently calling on the trade in the interests of his company.

Mr. W. H. Stagg, who for a number of years has represented the Ames-Holden-McCready Co., in Western Ontario, will start out with this company's well-known "Corona" line, formerly handled by Mr. F. Springstead.

Mr. C. E. Fice, representing the J. & T. Bell Shoe Co., of Montreal, open an unusually attractive line of samples of this well-known firm at the Queen's Hotel, Toronto, on March 18th. Mr. Fice says there is a strong demand for pumps and Oxfords for the immediate season and the placing for fall trade certainly shows that merchants are anticipating good business.

Mr. Oscar Warbdorff, of the E. T. Wright Co., St. Thomas, Ont., has been in Toronto and surrounding district during the week of March 25th and says that he finds business "Just Wright" in his line.

Mr. F. Hall, of the Townsend Shoe Co., Hamilton, Ont., has been making his usual business trip in Central Ontario during the latter part of March.

Mr. Fred Marois, of Tourigny and Marois, Quebec City, was a business visitor in Toronto during Easter week.

Mr. F. H. LaBlanc, of Aird & Son, Montreal, paid one of his periodical business trips to Toronto in the week of March 25th.

Mr. Frank Slater, of the Eureka Shoe Co., Three Rivers, Quebec, was calling on the jobbers in Ontario in Easter week.

Mr. Frank Sisman, Simcoe, Ont., made one of his flying business trips to Toronto during the week of March 25th.

Mr. Frank Wagner, of the Aylmer Shoe Co., was on a stock buying trip to Toronto, on Wednesday, March 27th.

Mr. Ed. R. Lewis, of Lewis & Co., leather merchants, of Toronto, has gone north calling on the manufacturers in that section of Ontario.

W. C. Myers, of the Parisienne Shoe Co., Montreal, had his samples on display in Toronto during the week of April 1st.

M. E. Duffield, late with Mr. Harry Stark, of Winnipeg, is now connected with the Canadian Consolidated Rubber

Co., Limited, Toronto. Mr. Duffield was formerly with J. T. Allen, of Mount Forest, Ontario.

There is talk of two new high-class shoe stores on Yonge street, Toronto. An eastern concern has taken an option on a prominent corner and a local manufacturing establishment has been considering another prominent location.

The recent reorganization of the T. Sisman Shoe Co, of Aurora, Ont., was merely the result of the development of the business which necessitated enlarging the scope of the old charter. A new charter has been taken out under the Dominion Government with capital stock of \$200,000. There is no change in the directorate or officary and the control and management continues as it was. This concern has made wonderful progress and is now one of the main industries of the town.

"Putting Punch into the Game" is evidently the object of the present enthusiastic patronage of the Y.M.C.A. "gym." and swimming bath by a bunch of Montreal shoe trade athletes, headed by Mr. N. R. Feltes, of the Ames-Holden-McCready Co. They say that already some of them have begun to take morning runs around the mountain.

Narcisse Gagnon, of Montreal, has been breaking the ice on one of the back lakes of Quebec for a month back, to make sure of catching the first fish of the season. He has promised to divide it with two Toronto jobbers.

Mr. Chas. W. Blachford has just returned from an Easter trip to the Atlantic seaboard to review the annual foot fashion parade. He says that Fifth Avenue on Easter Sunday was well worth seeing from a shoeman's standpoint.

Some of the Toronto jobbers are talking of giving up golf this year and renting a two-acre lot for raising potatoes. They will secure the services of J. S. Ashworth, of Trickett's, who is said to be an expert in the production of tubers.

Mr. Gordon S. Hubbell, who formerly represented Paul Galibert & Co., but is now associated with the new firm, The Adanac Leather Co., at 216 Notre Dame St., Montreal, will look after the trade of this firm in Montreal and the West.

Mr. A. Langlois, for the past thirteen years connected with the Parisienne Shoe Co., for most of the time covering a section of the Province of Quebec, has been appointed Montreal representative for the Parisienne Shoe Co., Montreal.

MR. MERCHANT! — "WE DIRECT SALES THAT WIN" THE BUSINESS SALES SYSTEM
Successful Advertising and Sales Managers

Let us refer you direct to merchants who have proved by test that "Our Methods are the Best." WRITE FOR TERMS AND FULL PARTICULARS.

285 Salem Avenue, TORONTO
Long Distance Phone, Junction 5668



LION POLISHES are profitable merchandise, whether regarded from the standpoint of price or quality.

We manufacture a full line of Dressings and Dyes.

Our Dark Brown Dye

has a strong call at the moment.

By means of this preparation the faded tan shoe may be dyed a beautiful, rich, uniform Brown color of the popular shade.

Lion Polish Co. Limited
Toronto

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher

Hand Power

Stitches Neolin and Fibre Soles.
Indispensable to Repairmen

WRITE FOR PARTICULARS

C. PARSONS & SON
LIMITED

Repair and Shoe Store Supplies

79 Front St. E.

Toronto, Ont.

WHITE FINISH

For Heels, Edges and Bottoms

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 have just perfected a finish for the above lines second to none. Is waterproof and can be used with brush or machine.

WRITE FOR SAMPLES
AND PRICES
SUPPLIED IN ANY COLOR

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

Lieut. Harold T. Fice, son of T. E. Fice, J. & T. Bell representative, returned Wednesday, March 20th, on a two months' furlough. Lieutenant Fice is with the King's Royal Rifles.

In Moose Jaw, Sask., a new men's store, known as "The Hub" was opened on March 15th. In addition to the line of furnishings carried there is a shoe department carrying a great variety of men's footwear.

Mr. Harvey E. Graham, of Ottawa, recently underwent an operation in the hospital in that city, and his friends will be glad to know he is progressing favorably.

Aerial Mail Service starts between Washington, Philadelphia and New York, not later than April 15th. Shoemen should profit by this the same as other trades.

The employees of the Simcoe Shoe and Glove Company have a very commendable organization which they call "The Overseas Helpers' Club." They make wash towels, comfort bags, stretcher towels, sox, etc., for the soldiers overseas. They meet weekly to do their work and a little social program adds to the interest of the club. The work of this club is worthy of emulation.

An importer and commission merchant at Naples, Italy, desires to obtain an entire plant and machinery for making rubber overshoes. He wishes complete estimate with detailed plans and specifications, designs, etc., and with consideration of the fact that rubber overshoes are not at present made in Italy.

Messrs. Relyea and Co. have secured the premises recently occupied by Mr. Joseph Fenner, and purpose opening a new and up-to-date boot and shoe shop. They will carry a general line of footwear, and should make a success of their business in that thriving town.

Mr. J. H. Brown is opening a new up-to-date shoe store in Windsor, Ont. which will be conducted under the name of Brown Brothers. He lately came from Penhold, Alta., where he had been in business for seven years. Pre-

vious to that he was in his home town, Unionville, Ont., where his brother still conducts the business, for Mr. Brown has been connected with his brother for over ten years, and the new store at Windsor will be run by the two brothers.

John Smithers of 4213 St. Catherines street, Montreal, had \$300 worth of shoes stolen recently from his store.

FOR SALE—Several wooden glazing machines of the Delaware Machine Works Co. make, in first-class condition. Apply to Aug. Pion, 344 Prince Edward street, Quebec.

WANTED—By J. W. Hewetson Shoe Co., of Brampton, Ont., Fortuna Skiving Machine, Mode E or Model F.

WANTED—By representative of well known establishment, having first-class connection with Canadian wholesale shoe jobbers, an agency to sell on commission. Advertiser has centrally located office and sample rooms in Toronto. Best of references. Address, Box 500, SHOE AND LEATHER JOURNAL, Toronto.

I SPECIALIZE ON
SHOE STAMPS & DIES

STEEL STAMPS & DIES

DESIGNS
ON REQUEST

W.D. ARMSTRONG

230 CRAIG ST. W. (PHONE 675 MAIN) MONTREAL

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.

OPEN DATES FOR PERSONAL SERVICES, JUNE AND JULY

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.

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

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester.

and at Kettering, Northampton
Bristol, and Norwich.

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.



"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		G		P	
Aird & Son.....	20	Gagnon, Lachapelle & Hebert.....	25	Perth Shoe Co.....	60, 61
Ackerman, B. F., Son, & Co.....	28	Greb Shoe Co.....	32, 33	Packard, L. H., & Co.....	70
Acton Publishing Co.....	38B	Gutta Percha & Rubber Limited.....	96	Pfister & Vogel Leather Co.....	104
Adanae Leather Co.....	65	Getty & Scott, Limited.....	131, 132, 133, 134	Perkins & McNeely.....	192
Ames-Holden-McCreedy, Limited.....	66	Galt Shoe Co.....	182	Parker, Irwin, Limited.....	206
Adams Shoe Co.....	112, 113, 114	H		Parsons, C., & Son.....	206
Amherst Boot & Shoe Co.....	115-127	Hydro City Shoe Mfrs., Limited.....	22	R	
Ahrens, Chas. A., Limited.....	128, 129	Higgins, L., & Co.....	34	Robinson, James.....	15, 16, 17, 18
Armstrong, W. D.....	207	Hamilton, W. B., Shoe Co.....	40	Regal Shoe Co.....	108, 109
B		Harley, Henry, Limited.....	54	Robson Leather Co.....	158 H
Breithaupt Leather Co.....	6, 7	Hart Boot & Shoe Co.....	55, 56, 57, 58	Ralston, R., & Co.....	180
Boot & Shoe Workers' Union.....	44	Hewitson, J. W., Co.....	162, 163	Routier, Luc.....	184
Bennett Limited.....	59	Hurlbut Shoe Co.....	164	S	
Brandon Shoe Co.....	62, 63	I		Slater Shoe Co.....	I, F, C.
Barnet, Sol, & Son.....	64	International Bus. Machine Co.....	29	Schmidt, Carl E., & Co., Inc.....	18 A, 18 B
Browning, C. A., & Co.....	74	Independent Rubber Co., Limited.....	72, 73	Scheuer, Normandin & Co.....	31
Blachford Shoe Mfg. Co., Limited.....	93, 94	K		Sisman, The T., Shoe Co.....	52
Bell, J. & T., Limited.....	111	Kennedy Bros.....	64	Scott, J. A.....	69
Beardmore & Co.....	174, 175	Kingsbury Footwear Co.....	67, 68	Slater, Chas. E.....	75
Business Sales System.....	205	Kenworthy Bros.....	74	Smardon Shoe Co.....	158 B
Borne, Lucien.....	184	L		Star Shoe Co.....	167, 168
C		Lawrence, A. C., Leather Co.....	10, 11	Saba, C. N.....	198
Core, J. A. & M.....	14	Landis Machinery Co.....	106	Staynes, W. H., & Smith.....	207
Canadian Consolidated Rubber Co., Limited.....	76	London Shoe Co.....	158 D	Schmoll Fils & Co.....	208
Cobourg Felt Co.....	100	Lennox, John, & Co.....	165	Samson, J. E.....	184
Clarke & Clarke.....	106	La Parisienne Shoe Co.....	166	T	
Clarke, A. R., Co., Limited.....	158 F, 158 G	Lagace & Lepinay.....	184, 194	Tilley, Chas., & Co.....	13
Clement, Oscar.....	192	Lion Polish Co.....	206	Thompson Shoe Co.....	19
Collis Leather Co.....	202	Lewis, A. C., Leather Co.....	205	Trickett, Sir H. W., Limited.....	30
Clark, A. C.....	207	M		Tetrault Shoe Mfg. Co.....	35, 36, 37, 38, 38 A
Cock of the Walk.....	207	Miner Rubber Co.....	8, 9	Townsend, J. S.....	190
Clark Bros.....	O, B, C.	McLaren & Dallas.....	12	Toronto Heel Co.....	204
D		Marsh, Wm. A.....	46, 184	Tourigny & Marois.....	184
Duclos & Payan.....	3	Midland Shoe Co.....	71	U	
Dunlop Tire & Rubber Co.....	4	Moore-Shafer Co.....	98	United Shoe Machinery Co.....	24, I, B, C.
Davis Leather Co.....	5	Maybee's Limited.....	102	Utz & Dunn Co.....	188
Daoust, Lalonde & Co.....	21	Miner Shoe Co.....	178	W	
Davis, A., & Son.....	42	Minister-Myles Shoe Co.....	193	Wallace, P. B., & Son.....	102
Dupont & Frere.....	169	Merchants Business Bldg. Co.....	204	Wood-Milne Co., Limited.....	104
Dowling & Creelman.....	198	N		Woelfle, W. E. Shoe Co.....	158
E		National Cash Register Co.....	26	Wright, E. T., & Co.....	160, 161
Evans, John R., & Co.....	23	Nugget Polish Co.....	186	Williams Shoe Co.....	170, 171
Edwards & Edwards.....	202	Newcastle Leather Co.....	106	Walton, A. G.....	172, 173
F		P		White Shoe Co.....	176
Farnsworth, Hoyt & Co.....	50	Palmer, Jno., Co., Limited.....	27	Woodward, F. E., & Sons.....	182
Freeman, Louis G., Co.....	70	Palmer, McLellan Shoe Pack Co.....	48	Y	
Foerderer, Robt. H., Inc.....	130	Y		Young, Richard, & Co.....	207
Fry, Jos. S.....	202	Y			

GOODYEAR MACHINERY
IS MADE TO OPERATE
SATISFACTORILY

NOT made just to sell or meet some particularly low selling price. And after GOODYEAR MACHINERY is installed it is KEPT in good running order by a highly trained staff of travelling mechanics.

QUALITY

SHOE REPAIR OUTFITS
IN ALL SIZES
MADE IN CANADA

EFFICIENCY

CONVENIENCE IN OPERATION

EVERYTHING FOR THE
UP-TO-DATE
REPAIR SHOP

SMALL FIRST COST

LOW UPKEEP

LET US SEND YOU OUR LATEST CATALOGUE

United Shoe Machinery Co. of Canada, Limited
MONTREAL - - QUE.

TORONTO
90 Adelaide Street West

KITCHENER
179 King Street West

QUEBEC
28 Demers Street

An
Inauguration
of
Popular
Prices
to
Meet War
Time Spirit



Retailers will be able to sell these latest creations in high-class specialties at prices from \$5.00 to \$10.00 per pair.

Excellence
of
Quality, Style
and
Workmanship
Maintained

The Ladies
of
Canada
are
Walking
from
the
Atlantic
to the
Pacific
in Boots
and
Shoes

Made by

Clark Bros.
Limited
St. Stephen, N.B.

Full line of
Neolin Soles Added

Our Representatives
have commenced
their
Fall Campaign
with
Complete Lines
of
Dainty Footwear
that will make
the feminine heart
rejoice.



REPRESENTATIVES:

ONTARIO and QUEBEC:

R. L. Savage,
709 Lumsden Bldg.,
Toronto, Ont.

WESTERN and NORTHERN
ONTARIO:

Kenneth C. Savage.

WESTERN PROVINCES:

James F. Clark.

MARITIME PROVINCES:

C. Hazen McGee.

The
Thirty-First
Year

THE SHOE & LEATHER JOURNAL

Toronto
April 15
1918



Canadian Shoe Stores

ONE of three modern retail shoe establishments owned by the Rannard Shoe Limited, Winnipeg.

(See Page 60)



CHARLES F. RANNARD, WINNIPEG



ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Aird's Output

The Largest of any
Shoe Factory in Canada

Recently compiled figures show that the daily output of our factory for 1917 exceeded by several hundred pairs of shoes that of any other factory in Canada.

“There is a Reason”
—The Footwear Buyers' Want—
At Popular Prices

Don't Fail To See Our
NEW MODEL S

Representing the very latest ideas in popular-priced footwear for Fall nineteen-eighteen.

NOW BEING SHOWN BY PRO-
GRESSIVE JOBBERS FROM
COAST TO COAST.

AIRD & SON (Registered)
MONTREAL



Elegance and Grace



We will have in stock May 1st the finest line of High-Grade Welt and McKay Sewn Women's Specialty Shoes ever shown by a Canadian Wholesale House. Watch for our announcement May 1st issue of "The Shoe and Leather Journal" giving full particulars regarding styles and prices.

Blachford, Davies & Co.
Limited

60 and 62 Front Street West, Toronto

Monarch and Brandon Shoes have irresistible salability, both in them and behind them.

We have given these shoes every feature that would facilitate merchandising and induce repeats as well as accomplish quick first sales.

Monarch and Brandon Shoes are of a character to protect and add to the prestige of the Retailer.

Our advertising drive is making them known to the public and the trade, is bringing them into stronger appreciation and demand every day.

Why waste time and energy trying to get unknown lines in motion when self-starters like Monarch and Brandon are ready to hand.

BRANDON SHOE CO., LIMITED
BRANTFORD, ONTARIO

ROBERT H. FOERDERER
PHILADELPHIA INCORPORATED PENN., U.S.A.



Specialists
in
Glazed Kid

EVANS

Specialists
in
Upper Leather

“MAXIMUS”

PATENT LEATHER

Mahogany, White, Drab, Pearl
and Battleship Gray

“PEERLESS”

GLAZED KID

Gray and Brown

“RUBY”

GLAZED KID

Peerless Mat Cabarettas

QUALITY: The OUTWARD perfection of a skin is an expression of its INWARD value.” All the possible quality that tends to produce GOOD shoes is in ANY skin we sell.

SERVICE: PERFECT Service is our daily aim and ambition. We promptly respond to calls for quick shipment, having stock suitable for the Canadian trade on hand.

LET US QUOTE YOU ON YOUR NEEDS

John R. Evans Leather Co.

OF CANADA, LIMITED

214 Lemoine Street

MONTREAL



One of Our Very Latest Models

9-inch, Kid, Lace, Louis Heel, Straight Tip

You can put more selling enthusiasm behind a BELL SHOE than any other, because it substantiates your words by its graceful lines, its stylish pattern and the quality of the materials used in it.

*OUR TRAVELERS ARE NOW
SHOWING NEW MODELS.*

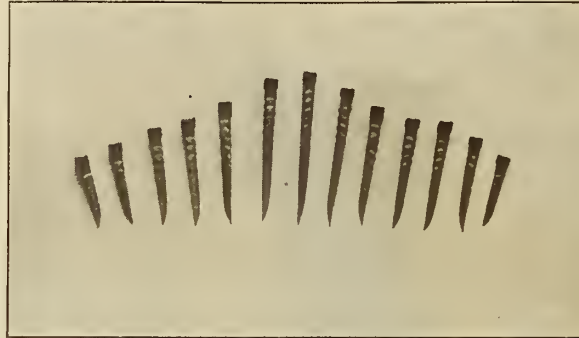
J. & T. BELL

LIMITED

MONTREAL

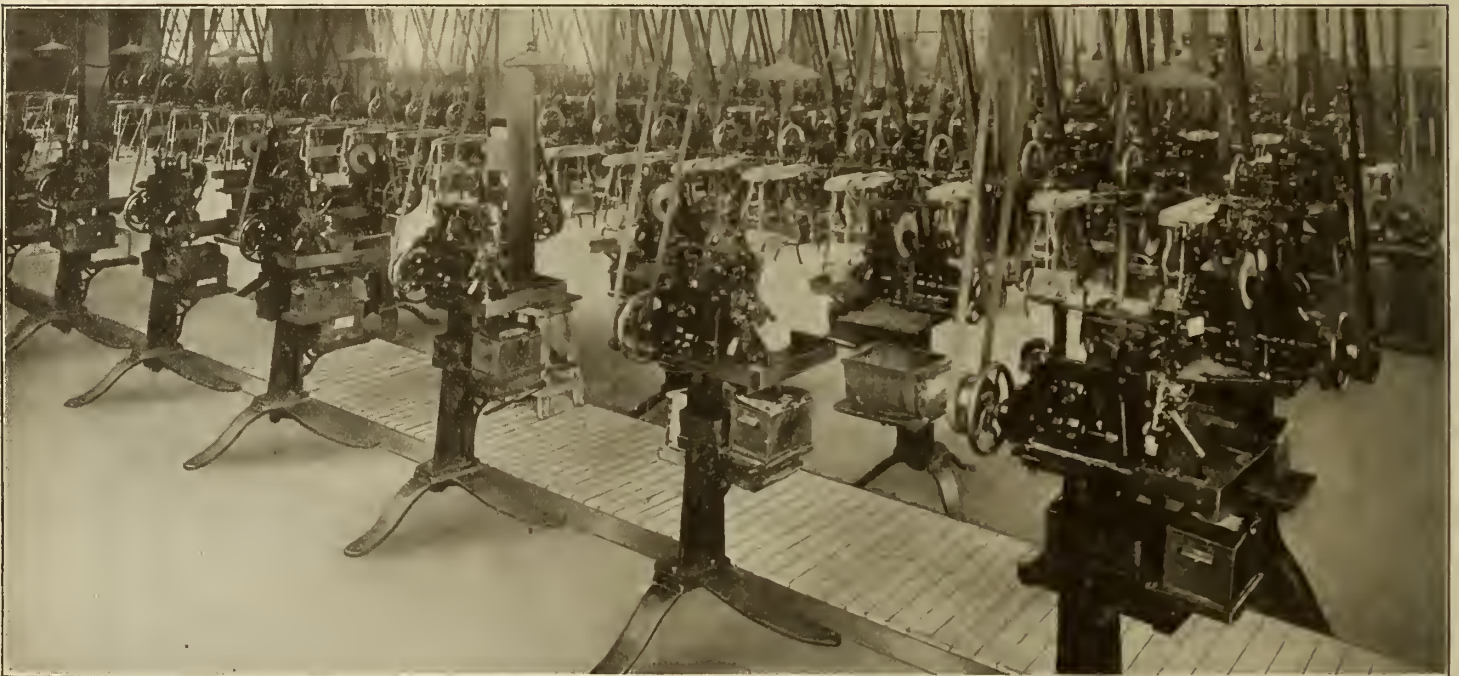
*SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA*

THE NAIL



KLEAN-KUTT PEGGING NAILS IN ALL SIZES

WHERE IT IS MADE



WHY IT IS MADE

TO FILL A LONG FELT WANT. Especially suitable for use by Repair Men to make a light, inconspicuous fastening for light sole shoes.

LIGHTER THAN SHOE RIVETS. STRONGER THAN SHOE TACKS Not made to take the place of either, but rather to fill the gap between them for a light, easily clinching, small headed sole fastening for shoe making and repairing. Excellent for use where the insole is light or frail, or in attaching any sole where a light tenacious fastening is desired. SMALL HEAD. CORRUGATED SHANK. CURLING TACK POINT.

WHERE YOU CAN SECURE IT

United Shoe Machinery Co. of Canada, Limited

MONTREAL - - QUE.

TORONTO
90 Adelaide Street West

QUEBEC
28 Demers Street

KITCHENER
179 King Street West

FOR SERVICE

THE BRITISH LION has stood for centuries for uprightness, thoroughness and fair play. She has, in the past three-and-a-half years, stood the wear and tear hardly believed possible. But she still holds, and will continue to hold, the line, bearing the brunt of this awful conflict.

Our well-known brand, "Lion" Oak Sole Leather, has proven worthy the name. It is in service in large quantities of British and American Army shoes.

It has the tenacity of the British Lion and wears like iron.

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, Ontario

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

REPRESENTATIVES

Montreal, R. M. Fraser and John McEntyre. Quebec, Lucien Borne.



When Your Grandfather was a Boy—

Away back in 1865—we made our first pair of shoes! Conditions have changed from year to year, and are changing almost daily NOW; but our IDEALS and AIMS have NEVER changed—and never will. We shall continue to put greatest quality and honest value into

The “YAMASKA” BRAND SHOE

and make it a shoe that fits YOUR preference as a dealer as well as the purse, the fads and the fancies of the people that buy “Yamaska” Shoes of you.

LA COMPAGNIE J. A. & M. COTE

ST. HYACINTHE, QUE.

ARMY SHOE
MUNSON LAST

THE PETERBORO SHOE

ARMY SHOE
MUNSON LAST

for

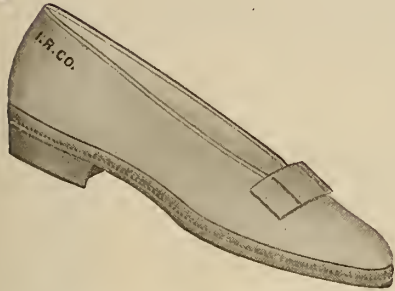
Men, Boys, Youths and Little Gents

is a staple shoe that LOOKS better, WEARS better and FEELS better because it IS better! It looks like a shoe of the better class—and the looks go CLEAR THROUGH!

Heavy and medium grades, of matchless value.

B. F. Ackerman, Son & Co., Limited
Peterboro, Ont. Western Branch, Regina, Sask.

INDEPENDENT RUBBER BOOTS and SHOES



Are BUILT—not “made”
—by a process that gives them great strength and keeps them in shape throughout their long life.

Their quality satisfies the demand for GOOD rubber Boots and Shoes for any man or woman, in any trade or calling.

They can be sold, with just and fair gainful advantage, at a price that satisfies the public's sense for wise economy and the Dealer's desire to keep in step with the thrift and spirit of the hour.

INDEPENDENT RUBBER CO., Limited Merritton, Ont.

Distributed by the following
Wholesale Jobbers:

- | | | |
|-----------------------------------|---------|-------------------|
| Amherst Boot & Shoe Co., Limited | (| Amherst, N.S. |
| Amherst Central Shoe Co., Limited |) | Halifax, N.S. |
| 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, Ont. |



A. DAVIS & SON

MANUFACTURERS OF

High-Grade Shoe Leathers

These leathers are the result of careful selection of hides suited to their particular class, the expert supervision of the newest and best methods of production and a thorough knowledge of the requirements of the Canadian Shoe Trade. DAVIS LEATHERS have the durability that belongs to thorough tannage, the smoothness that means perfect manipulation and the finish that means so much in the shoe.

OUR SPECIALTIES

ELK—Black and Colors

RUSSET—Oil Grain

MENNONITE GRAIN—Black and Red

COMBINATION—Smooth and Boarded Pebble



Russet and Black Collar Leather

Vegechrome—Black and Chocolate

Imitation Gun Metal

Ooze Splits in Black and Colors

Military Leather

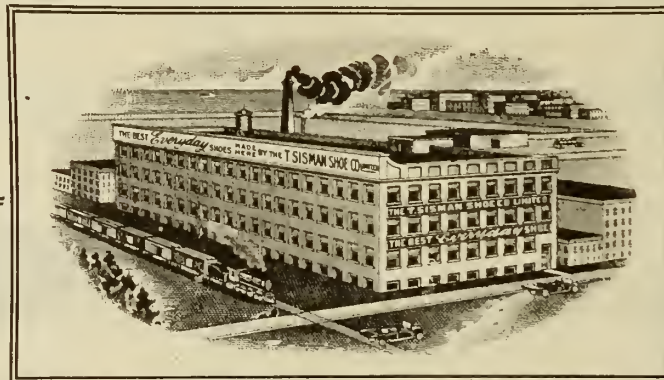
OUR SMOOTH CHROME AND MATT SIDES

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, ONT.



Sisman's
"Best
Everyday"

Sisman's
"Aurora"

You can please everybody with the Sisman Combination. Most people consider the BEST EVERYDAY SHOE good enough for any place, or for any purpose. For those who wish SOMETHING DIFFERENT there is the "AURORA." These lines have the SISMAN Shoemaking—the quality that counts, leather that wears, and fit that gives comfort.

Ask Your Jobber

The T. Sisman Shoe Co., Limited
Aurora, Ont.



WHITE GOODS

The style and economic demand for this Spring and Summer wear. And we are abundantly prepared to supply you RIGHT NOW with every need you will have in these fast selling Summer styles in
WHITE SHOES
for

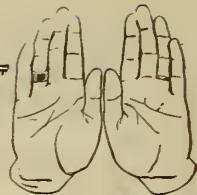
Women, Misses and Children

IN LEATHER LINES

You haven't a need we cannot supply and that covers everything from staples to the high quality lines.

And all this means we can ship your immediate requirements NOW and your placing orders when advised.

James Robinson
Montreal



Acme

Ability, Pliability

Reliability

"Acme" soles have "walked" into favour with the public. The tremendous increase in the demand proves that.

Outside of Dunlop "Traction Tread" Tires, no other product emanating from our factories has quite equalled the furore created by "Acme's" advent into Soledom.

In a field so new and so radical, only one fact could account for such an unusual success in such a short time—Ability, Pliability, Reliability.

Ability of "Acme" Soles to outwear leather.

Pliability of "Acme" Soles in actual use by those who search for boot and shoe comfort.

Reliability of "Acme" Soles when the count is being made of Squeaks, Cracks, Leaks.

Colors: Black, White, Tan. Supplied in sheets 3/16", 1/4" and 5/16" thick for repair purposes.

Specify "Acme" on all your Boot orders.

Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories, TORONTO

Branches: Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, Halifax.

Makers of High-Grade Tires for Automobiles, Motor Trucks, Bicycles, Motorcycles and Carriages; High-Grade Rubber Belting, Packing, Fire Hose and General Hose, Dredge Sleeves, Military Equipment, Mats, Tiling, Heels and Soles, Cements, Horse Shoe Pads, Agricultural, Plumbers' and Railroad Supplies, and General Rubber Specialties.



Tetrault Welts

Conservation of Cost

The Unparalleled development of Tetrault Welts has brought about a steady saving in COST of production. Specialization in designing, leather, labor, and distribution has made

Tetrault Welts

Not only the STANDARD of quality in Welt shoemaking, but has enabled them to meet the insistent demand for more moderate prices in footwear.

If you are looking for WELTS that have all the SNAP and ZIP of imported footwear at prices that will make the others look like a "hold up," do not fail to

ASK FOR TETRAULT'S

Tetrault Shoe Manufacturing Co.
LIMITED

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse at
9 Rue de Marseilles
PARIS

MONTREAL

SOLD BY ALL FIRST CLASS
JOBBER'S IN CANADA

THE SHADES THAT SELL

Have the tone and lustre that appeal. You avoid all guessing, and therefore all hazard when you pin your faith to

COLLIS LEATHERS

They are always correct, always satisfying, and always trade-building.

Collis Colors **Collis Khaki Brown** **Collis Toney Red**
Collis London Brown **Collis Mahogany Brown**

All manufactured and finished to meet the exacting requirements of high-class trade.

Ask your manufacturer and jobber for COLLIS LEATHERS.

The Best is Always the Cheapest

Collis Leather Company, Limited

Send for Sample
Book of Colors

Aurora, Ont.

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



THE concensus of opinion is that the sale of White Goods during this Spring and coming Summer will far exceed that of former years. The high price of leather footwear is bound to make it so.

We have anticipated the demand for this class of footwear, and are now showing a complete and well-assorted range of **White Goods** made of the best materials and representing the very latest style ideas.

Don't Fail to inspect this line. It is larger and better than ever.

The New Fall Styles in Fashionable Women's Leather Footwear

WHICH we are offering have been designed with painstaking care, and with the express object of appealing particularly to buyers who are seeking goods to sell at a popular price.

Our shoes embody, in a surpassing measure, all our past efforts to produce footwear of quality and style, yet low in price.



Gagnon, Lachapelle & Hebert

55 Kent Street
Montreal, P. Que.



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED

PART OF THE EQUIPMENT BEHIND

STAR BRAND SOLES

THE SORTING DEPARTMENT

THE RIGHT SORT OF SOLE

The integrity of a shoe, physical and moral, is grounded upon the sole.

And there is much to the production of a high-grade sole.

There is the choosing of the animal; skilful removal of the hide; careful preservation of the hide; employment of the best tanning material, processes, machinery and labor; the necessary element of time; expert cutting, matching and grading to obtain primest quality—**Star Brand Soles.**

The success of the repairman's business, also, is grounded upon the soles he uses.

BEARDMORE & CO.

TANNERS AND SOLE CUTTERS

HEAD OFFICE**TORONTO, ONT.**



Every Man in the Shoe Trade Should be Interested

Forty-five per cent of all shoes made will eventually bear fibre soles, says an authority on shoes.

This should interest you. As a shoe man, you must adopt the sole that has come to stay. As a discriminating buyer you will select that sole which embodies the best elements in the most saleable style.

"Rinex"

Soles

have been perfected beyond any other sole which combines rubber and fibre. They have been developed to the highest point of service and appearance—the two essentials that your customers demand.

Rinex Soles have been standardized—are made in one quality only, and branded with but one brand—by the largest rubber company in Canada.

Write to our Nearest Branch

Canadian Consolidated Rubber Co., Limited

Head Office - Montreal

Branches at Halifax, St. John, Quebec, Ottawa, Belleville, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and 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
Single Copies, 15 Cents

LETTING GEORGE DO IT

Don't Dodge, Do!—Carry Your Share of the Load—A Pound of Help Worth a Ton of Criticism—Get Together is a Good Team, but Pull Together is Better

ALL through life some of us are passing on duty and responsibility to others. "Let George do it" is the popular attitude, and the shifty motto of those who take it is "never do what you can get someone else to do."

A man's hat blew off on a crowded street the other day. "Aren't you going after it?" asked his companion as the "lid" gyrated down the centre of the road. "Not me!" was the reply. "Some fool will chase it up and bring it back;" and sure enough up rushed a fat red faced party, puffing and blowing with the hat in his hand.

We do not always put our sentiments in as bald and cold blooded a way as the owner of the hat, but, it is to be feared, many of us are guilty of the same kind of "altruism" with regard to the obligations, and especially those that have been thrust upon us by the war. There are those reading these lines who have heard the call to conservation and economy in foodstuffs, and which is quite as important and essential as the call to the trenches; and yet they have never missed a meal or dropped any item from the bill of fare that has been suggested as a necessity for the men at the front. "Let George do it" is their reply, as they go on absorbing their three meals a day and stuff themselves after they come home from a patriotic meeting at night.

"Let George do it" is the practical response that these same "patriots" make to the invitation to purchase Victory Bonds, or the plea for funds by the Red Cross Society. There are men who have put money into new automobiles, or into trips to the sunny South this winter, who have turned down appeals for patriotic funds and for bond subscriptions. No doubt, if these people thought it was a matter of life or death, or if they realized that their own precious necks or chattels were involved, it might be different. They think it is George's affair, and they let George go down into his jeans as well as go out in his jeans, to fight the war of civilization and democracy. Poor George—poorer "patrioteers."

"Let George do it" is the policy of the man who would rather feather his own nest than take a hand in hunting the vultures that are trying to make the world a shambles. Other men give up home and business to stay with their bodies, this avalanche of horror that threatens to engulf the race, while they sit down at home and spend their time between counting coppers and criticizing government regulations that interfere with the flow of the coin into their little fists.

"Let George do it" is a policy that will lose this war. People with such a policy deserve to lose it. This putting it on the other fellow may pass in some cases, but it is an awful thing to send men to the battle front and leave them there to die. One may have some respect for a man who, through physical fear, hesitates to throw his body into the breach, but the fellow who deliberately sits down in the back lines and eats the food or holds back the rations of the man struggling in the front trenches is worse than Bolo Pasha.

If you are one of those fellows with his nose so close over the muck rake of business, or his finer senses so deadened by his stomach or love of ease, that he can't see anything but his own selfish interests, get up and shake yourself. Quit settling everything by the question, "Where do I come in?"

There will be men at the close of this war who, if they are not relieved by law of the disgraceful gains they have made out of the blood of others, will be stripped of every vestige of reputation by public contempt and their names handed down to posterity as examples of those who passed it on to "George."

Some Points on Shoe Buying

Practical Suggestions from the Experience of a Town Buyer—The Treatment of Travellers—Heaping Coals of Fire on the Shifty—It Pays to Be Friendly

IT took me some time to find out the difference between retail shoe selling and retail shoe buying. I had been in the shoe game since I was seventeen years of age. I had worked as a shoe salesman for about ten years and had applied myself diligently and knew the shoe business, I thought, quite thoroughly. There was not a pump, an Oxford or a high or low cut in men's or women's shoes with which I was not familiar in every way, and could give all kinds of real good advice to customers regarding any of the shoes we ever carried in stock. I had been careful in saving my money, because it was my intention to start in business for myself as soon as I could. When this time came and I started to buy stock, I discovered there was one thing I had lamentably missed in my shoe selling service of ten years. While I had acquainted myself with all the features of shoes and shoe selling, I did not realize that no opportunity had been given me in shoe buying. As a result, I was at sea both in how to buy from a financial point of view and also the quantities. This may seem unreasonable to the average shoeman, because quite naturally he would imagine that one who had served ten years in shoe selling and had become so familiar with the different makes and styles of shoes would naturally have become familiar with the amount of stock carried. However, this was a weakness on my part, or perhaps an oversight, and when I started to buy for my own store I lacked very much.

For a long time I trusted to my memory as to what I required in the store, but now I do not attempt it, because I find one's memory is liable to fail at times, so I keep a tabulated record of my requirements, so that when a traveler calls I can refer to this record and see if he has anything that I require, and if so, I am in a position to look over his stock and immediately make whatever selections I desire. In order that I may buy intelligently, I feel it is necessary that I should keep up with the styles. I also keep a mental tab on the requirements of my particular customers—that is, there are a number who require a certain line of shoes and there are others who want something else, so I keep my hand on the pulse of my entire trade all the time in order that I may make selections that will meet their wishes, whims and desires. Another phase that I consider important is, when I am in the sample room, I buy one line at a time—that is, I do not go jumping from pumps to Oxfords and then back to pumps. I buy all my pumps, then I turn to Oxfords, then to high cuts and never mix my buying by jumping back and forth from one to the other.

Another important feature I consider in buying is not to buy just exactly what the traveler has, because you will find a great number of houses to-day are willing to meet you and do something that will give you a special line. This does not necessarily mean that you will have a particular brand, but you probably can have different colored stock so arranged that the shoes will be almost distinctly your own. This might be termed a special combination of colors. For instance, I would take one line of vamps and another line of tops, and have these combined so that the order, when filled, would not be the same as the traveler is showing, and would give my line a distinctiveness that other merchants who bought just what the traveler had on hand, would not possess.

As mentioned above, I always keep a tabulated record of my requirements, therefore, I never go into a sample room not knowing what I want. I think it is a serious mistake for a man to go merely to look over the samples in a sort of haphazard way. I always have a definite idea of my requirements and then when I am looking at the samples, if I see something new or attractive, I can add these to the others that I require or substitute if I think best. Another thing that I make a rigid practice of is to put down every order as I give it, the number, the sizes and the quantity. This prevents any mistakes and permits me to check over the bills and invoices when the goods arrive. It is not necessary to think that the traveler is going to do you, but the traveler is human and he may make a mistake. He may forget to put down certain numbers or he may put down some numbers that you have not ordered. This may be purely accidental. Whereas, if you keep a strict tab on all your orders that are given, it will prevent any mistake and will be more systematic and more satisfactory to yourself and to the house from whom you buy.

All that I have said above refers to straight line goods or high grade lines. Possibly some one will say, "Well, what about special buys, what about bargains?"

Situated, as I am in a small town, I do not have the opportunity of picking up snaps as those who are situated in the large cities and near jobbers, brokers and manufacturers, but I overcome this by cultivating the friendship of the traveler. I confine my buying principally to four or five houses—that is, I buy a certain line from one house, another line from another, and so on, but I treat every traveler with the greatest respect. I consider a traveler's time just as important as my own. I never keep him standing or waiting any longer than I can possibly help. I know what it means to have to run to catch trains: I know what it means when he misses a train, and therefore I treat him courteously and respectfully. When they come to my town, if they have to be there in the evening, I invite them to my home and I give them just as fine a time as it is possible in a town the size of ours. The result is that I have the respect and friendship of all the travelers who call on me, whether I buy much or little from them. What is the result of

(Continued on page 57)

The Psychology of Advertising

Reaching the Mind Through the Eye—The Appeal to the Sixth Sense in Selling Goods—It is the Unseen That Moves the Powers of Calculation and Reason.—By WM. CHAMBERLAIN, of Getty & Scott, Galt, Ont.



Wm. Chamberlain, Galt, Ont.

SECURING attention is the first aim of salesmanship and the primary object of all good advertising. A good deal depends upon first impressions, but still more depends upon what may lie back of that impression. You may catch the eye of the prospective buyer, however, with some statement or mannerism that startles, but is followed by bewilderment or disgust.

It is not always a wise policy to bid for attention with statements that either have no radical bearing upon the issue or that fall flat in the appeal that follows. There lies back of all our seeing or reasoning powers, an instinct or "sense" that is the product of birth, training, education or environment, or all of these combined, which forms the court of last resort in all appeals even to judgment and reason. The appeal to the heart is always stronger than the appeal to the head, and just as the part of the iceberg below the surface of the water is about seven times the volume of the portion you see floating, so there is beneath our outward consciousness an inner or sub-consciousness that is far greater and more influential in directing our course of action than the outer.

You see an advertisement of a cigar, and if you are a smoker the size, shape and appearance of the cigar may appeal to you according to your particular fancy or prejudice in smokes; but let the announcement present a smoker comfortably ensconced in an easy chair with the enjoyment of the cigar beaming from every line of his face and you are compelled to stop at the nearest cigar store and try out the experience.

A woman sees a shoe in an advertisement that takes her fancy. She has little preference of shape, or knowledge of shoemaking, but she has seen a similar shoe on some other woman. Nine times out of ten she does not buy the shoe because she sees it in a window or illustrated in a paper, but because some woman of her acquaintance wears or has worn a similar one. She may deny the fact or she may have quite forgotten it, but stored back in her mind is this association of the shoe with some living person or circumstance that she unconsciously yields to. It is the same with us all. Few men will dare to start a style themselves. They want to see a stiff hat or a pinch-back coat on somebody else before they take the plunge.

There is, apart from the faculty of imitation and the tendency to run with the crowd, the obedience to a sixth sense that we do not always understand, but which we almost invariably follow. Custom, and above all, association, rule most of us with an invisible rod of steel; and it is our salvation that this is so, for we would have a world of freaks and oddities otherwise.

LIFE is the great appeal to humanity, and it is that which unflinchingly reaches the great subconscious intelligence which, as has already been said, is the final court of appeal in things mundane. That is what takes people to the movies in thousands, that is why a prima donna, when she sings "Home, Sweet Home" or "Annie Laurie," carries the most aesthetic and critical audience off its feet. As is often said, it is the "human interest" that counts in a story, a play or even an advertisement. For this reason, the picture of a handsome woman or a beautiful girl in connection with a shoe display will attract ten times the attention of a shoe alone. To demonstrate this, place in a shoe window half a dozen of the most stylish and attractive shoes you can procure. Give them the benefit of all the prestige an appropriate background can afford. Next day place in the window the picture of some prominent woman back of the shoes and note the result. Then, if possible, secure a living model, place a pair of the shoes on her feet and you will find that you will have to call the police to keep the sidewalk clear.

The living model demonstration is the acme of modern merchandising, and retailers using this method in their stores to illustrate ladies' fancy footwear will meet with unprecedented success, and by so doing create a demand for fancy footwear that could not be created otherwise. The great women's costume manufacturers of Paris and New York continually use this method of displaying their wares to the retail buyer.

(Continued on page 44)

Retail Shoe Trade and the Embargo

What Prominent Dealers Think—Majority Say They Will Loyalily Back the Government—It Will Take Time to Readjust Conditions, But They Think Canadians Must

THIS was the question asked a number of retail shoe merchants by the SHOE AND LEATHER JOURNAL. The natural impulse, of course, is to oppose it. In a few cases even complaint and condemnation of the Government were expressed. However, the more considerate and sober thinking seem to show a willingness to accept the situation. It is surprising the number who seem to think the embargo will not go into effect, but the question was asked in this spirit: "In the event of its going into effect, what is your mental attitude towards it? It will be law and will have to be obeyed. Are you patriotic enough to willingly bear any inconvenience or financial loss to which it may subject you?"

The following answers are a few that were received, and will give some idea of the diversity of feelings and the attitude toward the measure as expressed by the retail shoe merchants.

A Guelph shoe man spoke something like this: "To tell you the truth, I have not thought much about it," said the first one approached, "because I feel quite sure it will not go into effect. However, if it does, we will just have to make the best of it. There is no other way of looking at it. While I handle a number of American-made shoes, these are growing less every month, and I am trying to induce my customers to buy Canadian-made goods because I am confident these are to be had equally as good as any we import, but you know sentiment is a great thing even in the shoe business and a great number of people prefer American-made shoes to those made at home, simply because they are made in the United States."

Another merchant stated: "It does not bother me a bit." And when asked if he handled many American shoes he said that pretty nearly his entire trade was in American lines. He stated, however, that he felt quite sure that some means would be devised so that shoes could be obtained in Canada which would not make it necessary for him to close his business. The result might be that new manufactories would be started, those who are already manufacturing would increase or enlarge their plants and the trade would go along without the public realizing it had received any great jolt. "Merchants like myself," he stated, "who sell largely American shoes will have some little difficulty at first adjusting themselves to the new conditions, but we are not the only ones

who have to adjust ourselves to new conditions during this trying time caused by the war."

A large Montreal retailer says that he would like very much to be able to get Canadian goods that would suit his trade, and he has tried several times without a great measure of success. He sells all American goods with the exception of four lines. The American goods sell at from \$9.00 to \$21.50 a pair. He pointed out a stenographer from one of the downtown offices who was trying on a \$15.00 shoe. He says it is a common thing for girls working in offices to come in and buy a \$15.00 pair of shoes. He doesn't know how they can do it, but they do, and they like the American goods best, particularly for their fit and finish. He says that the material used in a high-class Canadian shoe is as good as that used in an American shoe, but the Canadian manufacturer falls down when it comes to a question of style and fit. The American manufacturer compels his superintendent to study the whims and fancies of the public, and to take full advantage of any criticism they hear, which might improve the shoe, whereas the Canadian manufacturer is conservative and doesn't like to make a change.

Here is the way another merchant expressed his views: "It is the most foolish thing I ever heard of. It is simply impossible for Canada to make the goods—that is, the number of goods. There are not enough shoe factories making women's shoes to supply the trade, or anywhere near it. It will simply mean that I will have to go out of business, in which case I may be compelled to go to the other side. However, I have no fear that the embargo will not go into effect, because when those who are considering it realize the seriousness of the situation and how impossible it will be to obtain enough fine shoes to supply the demand, I think they will reconsider the matter."

Another merchant declared that the bulk of his trade was in men's shoes that were all made in Canada, and that he handled a number of fine lines for women, but would be able to adjust this by securing these from Canadian manufacturers, although he thought that for a time, at least, it would pretty severely tax the facilities of Canadian factories to supply the increased demand to take the place of the great volume imported from the other side.

As an illustration of the contrast of opinion, here is one that evidences it prominently. When asked the question his prompt reply was: "The finest thing that could happen. This should build up the Canadian shoe industry most remarkably. We are not great sellers of American shoes and could easily drop the few lines which we handle. To me it seems that it is an opportunity for Canadian manufacturers and Canadian retailers to build up a Canadian trade that it would be quite difficult to dislodge if it is carefully looked after and the proper service given."

An Orillia shoe dealer says: "Regarding the recent ruling of the War Board, in regard to the importation of American made shoes to hand, I must say that in our opinion this will have a good effect on Canadian shoe trade, in that it will en-

courage the Canadian manufacturer to improve in whatever way necessary the style and finish of the product. We are firm believers in the fact that Canadian manufacturers make a better article, and have no fault whatever to find with the style, fit and finish of the goods which we have been buying in this country, and in the fifty-three years that our store has been selling shoes there has not been half a dozen shipments of American shoes taken into stock, and none whatever in recent years, worth speaking of. The fact that the War Board is assuring the trade that no unfair advantage will be taken by the manufacturers will eliminate any feeling that the general public may have entertained that they were as usual to be the ones to bear the burden of increased cost by which the manufacturer would benefit."

Another wide-awake dealer, when asked the question, stated with a smile that showed a twinkle in his eye: "I have nothing to say for publication," to which we replied, "If you have nothing to say for publication, then what is your private opinion on the matter?" Here he opened up very freely. "My private opinion is simply that this is one of the grandest opportunities for the Canadian shoe manufacturers that has ever presented itself, but this opportunity will be effective only on one condition—that is, that they do not lose their heads. The difficulty has always been that manufacturers, and particularly Canadian manufacturers, just as soon as they have had an opportunity to take advantage of the retail trade or the consumers, have lost no time in doing so. What I mean is this, if they do not jump up the prices and if they will continue to give us good service. If the embargo stays on for two years, it should drive American shoes so completely and thoroughly out of the Canadian market that it will take a great number of years to reinstate them in the position they now occupy. You are quite well aware that the buying of American shoes is to some extent a matter of personal prejudice or sentiment. There are some exceptionally fine Canadian shoes on the market to-day, and there could be lasts imported and designers and workmen secured who could turn out equally as good shoes here as any of the high-class stuff turned out on the other side. So, if the manufacturer will treat the retailer fairly without taking advantage of this situation, he will find that he has established a business that will stand for many years to come.

Another Montreal man says, with the exception of fancy slippers, they handle all Canadian goods, and that it would be a great thing for the Canadian manufacturer and Canada in general if there was some restriction placed on American goods coming here. He believes that the Canadian manufacturer can make equally as good a boot, and that after a while the Canadian public would fall into line and learn to appreciate the good qualities of the Canadian boot. He says the reason why they have got to buy American fancy slippers is that the Canadian manufacturer has not given any consideration to the making of this line, and it would take years for the Canadian workmen to become

as efficient in the making of this line as the American.

"On the other hand, let us assume that they take advantage of this and raise the prices, or assume the attitude of, 'oh, you wouldn't come to us if you didn't have to.' Just so soon as the embargo is lifted, whether it be one, two or three years, you will find that the feeling and sentiment of the retailer will be to get back at Mr. Manufacturer, and his way of getting back will be made very easy by the American manufacturer, who will be standing right at the door and just the moment this embargo is lifted, he will raise the latch and walk into the Canadian market again, where he will find a welcome from the Canadian retailer and it will simply be impossible for the Canadian manufacturer, retailer or anybody else, to ever again dislodge American shoes from the Canadian market. So, I feel it is largely a matter in the hands of the manufacturer, and it is up to him to take every advantage of the situation by treating the retailers justly and giving them the service and the goods that will keep the American lines out of Canada for many many years to follow. I had an opportunity to go to Ottawa, in company with other men, to interview the Government on this question. I simply declined, because to me it looks as if it would be an excellent opportunity for Canada and the up-building of the shoe industry here. Besides, it is a war measure, and our desire to win the war should make us patriotic enough to see the thing through and submit willingly to what the government deems best."

A Belleville shoe man says: "We think our Canadian shoe manufacturers are quite capable of taking care of all the shoe needs of the people of our fair Canada and would welcome this change. We are beyond the experimental stage now in the shoe manufacturing business."

Another merchant took a very patriotic view of the situation. His reply was something like this: "Why, it is not a matter of what we think of it; it is simply a matter of us falling into line with the measure. I look at it from a very broad standpoint. I look at it from a national point of view. We people are the Government—that is, we have elected men to represent us in parliament. If these men, who are right on the job, feel it is best for the country and the winning of the war, that this embargo should be placed on the importation of shoes, all thought of self on the part of the retail merchants should be absolutely forgotten. We should be willing and ready to make any trade sacrifice that the Government thinks may assist in winning the war. Personal feelings, as I stated before, should be entirely dropped. The question is not, How much profit can I get out of this? or, How much shall I lose by this embargo if it goes into effect? but, How are we going to win this war? It is with the most grateful feeling of patriotism that I will accept the measure irrespective of any inconvenience it may subject me to or loss of profit. The loss, I feel, will not be very great, because I am confident that the Canadian manufacturers can

(Continued on page 57)

Your Friend the Enemy

The Advantage of Friendliness in Business—Your Competitor a Man of "Like Passions"—Keep on The "Sunny Side"—No Money in Grouching and Guerilla Tactics

HUMAN nature has always been the same. There is the smiler and the grouch, the big broad-minded man and the narrow, the giver and the holder, and these classes are to be found in the shoe business whether retailer, repairman or manufacturer. But somehow, everybody likes the brighter side of human nature, and these same people do not seem to lose very much in a business way by traveling along with smiles and broad minds and the giving spirit.

It may be possible that business is conducted too much on the cut-throat-do-the-other-fellow plan. This has been brought out where retail shoemen's associations and repairmen's associations have been formed. Men who considered other shoe dealers in their own town as competitors, and into whose places of business they had never entered, learned by association that these other men were human and subject to the same caprices and frailties as they, and soon learned to look upon them not so much as competitors—as business men engaged in the same lines of merchandise and up against the same trade difficulties as themselves. And perhaps many of these latter were nothing more than imaginings, surmisings and suspicions about the other fellow.

Recently an officer of a newly-formed shoe retailers' association expressed himself: "Since the organization of our association, I have been wonderfully surprised at the agreeableness of the other shoe retailers in my city. Men who I imagined were regular cranks and into whose stores I had never thought of entering, I found when I had visited their places of business were affable, kindly and perfect gentlemen. I also found that they had ways of doing business that I could adopt. I was able to give several of them pointers in reciprocity that amply repaid them for any ideas they were able to give me. A little thought has shown me that a very great deal of the trouble was simply prejudice on my part and vain imaginings about the characteristics of these men who were in the same position that I was, and I have no doubt but that they had the same feelings toward me."

A retiring officer of a repairmen's association expressed himself something like this: "My work of office during the past year has simply transformed me and my ideas about business. There were shoe repairmen in this city to whom I had never spoken and whose places of business I had never entered that I find now are among my warmest friends. I find that our aims and objects are largely one and the same. The imaginings that

I had concerning them and their methods of doing business, and their imaginations of me and my methods of doing business, I found to be pure conjecture on the part of both of us. Since meeting them through the association, we have been able to give each other a very great deal of help. This help simply means that we have been able to turn out our work much more speedily and the result is that we both have profited thereby from a financial point of view, as well as the satisfaction of knowing that we have been friendly and manly in our business associations with each other."

And here is what a manufacturer has to say on the subject: "It occurred to me recently that if I should visit some other shoe plants I might be able to gain some information whereby I could profit in the output of our factory, but there was that mountain of doubt before my mind as to whether I would be received well. I imagined that if I went to another manufacturer and asked him if I might be permitted to see through his plant, I would receive a flat refusal. However, should another manufacturer come to me, I should be very glad to show him through our own factory. So with this feeling in mind, I visited another city and went to a firm and told them exactly my desire. To my surprise, they expressed their great pleasure at showing me through the plant. The foreman and one of the proprietors conducted me very carefully through every room, showing me the various operations and little points that they had found to be of great benefit to them in getting out their work. During the explanations as we were going through the factory, they frequently insisted that I ask them any questions I desired and they would be only too pleased to answer. When we had made the round of the factory and arrived at the office, the proprietor said to me: "Now, possibly you are surprised at our willingness to conduct you through our factory, but you may not have noticed that while we were conducting you through our works, we were asking you questions and frequently you gave us comparative information about your plant and I feel quite sure that our foreman and myself obtained equally as much beneficial information from you as you were able to derive from our works. We like to be of the big mind class; we like to be broad and wide in our ideas of business, and we think if more factories would run on this spirit, it would be much better for all of us who are in the shoe manufacturing business.'"

These three instances above are powerful illustrations of what may be accomplished by the friendly spirit in business. It is just a principal of sowing and reaping exemplified. If we put nothing in, we shall take nothing out; if we sow, we shall surely reap. Any kindness extended to anyone, whether this be a business kindness or a personal kindness, is bound to bring a beneficial result upon ourselves.

Retail merchants in small towns may have some difficulty in visiting other stores in their own town and obtaining very much in the way of new ideas because we are all liable to get into ruts and

(Continued on page 44)

Canadian Battle Scenes

From Official
Government Photographs

THE pictures on this page present a vivid story of the doings of the boys overseas. They are the latest productions authorized by the censor department, and so far have not appeared elsewhere.



Canadians coming and going

The determined looks of the men on the horses, in the first picture, afford some idea of the grim purpose of those who are fighting the good fight in France and Flanders to see it through. That these boys were taken from offices, farms and factories, could hardly appear from the way they bear their part in this mightiest conflict the world has ever known.

The picture of the Canadians leaving the trenches, while evidencing the gladness of "duty done," is also an example of the spirit that pervades the whole overseas forces. In the face of suffering and death, accompanied by brutality such as the world has never known, the boys have learned to smile. It is a lesson for the world.

A bit of trench warfare is illustrated by another picture which shows captured Huns being led away to barbed wire enclosures by their Canadian captors. Even here there is a matter-of-fact nonchalance that shows with what lightness life is regarded by those in the thick of the fight.



Canadians bringing in prisoners—See tank in distance at left



Canadians returning from trenches—Still smiling

A Canadian soldier is shown in another picture examining the effects of a single hit by a Canadian shell. There is hardly enough left of the Bosche gun to make a souvenir. The illustration of the kit gathering is interesting, as follow-



German gun—Result of direct hit

ing the description given in a recent number of the SHOE AND LEATHER JOURNAL of the system in vogue of carefully going over the ground after a battle, and saving everything possible from the debris.



Collecting kit from battlefield

The Embargo on Shoe Imports

**Uncertainty Causing Embarrassment—
Trade Ready to Fall Into Line if Necessary—
Object to the Reports in Daily Press
and Delay in Reaching Definite Decision—
Government Still Hesitating—Some Say
Influences at Work**

A GOOD deal of irritation and annoyance has been expressed by shoe manufacturers particularly, and by retailers generally over the uncertainty created by the announcement made by the daily press two weeks ago, that the War Trade Board was about to put an embargo upon the importation of footwear. With the manufacturers the suggestion that the loss of duty be made up by the imposition of an excise duty on Canadian made shoes caused a good deal of unrest. Many of these spoken to expressed the opinion that the whole thing had better be left alone, as if this taxation policy were followed it could put some shoe manufacturers out of business. As to any equitable adjustment of the tax those who were likely to profit by the increased business through the cutting off of imports seemed to be far from hopeful. The retail trade, as will be noticed from communications appearing elsewhere, are divided in their opinion, must express willingness to stand by the government in any course deemed necessary for the good of the country. They deprecate, however, the vacillation and uncertainty so far in the matter as hurtful to business and as nullifying to a large degree the objects of the legislation. Since the announcement was made, immense quantities of American goods have been ordered that otherwise would not have been brought in.

A Toronto shoe manufacturer commenting upon the situation, stated that he thought there were other and more effective ways of remedying the financial situation than by dislocating several industries. He thought the result, as far as the shoe trade was concerned, would be insignificant, especially if a tax of ten per cent. were levied on home manufacturers. "Where would you put it? How could you apply it to staple footwear, the manufacturers of which would not be benefited by cutting off imports? How could it be applied to higher grade shoes equitably? Here is a trench boot, for instance, that is not imported, but it sells retail for \$15.00. Should the manufacturer of this line be compelled to pay ten per cent. on his product to the government to help out a few manufacturers of women's and men's shoes that have their business increased by the legislation? The shoe production of Canada is somewhere between forty and fifty million dollars annually, say \$45,000,000. Ten per cent. on this would give the government about four times as much as it is now getting from customs revenue. Where is the sense of it, or where the justice, for we are all paying production tax now? Three per cent. would be enough, and even that would seriously injure some manufacturers."

Another shoe manufacturer whose product is amongst those likely to be affected favourably by the embargo, says he does not see why some satisfactory arrangement cannot be reached with regard to an excise tax. Of course, they will have to leave leather alone, for we could not produce some of the lines displaced by the cessation of imports without we had access to the fine leathers. I understand the leather men have been busy since this report got out, and have been using their influence to queer the proposition. They are afraid the agitation may bring reprisals, but I understand the Canadian authorities have the acquiescence

of the American government. These leather men make one tired. They are always acting dog in the manger. They are selling their leather in the States, according to reports, lower than they will sell us, and holding up the market on us. They don't want to risk the little bit of trade they are doing over there for the sake of possibility of doing more here. They are playing both ends against the middle, and before they know where they are they will get caught at it."

Another shoe manufacturer in the East says that although he is not at present much interested, he feels sure that if Canadian manufacturers are given a chance at the Canadian market for two or three years they will be able to displace a lot of the foreign goods coming into the country. He says the shoe trade will fall into line with any course of action decided upon, apart from their pecuniary interest, and he also puts the proviso in that as a good deal of the leather used in the production of fine lines is not made here, the manufacturer should not be handicapped with any difficulty in securing supplies.

A large western retailer who does a big trade in American footwear expressed his sympathy with the government's position, and said that the average dealer was willing not only to help out, but give the home manufacturers every opportunity to benefit by any such change. He objected, however, to any chance given to manufacturers to add any percentage to their goods. He thought the additional business, and the incentive to specialization, ought to provide all the advantage necessary. He thought Canadian manufacturers were sane enough to see this.

Mr. R. E. Dildine, sales manager of the Ames-Holden-McCreedy Co., writes:—

"It has been the policy of this house to reduce the number of samples shown for over a year, and although we have made a great deal of progress in that direction during the past year, the process of elimination is still working. We are making further reductions in our range for fall, and expect to make still more in our range for spring 1919.

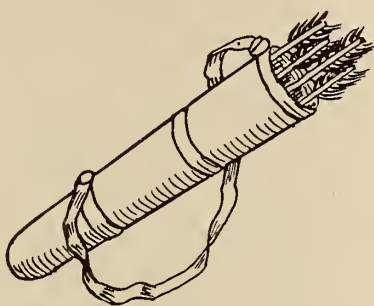
"While most shoe manufacturers are undoubtedly of the opinion that their range has been too long in the past, the problem of curtailment has been a very difficult one, because the element of competition has in the past had a tendency to increase rather than curtail the number of lines shown, until a really abnormal condition has developed in that respect.

"The rising cost of doing business, created by war conditions, has in a measure forced manufacturers to see the necessity of curtailment in this as well as other items of expense in operating their business.

"In regard to imported shoes, we believe it would be a distinct advantage to the consuming public of Canada, as well as to the jobbing and manufacturing shoe trade, if the sale of footwear in this country could be confined almost entirely to goods produced here.

"While it may have been true in the past that a small proportion of Canadian consumers have been influenced in buying American shoes, from a style standpoint, we believe that Canadian manufacturers have made very great progress in improving their styles during the past few years, and that generally speaking, Canadian shoes are to-day just as satisfactory in every respect as those imported from the United States—and with the possible exception of a few very high-grade lines, such as bench-made boots and fancy evening slippers, the importation of shoes is, in our opinion, a distinct economic waste, and is, moreover, quite an important factor in depleting the country's finances and help-

Shafts from the Quiver



Hit or Miss Sayings
of the Business Pro-
phet. Random Shots
from a Vagrant Bow.

"Swifter than Arrows from the
Tartar's Bow."

TAKE THIS TO YOURSELF

Don't talk about it—do it!

* * *

Save and succeed; spend and fail.

* * *

Glad hand won't fill an empty pocket-book.

* * *

Business and easiness make a bad team.

"Let George do it" and you will soon be work-
ing for George.

* * *

Words are feathers; purpose the arrow.
Feathers never get anywhere alone.

* * *

Grip yourself and you can grip anything.

* * *

Be a "good fellow" but make money at it.

* * *

Choose name as against money. It will last
longest.

* * *

A liar is an abomination to the just and to the
unjust.

* * *

Finish it. The world is sick of fag ends and
fag enders.

* * *

It is not by noise nor by dust raising, but by
faithful PLUGGING, saith the goal winner.

ing to pile up the enormous unfavorable trade
balance between this country and the United States.

"A very large percentage of the American shoes
which are now sold in Canada are of the class and
grade which Canadian manufacturers are producing
equally as well, and the retail price of which would
be lower to the consumer. The proportion of
American shoes now sold here, which are not also
produced in Canada, is so small, and their utility
so radically unimportant, that they could be easily
dispensed with during the duration of the war at
least."

Mr. Wm. Chamberlain, of Getty & Scott, says:

"With reference to making shoes here to take
the place of American shoes, we are no doubt in a
position to handle a certain amount of this in cer-
tain lines. We want to be consistent in this matter,
and when I say certain lines, I wish to point out that
men's shoes in all grades can be made here in Can-
ada to take the place of the American shoes coming
over here, to satisfy a reasonable demand.

"Now, I do not wish to say this with reference
to women's shoes. The feminine idea of beauty is
altogether different from that of the male. Person-
ally, I would always like to see some American
shoes coming in, as it is one of the best stimulants
that our manufacturers can have. As far as the
medium class shoe is concerned, we can easily make
shoes here to replace them, but when it comes to
the real top notch stuff, we have to admit that the
Americans are away ahead of us.

"Now, on the children's end of it, we think
that children's shoes made in Canada should satisfy
the Canadian trade, without any difficulty.

"Personally, I think that the tariff is very satis-
factory, although no doubt it has to be changed in
order to equalize the trade between the two coun-
tries. Another point we would like to take up with
you is this; if this additional ten per cent. war tax

is put on to the Canadian shoes, will it apply to all
lines of footwear, or will it apply to fine footwear
only, such as has been imported in the past? If
this is the case it will be very hard to discriminate
as to what factories will be getting the benefit of
this embargo. I think that this should apply to
all kinds of footwear, including rubber and felt,
in all grades and all classes. We hope that the
American Government will not put any embargo
on leather, for we certainly could not operate
without imports of raw materials from the States."

SHOWING SAMPLES IN WINNIPEG

Among the shoe salesmen who are showing their samples
in Winnipeg are Mr. Wadworth, representing Edwin C.
Burt; also representatives of J. T. Cousins and W. K. Fox;
Mr. G. H. Ansley, of Perth Shoe Co.; Mr. James Clarke,
of Clarke Bros.; Mr. Percy Fry, of Smardon Shoe Co.;
Mr. McAllister, of Brandon Shoe Co.; Mr. Adams, of the
Star Shoe Co., also Geo. A. Slater's representative; Mr.
A. A. Armbrust, Lady Bell Shoe Co.; Messrs. Chas. A.
Blachford and F. P. Beemer, of the Blachford Shoe Co.;
Scott-Chamberlain's salesman and Mr. W. Fallon, of Getty
and Scott, Limited; Mrs. Fallon also accompanies her hus-
band on this trip.

"IF I WERE A RETAILER."—What a manu-
facturer has to say about the "omissions" and
"commissions" of the shoe dealer. Some well
meant criticism and advice from one who knows
and appreciates the difficulties of shoe retailing.
See yourself as "others" see you in May 1st "Shoe
and Leather Journal."

Keep Physically Fit

**The New Idea on Therapeutics—
Don't Wait Till You Are Down and
Out before You Call on the Doctor—
Keep Posted on Your Physical Con-
dition—An Ounce of Preparedness
is Worth a Ton of Regret**

CONSTERNATION has been created in connection with the examination of recruits for the overseas forces, by the extraordinary number of young men who have been found physically unfit for active service. So startling have been the revelations in this respect across the line that Congress is taking the matter up, and one of the beneficial results of the war will undoubtedly be a thorough overhauling of the causes that lead to the alarming conditions that seem to have developed in connection with modern industrial life.

Life insurance companies have also had occasion of late to turn their attention to this impairment of the "man power" of the country and are said to be turning down applications to an extent unheard of in the good old days that are past. One is struck more and more with the growing prevalence of what has been aptly called the American disease of "nerves," more frequently called by the euphemistic term of neurasthenia. Men in the prime of life are compelled to relinquish business pursuits to spend long months and often years in repairing the damages that careless living and reckless commercial driving have wrought. It is now regarded as a common thing for a man between forty and fifty to go through a siege of physical derangement that was almost unknown to our fathers between even the ages of sixty and seventy. Too often, before they reach maturity even, the men of this day are handicapped by physical disability, to an extent that even half a century ago was unknown. What is the matter with the race? is a question that may well be asked.

What are the causes of conditions that are apparently becoming more and more prevalent and that must undoubtedly exercise a serious effect upon subsequent generations? Some say it is the pace at which we are living, but it cannot be altogether this, for our fathers were hard workers and stayed with the game. It is safe to say, taking it all around, that the generation preceding this worked more hours and had less in the way of mechanical and other assistance than is the case to-day. We have cultivated the habit of saying and thinking that this is a "strenuous" age, but this is only true to a certain degree. It may be that we are trying to put into seven hours a day that for which our fathers took ten, and in this sense the pressure may be greater than it was fifty or even twenty-five years ago, but there is compensation in the fact that the opportunities and inducements for relaxation and recreation

are infinitely more numerous and varied now than they were when men worked by lamplight and took their pleasures more seriously. Taking it by and large it can hardly be said that this is a more hard-working or even more energetic age than any that have gone before it. There may be more feverish endeavour on account of competition and more diversified effort from the greater variety of interests and occupations involved, but even these, according to the philosophy of the day, should afford a relief to tense nerves and concentrated brain and muscles.

It has been said that work never kills any man, and on this account some lay at the door of anxiety the responsibility for the breakdowns that are so frequent, and sudden deaths that are so appalling of late. But men of all times have been subject to great pressure and have been heirs to worry, from the time of the patriarch Job, to whom life became such an intolerable burden. Yet Job did not expire under a load that would have sent most men of the twentieth century to a sanitarium, asylum or the grave for relief.

Medical men seem to agree that it is not the burden of life itself that is pressing man to the earth, but his senseless disregard of the laws of life. Medical practitioners claim that it is not the brain but the stomach that is the "weak member" which brings the whole body into disorganization and final dissolution. Wrong eating and a disregard of the natural law of exercise combine to promote that failure in functioning in organs that is sure to bring collapse as the assimilation of the deadliest poison.

Our fathers ate three full meals a day, and were not particular as to what these consisted of, so long as they could be called food, yet they seemed to get away with it. As boys, most of us can remember the loaded tables and the great variety of eating and drinking, with the accent often on the latter, but it was so unusual to hear of anyone dropping dead that a case in six months would prove a sensation. But in those days there was little street car riding, there were no automobiles, and there was not a picture theatre at every corner. After a day's toil there was the visiting, the occasional gathering and the good old bucksaw when the liver was inclined to assert itself. To-day we hire men to shovel the snow and balk at a half mile walk to a place of amusement or a house of worship. We pay street car fare and the debt to our physical being goes on piling up against the day of reckoning. When we do not eat too much we eat too many things, and do not consume those things that will help to neutralize the poisons that our system does not eliminate through exercise.

A young business man under forty went to see a prominent physician recently, after being turned down by a life insurance company as a bad risk. He had incipient arterio sclerosis, or hardening of the arteries, which ought not to come to a man, if ever, until he is beyond the three score mark. It meant down and out in a few years unless something could be done. Neglect of exercise, promiscuous eating, followed by constipation, which

(Continued on page 39)

Suggestions for Indirect Advertising

How Newspaper Advertising May be Supplemented and Strengthened by Schemes for the Benefit and Uplifting of the Neighborhood—How Philanthropy and Business May Be Happily Combined

THE mention of the word "advertising" always conveys to the mind some form of printed announcement, but this is a restricted view of the subject. Possibly the nut-shell meaning of advertising is public notice, information or announcement, but so accustomed have we become to consider an advertisement in the light of printed matter that we forget that public notice and information and announcements may be made in many other ways.

Nor should we forget the law of association of ideas. The mind is quick to connect persons and things with events and conditions. It should also be remembered that one fundamental principle and potential factor of advertising is to keep your name or the name of your store prominently before the public. This is advertising, it matters not what the method or media may be that you adopt to accomplish this purpose.

It may be well to divide your advertising into two classes, direct and indirect. In the former will be included all your newspaper and printed matter that describes and announces your lines specifically. In the latter, all references to yourself and your business will be included.

It should be emphasized that you cannot keep your name too prominently before the public and just how this will best be accomplished is a matter for your most careful consideration. The fence sign and novelties given away serve this purpose, but are almost included in direct advertising because these set out distinctly to call attention to your business. But the real indirect advertising is the kind that advertises yourself and which will immediately associate your name in the mind of the public with your business. Of course, it is understood, that while notoriety will advertise both you and your business, this is a type of publicity that should be frowned down.

There are many public enterprises with which you may connect yourself that will bring you prominently into the minds of the people and thus be good indirect advertising of your business. These should be determined by your own natural inclinations and local situations.

First of all, it is well to have your store noted for some one or more specific things. This may be a special brand of shoes which you push particularly, or it may be a special service that emphasizes

or guarantees, to satisfy your customers, or it may be a particularly low price on one or more special lines. But it is always well to have some feature connected with your store whereby it will stand out prominently. Even if you do not happen to have any special feature, it will pay to give some attention to indirect advertising.

We will offer a few suggestions, of which you may take advantage and enlarge upon or modify, according to your personal feelings and local conditions. The first suggestion is to connect yourself with your local baseball and lacrosse team. This does not mean necessarily as an active player, but as a member of the executive or committee that have the arrangement of games, etc. If you have a league in your town or can form a league with neighboring towns, it may be well to offer something in the way of a prize. Let us assume that your name is Wilson and that you are giving a cup. Call this the Wilson Cup. Forget anything in the way of modesty, because you must remember that you are in this for the purpose of advertising yourself, although it is not necessary that you make such a statement to the public or to anyone else. This cup you can place in your window whenever games are being held in your town or neighboring towns, with a card announcing that your home team is playing to-day, or whatever date it may be for the Wilson Cup or for this cup, which is given by Mr. J. L. Wilson.

Of course the lacrosse and baseball seasons only last during the summer months. As soon as this season is over, go after a football team. Organize it if you do not have one, and get your town enthusiastic over it. Treat the boys as though they are members of your own family. Then when the football season is closed, be ready to organize your hockey team and get it in shape for winter playing. Boom this hockey team for all you are worth. Advertise it in every way you can. If you can be made manager of the committee or hold some very prominent position of this kind, so much the better. See to it that your name gets into the newspaper in connection with all the games that are played by these various teams. A little tact on your part will do this. Cultivate the friendship of the newspaper reporters or editors, which should be a very easy matter on your part because of your newspaper advertising which you will necessarily carry all the time.

Another suggestion is for a school picnic. Arrange this for some Wednesday afternoon and evening during the first or second week of school closing for summer holidays. This picnic can be arranged in some park or picnic place in your own town, or, if you choose, an excursion could be arranged, but by all means, have it called "Wilson's School Children's Picnic." Make it an annual affair and name the first one Wilson's First Annual School Children's Picnic. Invite the mothers to bring baskets and spend the day with the children and make the day one of enjoyment for the parents, as well as the little folks. In making your arrangements for this picnic, call a committee of five or six of

(Continued on page 53)

A GROUP OF CATCHY JUNIORS



Child's plug throat oxford—New design



Growing girl's school boot



Child's rubber soled school shoe



Child's buck, buttoned, wedge heel



Youth's broad last, wedge heel



Misses combination tan walking shoe

CHILDREN'S SHOE FASHIONS

Business in children's shoes is turning up pretty well according to reports. Some makers claim that they have not had so good a run of trade for a long time. In fact, one or two concerns have stated to the *SHOE AND LEATHER JOURNAL* that they were already booked ahead on children's stuff. Samples have been out on the road for some time, and it is expected that fall sales will make a record in this line.

Misses' Lines—There are few new styles in misses' lines for fall. There is a tendency towards adaptation of more advanced styles in growing girls' lines, but as a rule, makers are adhering to the simpler styles and the more moderate colorings. American makers have cut their lines in two and Canadians are following suit. Gun metal, tan and patent, are the most observed, although some combination styles are noticed. There are no new lasts of any account, the wide-toed effects being still popular, except in some English models. Half inch heels are the most used.

Boys' Lines—All the old lasts are still popular, especially in little gents', but there is a decided tendency towards the army style in boys' boots and shoes, made with the broad tread shank and low heel. The military effects, in shape and general treatment, are seen in connection with

this last. This style promises to be very popular, and as the fit is good it appeals to dealers very strongly. There are no new leathers, although some lines are shown in fine calf and some in cordovan American styles.

St. Louis is a large centre for the manufacture of boys' and girls' shoes, where English lasts for misses' and growing girls', with uppers of black gun metal, dark Russia, or Havana brown, with some gray kid, will be the best selling styles in these size runs. There are a few styles in these colors with cloth tops to match, as well as some all black kid and black kid with dark grey cloth tops, and brown kid with khaki cloth tops. Misses' and children's shoes are shown in both lace and button styles, but with the lace pattern the more popular. Some black kid and patent leather vamps with white kid or cloth tops for children will be seen in the lines, as well as tan calf and gun metal. A tan blucher boot on a last resembling the Army model is another offering, with a broad soft toe and a seven-inch top. It is predicted that the biggest sellers in misses' and growing girls' lines will be English lasts. Children's turns with colored tops and collar effects and patent vamps are expected to be popular, mostly in button. Foot-shape lasts predominate in all the younger styles.

War and the Shoe Trade

Conservation Lessens Styles and Lengthens Life of Shoes—General Tendency Towards Reduced Consumption—Shortage in Men's Made Up by Women's Lines—Advertising to Keep Up Output the Solution.—By E. J. BLISS, President Regal Shoe

NO one is in a better position to speak of conditions and prospects in the shoe trade of the United States than Mr. E. J. Bliss, of the Regal Shoe, who has become widely known through his work in promoting better and more efficient footwear for the American army.

Speaking of war conditions and the present outlook of trade across the line he makes the following pertinent remarks, which will be read with interest by manufacturers here. He says that the Regal policy is to extend its advertising appropriation to meet the need for greater effort.

In peace times the shoe industry, like every other industry, was multiplying sales in every way ingenuity could devise. We encouraged the public to want different styles and want them often. Shoe novelties sprang up, served their transient purpose and vanished in a night. Varied colors, shapes and heights served each to recreate the whole market. The public was co-partner with the manufacturers in this process—until the war came.

Conservation was then imposed upon all of us, and in the loyal spirit of all American manufacturers we overhauled our entire manufacturing and selling structure to conform to the letter and the spirit of the requirements.

Manifestly, any forecast of the volume of shoe manufactures for 1918 will be guess-work. The latest available figures, which are for the year 1914, show the total footwear output of the factories of this nation, exclusive of rubber goods, amounts to 292,668,468 pairs. Deducting slippers, infants' shoes and export shipments from these figures, as compiled by the Bureau of Census, Department of Commerce, it is shown that the per capita consumption of men's shoes for the year 1914 was 2.9 pairs; women's shoes, 2.6 pairs; misses', children's, youths' and boys' between the ages of five and fourteen years, 3.8 pairs.

The Year's Outlook

MEN'S SHOES.—There are 13,500,000 men in the Continental United States between the ages of eighteen and thirty years. If, therefore, an army of 4,000,000 men is to be raised, it will mean that eight out of every twenty-seven, or approximately one out of three of the men between eighteen and thirty years, are to be entirely removed from the consumption of men's civilian shoes. These same men, between the ages of eighteen and thirty, buy more shoes than any other group, because with this class the element of style is much more important than with the others. Consequently, it is a fair estimate that the consumption of men's civilian shoes in 1918 will be 2.6 pairs as against 2.9 pairs in 1914.

WOMEN'S SHOES.—Since 1914 the women's shoe business has been revolutionized. At that time (1914) women's shoes were made of either black leathers or white canvas. It was before the day of short skirts, necessitating nine-inch tops and novelty shoes in colored and white kids. 1914 reports show that about 90 per cent. of women's sales were on staple black shoes. Unfortunately, no figures are available in 1917's average sales per capita of women's shoes,

but they would probably show a marked increase over the figure (2.6 pairs) in 1914.

It is estimated that the consumption per capita for women's shoes in 1917 averages between 4½ and 5 pairs. It is quite likely that this figure will be reduced during 1918, for the following reasons:

First—Styles will be more conservative. Materials more staple, consequently more substantial. Colored kids and other delicate materials are being dropped. The National Council of Defence has requested that women's styles be limited as follows: Height of top, 9 inches; leathers to be used, black, two shades of russet, two shades of gray, and white. This naturally eliminates all the novelty shades which have appeared in the last two years.

Second—Women are gradually entering lines of employment where formerly men only were engaged. In many cases they are receiving men's wages. This will result in women buying better shoes. Naturally, better shoes will wear longer, and thus the per capita consumption will be reduced.

Taking these facts into consideration, it seems safe to estimate that the average per capita consumption of women's shoes during the year 1918 will be about 4 pairs.

CHILDREN'S SHOES.—There seems to be no basis for the assumption that there will be any change in the per capita consumption of children's shoes. It is believed that the average of 3.8 pairs, as revealed in 1914 figures, will remain fairly constant.

In the matter of civilian shoes—the problem is to decide just what styles will sell. The experiences of English merchants during the first year of the war seem almost identical with the situation we face to-day. We are advised that in England there was an apparent indifference on the part of the public during the first year of the war; then came the gradual realization that there was a hard task ahead. Along with this realization came the widespread economy movement, which accompanied the floating of Government Bonds to finance the war. And finally everybody buckled down to the job ahead. This meant not only millions enlisting, but other millions entering into industrial pursuits which the recruits had left. This change in employment, together with the large volume of money put into circulation by the Government, resulted in an ever-increasing business on staple lines. Therefore, it is the belief that the shoe industry for 1918 will not be "as good as usual," but "better than usual," both for the retailer and the manufacturer, provided they stick to staples.

Connected with this subject of "sticking to staples" comes another problem—the reduction in number of styles. It has been shown that during 1917 approximately 75 per cent. of men's shoe sales were made over six lasts. This being true, there seems little reason for any shoe store having more than ten lasts in stock. These lasts should average about two styles per last—making a total of twenty styles in all. It is also believed that a concentration on twenty styles of women's shoes can be made in any shoe store.

If the shoe retailers of the country will confine their purchases to twenty styles of men's and twenty styles of women's shoes, manufacturers can produce shoes at lower costs, through having volume production on a few styles.

Fewer Styles, But Better Assortment of Sizes

In connection with this reduction in number of styles there is a very decided advantage to be had for the retailer as well as for the consuming public. A complete line of men's shoes necessitates the purchase of at least forty sizes. If a retailer would have on his shelves a complete run of sizes for a period of a month's selling, on any style, he must buy at least 120 pairs. It is a practice with some buyers

(Continued on page 42)

Educating the Customer

How St. Louis Retailers Forestall Footwear Troubles—Plain Talk on Conservation that Helps Consumer, Dealer and Manufacturer—Have This Advice Boiled Down and Put on a Slip to Hand to Customers

THE retail shoe dealers of St. Louis, Mo., have had a leaflet prepared small enough to enclose in letters and entitled, "What to Expect and What Not to Expect in Footwear." Its distribution has done a great deal of good in minimizing complaints from customers. It could be revised and put on two sides of a small slip and placed on each shoe carton with advantage. Here are the dozen suggestions:

Foreword

Did you ever think that your shoes are subjected to harder wear and more abuse than any other part of your apparel? Imperfections in shoes may occur and will not always develop until worn. This booklet is given you with a desire for mutual co-operation between you and your shoe merchant. These twelve rules are suggested as a basis for adjustment of complaints, and have been compiled and endorsed by the St. Louis Shoe Retailers' Association.

Shoe Values

Purchase best grades of footwear. It is economy to obtain high-grade leather and skilled workmanship which will prove more comfortable and give better service. Save money, time and trouble by buying two or three pairs, then alternate in wearing and your boots will hold their shape better, wear longer and be more satisfactory in every way. When shoes prove lacking in service it is obviously unjust to ask your dealers to replace same with a new pair, as it is only fair for you to pay for the wear obtained.

Leathers

GLAZED KID is the most comfortable and WEARS. GUN METAL or MAT CALF is heavier, not as easy, but adapted for rough usage.

Most kinds of TAN LEATHERS lose their good looks if wet and should be worn only in dry weather. The surface is often burned by acid polishes and friction from the cloth in the hands of the boot polisher—in fact all leathers are damaged from these causes. Tan leathers are not guaranteed.

PATENT LEATHERS are for dress wear. This leather is not guaranteed against cracking or peeling.

Footwear Purposes

Heavy for rough wear, medium weight for the street, business or office. Ladies' thin turns are for dress wear and not intended for wet weather or constant out-door use.

Cutting or defacing of uppers by wearing shoes in rough places is abuse on your part and your merchant should not be held responsible for damages of this nature.

Fitting

Please remember that a size mark in a shoe does not indicate uniformity of size or width and you may observe a variance in the fittings, but should you insist on a fitting "too short or too narrow"—such fact ought to be plainly stamped on the linings, and you cannot in fairness claim any redress thereafter.

Shoes worn out of doors or soiled on the bottoms are VALUELESS to the dealer and cannot be exchanged for a

new pair or full credit given, as they are unsalable. Hence the necessity of exercising great care in election and in fitting. It is very important that you select the shoe most adaptable to your foot, if you have a short fat foot, don't insist on being fitted in a long vamp shoe. If your foot is long and narrow, avoid the short vamp. Dealers cannot replace shoes because they do not "feel good." When you insist on taking the wrong shoe you do so at your own risk and discomfort.

Button Holes and Eyelets

When button holes rip out, uppers tear, or eyelets pull away from the leathers, on account of unusual strain, or when back stays wear out from friction of the skirts of women or trousers of men, it is only fair for your dealer to repair these items at a reasonable charge, and—IMPORTANT—your shoes should be repaired by the store at which they were purchased as every dealer realizes that it is necessary to repair shoes properly, as "cobblers" are liable to damage the stitching, causing rips.

Upper Cracks and Sole Rips

Uppers will harden and crack from perspiration, and your shoe merchant can not be held responsible for this fault. Rips in soles or uppers can easily be repaired at small expense. Their occurrence is unavoidable. You should allow your dealer to repair same.

Counters

To prevent counters from running over, or losing their shape, have heels repaired as soon as the first lift is worn down.

Wood heels have leather top lifts and should **never** be allowed to wear below the leather. If the heel should break, which sometimes occurs, they can be replaced with new heels at a small expense to the owner.

Inner Soles and Linings

The heat from your feet, or wearing boots in wet weather, will cause inner soles to become depressed in spots under the ball joints or toes, causing lumps. In such cases, your shoe man can remove these lumpy places as often as required, and as the shoes are not at fault, you should not make claims for allowance owing to this condition. Linings will stretch, causing wrinkles, which can be removed by shrinking, but after the shoes are worn you should not expect new shoes on this account. The linings on the inside at the counters will wear out from perspiration and friction. Retailers are glad to repair same at moderate charges.

Burnt Leather or Soles

When damp or wet, all leathers burn from contact with the slightest heat. Don't expect your dealer to resole "burned shoes" without charge. When the shoes are wet put them on shoe trees to dry, and thus preserve their shape.

When soles are defective, it is only fair adjustment for you to pay your dealer for service received.

Fancy or Novelty Boots

All shoes made from delicate colored leather or fabric in tops or vamps are luxuries, only intended for dress wear and not for service. You should not ask your dealer for any guarantee on these "millinery shoes," realizing that wear is a secondary consideration.

Semi-Annual Clearance Sales

These sales are made to dispose of odd sizes and discontinued lines, and customers are requested to regard all sales as FINAL.

FINIS.—We trust the information herein contained may prove helpful to wearer and dealer alike, and reduce the economic loss which has gone so far as to become a hardship and a burden to your shoe merchant.



The
"PALL
MALL"

"REGAL
The Best at
Reasonable
Price"

STOCK No. 1504

Royal Purple Calf Bal.; same 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 made to order.

Send us an Order To-day.

Regal Shoe Company, Limited

472-474 Bathurst St., Toronto



ALERT shoe minds quickly seize the possibilities for them in our splendid new line of footwear for young people. They have snap style and merit in every part.

Get Listed for a Traveller's Call

The Adams Shoe Co., Limited
Toronto

How Harper Handled His Help

By One of the Clerks

I REMEMBER quite well the morning Harper came into our store. Ours was the largest of three stores owned by the Progressive Shoe Company, and as several men had recently tried the management of our store, and all had fallen down, we were wondering what this new man would do. When the general manager came in that morning with Harper, we all stole side glances his way and mentally passed our opinion of him.

He was tall and angular and had keen blue eyes that were covered with a pair of large tortoise-shell rimmed glasses. He walked around with the general manager, but we all noticed he let him do the most of the talking, and he did a prodigious amount of looking and listening.

As I was passing down the store I heard Watson, the big curly headed salesman who looked after the men's fine goods section, say to one of the girls: "What do you think of him?"

"Think of him," came back the reply, "I'll give him just six weeks, then good-night."

Then the pert little lady who had charge of the infants' and children's section came up to me and said rather confidentially, "Do you know, I'm just certain I'm not going to like that new man. I don't like the way he moves around. I just know he's a trouble maker." And this was about the opinion all of the clerks formed at first sight.

After the general manager had finished with him, our new manager spent the rest of the day with his assistant looking around the store ascertaining how the stock was arranged, etc., and in the office looking over the stock sheet, invoices, etc.

About fifteen minutes to closing time, the assistant manager came around telling us that Mr. Harper wanted all the salespeople to remain a few minutes after closing. Of course, we were all indignant and voiced ourselves in about this tone: "That's it. Didn't I tell you? Starts off the first day by keeping us in after school. Going to give us a lecture, I suppose, on deportment and salesmanship. He's weaving his finish right at the beginning."

As soon as we straightened up after closing time, we hung around in groups of twos, fours and fives, but did not have to wait long before the new manager came out. He came over to the centre and sat down easily in one of the customers' trying-on chairs. "Pull those seats around in sort of a circle and sit down," was his first greeting. After we were seated he said: "Now, boys and girls"—think of it, calling us boys and girls, and some of us actually had grey hairs. But there was something in the inflection of his big, soft, deep, bass voice that won every one of us the moment he called us boys and girls. It made us feel young and comfortable. So he said: "Now, boys and girls, I want to have a little chat with you. You know I am new on the job and I want to become acquainted with you, and I want you to know me. First," and he pulled a paper from his pocket, "I want to know your names. I have the list here, and as I call your name will you please stand up? This is merely so I may fit the name to the person." When this was done, he continued: "There are two ways of handling help. One is to drive them, the other is to lead. The former is in general practice and possibly obtains best results, but I do not consider it the best method. I believe in leading. I want to treat you all in the kindest manner I know. I want to treat you so you will enthuse with your work; so your work will be a pleasure to you, and you will be happy while you are performing it. People say I am

wrong in taking this view. I do not think so—I want you to render me the best that is in you. If you have any ideas or suggestions bring them to me, and if feasible and practical we shall adopt them, and I shall see that the management know it and you shall have full credit for it. The same with complaints; I want you to feel perfectly free to come to me and I shall see that you have consideration and fair treatment. There will be a number of changes I desire put into effect. It is human nature to oppose changes, so I shall not be surprised if you may feel averse to these; still I have enough confidence in you all that you will work in harmony with me and do all in your power to help me, for I want you always to remember that you and I are working for the one firm and it is to our advantage to make the business advance and show a profit."

Some way, that man had every one of us clerks from the moment he called us "boys and girls." We fell into line and worked harder for him than we ever did for any previous manager, for there was a certain pleasure in it that made the work worth while. Next morning when Mr. Harper came in, he spoke to every clerk he met, and what surprised us all was that he remembered nearly all our names.

He came out into the store, and his first change was to assign to each sales person their own section of seats or chairs, and to these his or her customers must be brought while being waited on. By this system, it was easy to see if a sales person were busy by simply glancing toward his section.

The next detail was in arranging the stock. This he suggested to arrange by the various lines with small sizes at the bottom left-hand corner. For each size and width there should be two pairs in the shelving, and three more pairs in reserve on the top of the section.

But it is not so much to tell in this article of these little details as it is to tell how he handled his sales people. From the start, we all fell into line. He never complained. If any of us were down in our sales, he sought the cause. This was sometimes done privately, sometimes in our weekly chit-chat meetings, which we held simply to help everybody and keep us in good spirits.

Here is one case where these weekly meetings proved a success. Mr. Harper discovered that a certain line of women's colored shoes were not moving quickly enough. At the weekly meeting he had a sample of all these slow sellers brought in. Each was considered individually and the reasons sought why they were not selling quicker. It was learned that not a single girl had been showing these shoes unless specially asked to do so. Mr. Harper explained that he did not want to sacrifice these as they were too good value. He urged that while they were not to be thrust upon customers, if they expressed a desire for any others, he was sure they would sell if shown to customers. To accomplish quick results, he offered a premium not only for these, but for all slow selling lines. He cautioned and warned that no sales person was to concentrate on these premium lines, and no trouble has ever arisen from this cause. The result of taking up the matter of the slow sellers mentioned above was that in three weeks the sales increased five hundred per cent.

Another incident to show how Mr. Harper had gained the confidence of his help was shown the first Easter after he came. Thursday had been an unusually busy day—six o'clock was store closing time. At five o'clock he came out into the store and saw every clerk busy and customers waiting. He also saw that the stock was in an unusually bad shape. Saturday would be an extra heavy day and Good Friday was a holiday. He was certainly up against it not having the stock in good shape for opening at 8.30 on Saturday morning.

There was an unwritten law that none of the clerks were to work on holidays. However, Mr. Harper saw no

(Continued on page 43)

MAKING GOOD IN WOMEN'S LINES

The Hartt Boot & Shoe Company report that their women's lines are meeting with an enthusiastic reception on the part of the retail trade. Their policy of turning out an absolutely stylish well-made shoe, at prices that will guarantee satisfaction to the retailer as well as the consumer, is bearing fruit in this line as it has done in connection with their men's lines.

Naturally Canadians, apart from the suggested legislation with regard to imports of shoes, are looking for Canadian-made products equal to those from abroad. It is the boast of the Hartt Boot & Shoe Company that their lines will meet in equal competition as far as style and quality are concerned, anything that can be brought into the country.

THOMAS RYAN ON THE JOB

The many friends of Mr. Thos. Ryan, of Winnipeg will be glad to know that he has recovered his old energy, spirits and vivacity. For the past two weeks he has been on a buying trip accompanied by the firm's sales manager, Mr. Geo. C. Macecker, and is preparing for the great rush that he says is coming this year in retailing in the great West. Mr. Ryan has visited Chicago, Toronto, Kitchener, Barrie, Aurora, Montreal, Quebec, Boston and New York. Those who have met him have remarked upon his activity and keen insight into the shoe requirements of that part of the country with which he has been identified for nearly fifty years.

As recorded in a recent number of the SHOE AND LEATHER JOURNAL, the firm's business last year was eminently satisfactory and they expect that in 1918 it will reach unusual proportions. Mr. Ryan claims that as the oldest shoe house in the West it must maintain its supremacy, not only in the volume of goods sold, but in their character. He has made arrangements with several concerns in Ontario and Quebec for special facilities in production that will give him control of the goods coming through in the name of The Ryan Company, so as to insure absolute distinctiveness in style and above all, in quality. Mr. Ryan says that people have to pay gold dollars these days for boots and shoes, and it is his determination to see that they get value for their money. He is enthusiastic about prospects in the West and says it will be able to hold up its end of the stick in the great problem of food production.

A NEW BATHING SLIPPER

The Gutta Percha and Rubber, Limited, of Toronto, are to the fore with a decidedly new idea in a bathing slipper made of rubber. It is decidedly unique and attractive, but its uniqueness and beauty are not its only features. It is thoroughly practical. It is the invention of this company and letters patent have been applied for both in this country and in the United States. When you first see it you almost instinctively look about to see if Cinderella may not be standing near, so much does it resemble glass in appearance. It is made of the pure sheet rubber just as it comes from the cultivated plantations. This is a pleasing buff color and rough on the outside like crepe. This sheet rubber is naturally porous and to overcome this the slipper is lined throughout with a smooth transparent sheet of rubber and vulcanized to the outer piece so cleverly that one could not tell but it was one piece. The entire inside is perfectly smooth and will yield the greatest comfort to the wearer. The illustration shows how the slipper is trimmed. There is a neat bow in front and an edging around the top and sole and a tiny toe cap in buff, red, blue or green, which lend a very artistic effect to the slipper. It is well shaped and will cling to the foot readily. In every

detail it shows the hand of the expert workman, and there is every reason to believe this new and novel slipper will become very popular and sell well during the holiday season. It is made in sizes for women, misses and children, and packed in individual cartons, twelve pairs to a case.

RETAIL SHOE MEN WAIT ON WAR BOARD

During the Dominion Convention of the Retail Merchants' Association, held in Ottawa, on April 16, 17 and 18, a deputation including shoemen, waited on the war board about the expected embargo on shoes. They met with a very hearty reception and were assured that absolutely nothing definite had as yet been done, and before any definite action was taken re tax, embargo or other war measure, the fullest opportunity would be given every interest concerned to present their position and this would receive the most careful consideration of the war board before the adoption of any measure would become operative. This report should be gratifying to the shoe dealers of Canada, many of whom have been wondering what the situation is.

POPULAR SHOE MAN WEDS

Mr. L. L. Ward, manager of the Invictus Shoe Store, Toronto, was married on April first, to Miss Edith Dicks, of Toronto. The wedding was a quiet one, officiated by Rev. Mr. Cochrane. Mr. Ward's many shoe friends, as well as a host of other friends all join in wishing Mrs. Ward and himself much happiness and all the worth-while things this earth can bestow upon them.

TANNERS' MEETING

The Tanners' Section of the Canadian Manufacturers' Association met on Friday, March 15th, in Toronto. Mr. S. R. Parsons gave a short address on general matters pertaining to the leather trade. Dr. MacCallum, chairman of the committee on scientific research, gave an outline of the work of the committee along these lines. Mr. J. E. Walsh, transportation department of the C.P.R., gave some interesting information on freight and shipping conditions at the present time and the probable conditions in the near future.

CHAMPION BOWLING TEAM

The bowling team, representing the Kingsbury Footwear Company won the championship of the Commercial Bowling League by defeating Montreal Water & Power three straight games. The highest three string total was rolled by Curtis, of The Robert Mitchell team.

ANNOUNCEMENT

The Adanac Leather Company, of Montreal, are continuing the business of W. A. Lane & Co., which firm has been dissolved, and are sending out an announcement to this effect to all their customers. They will continue to do business the same as before, handling the same lines of leather, and will honor all existing contracts. They will have new premises next door to the present location and expect to be settled there about April 8th.

STORE SERVICE THAT SELLS.—How to keep customers from going out without shoes. A prominent shoe man, who has solved the problem of turning "prospects" into "sales," will give some of his views and experiences in May 1st number.—You will enjoy and profit by his talk.

What is the Matter with Quebec?

Output of Local Manufacture Has Greatly Decreased During Past Few Years—Opinion is That Time Has Arrived for Manufacturers to Get Together and Adopt New and More Energetic Measure to Recover Lost Trade

THE Quebec boot and shoe manufacturing trade, says the Quebec Telegraph, has greatly decreased in its output during the past few years, and unless the manufacturers get together and adopt new and more energetic efforts, their business is calculated to suffer even a greater depreciation. Five years ago the number of operators employed in the St. Roch and St. Sauveur factories averaged some 5,000. To-day there are, at a conservative estimate, not more than half that number of wage earners employed steadily.

The causes that have led to this depreciation are due, in some instances, to trade conditions and Western competition, but in the main due to general apathy that allows outside competition to overlap the business and by degrees obtain the larger share of contracts.

A few years ago the jobbers from the Western Canadian business centres came to Quebec in the seasons of spring and fall to order their supplies; this kept the factories continually busy. This phase of the business situation is now changed, judging from inquiries and information given by the trade to the Telegraph. The jobbers no longer come to Quebec, and the St. Roch manufacturers must enter the field of competition and go after them. The Western men come no further than Montreal, where the manufacture of boots and shoes has been greatly increased by additional manufacturing concerns. The Quebec manufacturers who have not employed any travelers for years to introduce and sell their output in the Western markets, have come to realize that they are obliged to resort to the employment of travelers, and already four concerns have done this.

In conversation with the manufacturing interests recently, a Telegraph representative asked the reason for the falling-off of the trade in Quebec, and if it was due to discrimination. The answer given was to the effect that changed conditions was evidently the prime cause, inasmuch as new factories have sprung up in various parts of Ontario during the past few years that have become keen competitors. As to discrimination the trade saw no signs of such, but this might happen for a time in the future on account of certain current actions in the city. There was, however, another reason which has no doubt lessened the force of the Quebec boot and shoe trade as a factor in Canada—that is the persistency of the manufacturer in cases to continue manufacturing their output on the same old lasts. "I know," said the Telegraph's informant, "of several factories in which the same lasts have been used without change for ten years, and, moreover, the Quebec manufacturers must realize that, in order to become formidable in the trade, they must keep up with the times, and use the very latest lasts. This change is expensive, nevertheless it has to be adopted if we desire to be in the advance column of the business.

Already some of our manufacturers have recognized this very essential fact, and are now using the latest patterns of lasts, which example, no doubt, the rest of the firms in the trade will emulate."

"In the meantime," said the gentleman interviewed, "I have every confidence that the Quebec manufacturers

will regain all lost ground, and sooner or later forge ahead to the front rank of the Canadian boot and shoe trade. In two instances, the firms of Messrs. Gale Bros. and John Ritchie & Co., Limited, have made innovations in vogue for some time. The first firm is making altogether women's footwear, and the latter men's wear only, and making with splendid success, and I am inclined to believe that all the other firms engaged in the important Quebec industry will emulate the example and study new features, in keeping with the times, that will keep the trade firmly intact and entrenched in this city."

One of the reasons not advanced by the Telegraph or its correspondent is the change in the labor situation in Quebec. Twenty or twenty-five years ago the Ancient Capital enjoyed an advantage on the cost of production that gave it a long start on its western competitors. But the labor unions have steadily advanced costs, until in this respect conditions have been equalized with Montreal and Toronto. Undoubtedly, times have changed, but there is no reason why Quebec should not regain its strong position in the shoe industry, provided it be willing to get down to the business of making shoes, dropping issues that antagonize the other provinces, and above all doing a little more boosting and advertising.

INTERESTING ITEMS FROM ST. JOHN, N.B.

Mr. Jas. Kennedy and Mr. Wm. Christie, two employes of Waterbury & Rising, Limited, St. John, N.B., are now in khaki with a siege battery unit.

Waterbury & Rising, Limited, travelers have returned from a trip through the Maritime Provinces. They reported a record sale of rubbers. They also report heavy placing of fall orders for felt goods. They will go out again shortly with leather samples for fall trade.

E. J. Fleetwood, a well-known boot and shoe dealer, who was confined to his home for several weeks, suffering from a fracture of the ankle, is able to be about again.

Commissioner J. V. Russell, a former well-known boot and shoe dealer, was eliminated in the primary election for candidates for the office of commissioner, which took place April 8. The result of the election was a big surprise, as Commissioner Russell was a popular official and was picked to lead the poles.

Mayor Hayes, president and manager of the firm of J. M. Humphrey & Co., Limited, is in Fredericton, appearing before the legislature in the interests of St. John. Several bills of importance are being dealt with during this session.

Pte. Percy Steel, who was recently wounded by shrapnel on the battle fields of France, has been sent to England suffering from trench fever. Private Steel is well known throughout the Maritime Province as one of the leading boot and shoe merchants, and his many friends will anxiously await further word regarding his condition.

Commissioner J. V. Russell, a former well-known boot and shoe merchant who offered himself in the civic elections four years ago and was elected Commissioner of the Harbor and Ferries of St. John, will come to the people again in two weeks, his term of office having expired. He is a very popular official, and indications point favorably for his reelection. He is well known not only to boot and shoe merchants in the Maritime Provinces, but also to dealers all over eastern Canada.

Roy Fraser has been in the city recently, representing J. T. Bell, Limited, of Montreal.

Arthur Brown visited St. John during the week of March 25th, in the interests of the Greb Shoe Company, of Kitchener, Ont. He introduced something novel in traveling. Instead of the usual assortment of trunks he had a grip containing fourteen samples of shoes. However, they seemed to be sufficient, for he reported splendid results.

Shoe and Leather Jottings

What Has Been Seen and Heard on the Street—Items of Interest to Manufacturers and Leather Men—How Fall Trade is Opening

BUSINESS has picked up considerably during the month, and some fair orders have been received, both from manufacturers and jobbing trade. Some good bills of harness, sole and light upper have found their way across the line, in spite of the difficulties incident these days to shipments over there, and American manufacturers are beginning to get the habit. Notwithstanding the continued easiness of the leather market over there, Canadian leathers are getting a good share of patronage.

The Embargo Question

A good deal of interest has been expressed in the proposed licensing of imports, and tanners have expressed the fear that it might lead to reprisals which could be felt by them. However, the situation has been fully discussed by the two governments and there is no likelihood of any clash. Tanners have also been wondering whether the embargo, if put in force, would apply to leathers, but it is doubtful if such would be the case, as it would be difficult for Canadian shoe manufacturers to meet the situation and produce goods to supply the place of those now imported of their leather supplies on some lines.

The Hide Situation

Within the past few days there has been a noticeable strengthening of the market on hides. April slaughter hides have been sold at strong prices and there seems to be a good demand for all good hides. A demand has set in for lighter hides on account of shoe manufacturers planning for lighter weight stock for domestic purposes. Calfskins are also active and command better prices, both in Chicago and New York. The difficulties of transportation and the export regulations are making the import of dry hides more and more difficult. There is a stronger tone all around on hides, and it may be expected that substantial advances will be asked as the month develops.

High Costs of Leather

In a letter written to an American leather buyer, a couple of weeks ago, a prominent tanner wrote:

"You asked how it is that shoes are high to-day when the high market is lower? You feel that shoes ought to be cheaper, and I cannot agree with you.

"The total cost of the three different tannages of leather used in your shoes are as follows:

"Bark leathers cost to make 2 years ago 5½ cents a foot and to-day the cost is 11½ cents a foot.

"Chrome leathers cost to make two years ago 3½ cents a foot and to-day the cost is 8 cents a foot.

"Retanned leathers used to cost 4½ cents a foot and to-day are costing 10½ cents a foot.

"Labor 65 per cent.

"You will find that we say labor has increased in the tanning cost about 65 per cent. You will find in some instances where labor has increased nearly 100 per cent. Take beam house help and handlers, called yard hands, who were earning \$9.00 to \$11.00 a week two years ago, and are earning from \$18.00 to \$20.00 a week to-day. Take splitters, drum men and women who do the tanning, who were earning \$12.00 to \$15.00 two years ago, are getting nearly \$25.00. Carriers and finishers who used to earn (this is a piece work job) on an average of \$3.00 a day, now are earning on an average of \$4.50 to \$5.00."

Glazed Kid Situation

Through the changing of production to colors, the supply of black kid has been appreciably reduced, so that the market is strengthening somewhat even on the cheaper grades. It was thought that substitutes would displace kid to some extent, but the high price of fabrics and the slowness with which cloth top shoes are taking hold, is preventing any serious effects on prices. The difficulty of obtaining raw stock has also induced increased production of other lines. The market in kid is strengthening.

Domestic inquiry for black is increasing not only for the medium and higher grades, but also for the cheaper selections. List quotations remain unchanged on a basis of 60 to 65 cents for top grades of Patna and Brazilian blacks. The active sellers, however, continue to be the whites and colors ranging from 85 cents to \$1.00 as to shade and tannage. The grays are in best demand because they are relatively in lighter supply than the browns.

THE ROLL OF HONOR

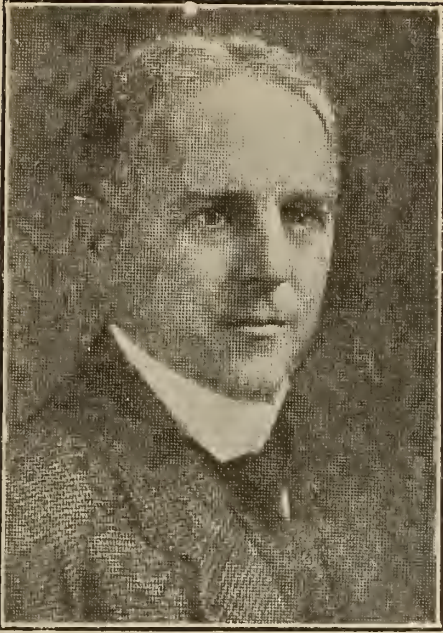
IN our issue of April 2nd, we did the best we could with the photos and information we had at our disposal. There have been a few errors and omissions naturally. We shall be pleased to hear of any not mentioned in last issue and will be glad to have further photos.

Firms having a large number of representatives at the front, please send in lists and we will publish same as in this issue.

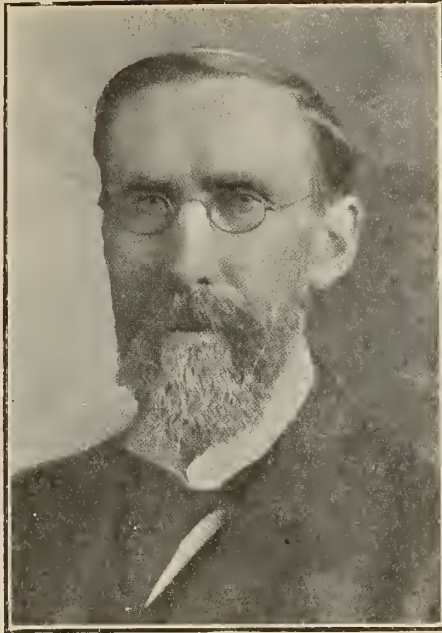
SHOE AND LEATHER JOURNAL.

"Shoe and Leather Journal."

WHY SHIPMENTS FAIL—An expert transportation man, who is up to his neck in this question every day, will give some interesting information in next number on the congestion that has tied up railway shipments.



Frank P. Jones



Sir Geo. E. Foster



J. W. McConnell

CANADIAN WAR TRADE BOARD

THE gentlemen comprising the War Trade Board have been more in the public eye during the past month probably than the members of the Dominion Cabinet. To this Board has been delegated duties and authority that place it in a position to give it importance, equal in many respects to that of the Cabinet itself. It is charged with making such regulations in connection with the finance and commerce of Canada as will best serve the needs of the country under the existing conditions. Its proposal to check by license the importation of such commodities into Canada as can readily be produced here, and thus to retain in the country money that otherwise would go to fill the coffers of other countries, will probably be applied to footwear. Just now we have what is called an "adverse balance" against us in the United States, which means that we are buying more goods over there than they are buying here, with the result that the balance has to be paid in gold.

The chairman of the War Trade Board is Sir George E. Foster, Minister of Trade and Commerce, the other members being F. P. Jones, cement magnate, Montreal; J. W. McConnell, financier, Montreal; J. H. Gundy, financier, Toronto; C. B. McNaught, insurance broker, Toronto; and Alderman Gibbons, labor agent, Toronto.



C. B. McNaught



J. H. Gundy



Ald. Gibbons

WAR AND THE SHOE TRADE

(Continued from page 33)

to buy a pair of a size on many styles. If sizes should be taken on such a line after three or four days' selling, it would be self-evident that a hopeless condition existed. Therefore, it is obvious that the big advantage to the retailer in concentration will be having plenty of sizes on his shelves. The advantage to the consumer will be the probability of getting the right size at the right time; the advantage to the manufacturer—volume production on a few styles, thus effecting economies.

The subject of price is much talked of to-day. You will hear the men and women on the street remark the increased price of practically every necessity. There must be in the recesses of these persons' minds this question: "Is all this increase in price justified by the increase in cost?" In the shoe industry the price situation has been clouded by various articles appearing in daily newspapers, accusing the retail merchants of everything from frenzied finance to common larceny. A few figures on the increase in cost of manufacture since 1915 are as follows:

Production Item	Percentage of Increase since 1915
Manufacturing Expense.....	33
Welt.....	33
Inner Sole.....	50
Counter.....	53
Findings.....	66
Trimmings.....	66
Heel.....	76
Lining.....	80
Toplift.....	100
Upper Stock.....	100
Sole Leather.....	111

Compare these figures with an increased retail price of 31 per cent. for the same period. It is immediately seen that the retail price has not increased as rapidly as any single item entering into the production.

Now the point arises how to make the public realize that shoe manufacturers and shoe retailers are trying to give them, as nearly as possible, the same quality of shoes to which they have been accustomed, at a price consistent with a reasonable profit.

The public ought to realize the economies which have been effected during the past three years in the manufacturing and selling of shoes. The answer to this problem seems to be an increased use of advertising space for educational purposes—to tell the public truthfully, and in plain language, about these economies, so that they will realize what the shoe industry is doing.

For 1918 our appropriation for local and national advertising has been substantially increased over 1917. This is one way, we think, to overcome any threatened decrease in volume.

It seems natural that the manufacturer who keeps up, or improves his quality to-day, and effects any price reduction through economies in manufacturing methods or selling, and advertises this fact to the public, will reap the benefits of an increased business and be in a far better position when these abnormal times have passed.

Perhaps the most notable change in shoe manufacturing and retailing for 1918 will be the shifting of the volume of manufactures and sales from men's shoes to women's. The capacity of our factories is being filled with women's shoes, for which our stores and agents find a ready demand. The popularity of the more staple styles of women's shoes—which means the more conservative leathers and Cuban heels in heights from one inch to one-and-three-quarter inches—makes women's shoe manufacturing a possibility for every

manufacturer who in the past has confined his efforts to men's shoes alone.

Other Economies Must Be Practised

The process of effecting economies, as mentioned above, must not be confined to manufacturers alone; every retailer can do his part. Many abuses have crept into the retail shoe trade. Such items of expense as delivery, allowances and rebates, discounts, and several items of miscellaneous expense have been unduly increased. The public is willing to co-operate; consequently, it is believed that retailers should be in a position to at least avoid any increase in the cost of doing business during 1918.

However, it is sincerely hoped that the shoe industry will avoid the appearance of the restaurant which cuts the portion in half and then increases the price. It is the belief that any economies effected should be passed along to the public in the way of decreased prices.

Summing the whole situation up in a few words, it looks this way:

Business better than usual.

A few styles in staple shoes for men, women and children, at prices representing a reasonable profit, backed up with a stronger-than-ever advertising campaign which tells the public truthfully, and in plain words, about the merchandise you have to sell.

PRESENTATION TO MR. BRUNET

Mr. Oscar Brunet, president and general manager of the Eagle Shoe Co., Limited, Montreal, was presented by the travelers and staff of that company, on the evening of the 4th of April, with a gold wrist-watch and a pair of gold cuff-links, on the occasion of his departure for Southern California.

An illuminated address was read and presented to Mr. Brunet, by Mr. T. H. Robinson. The presentation came



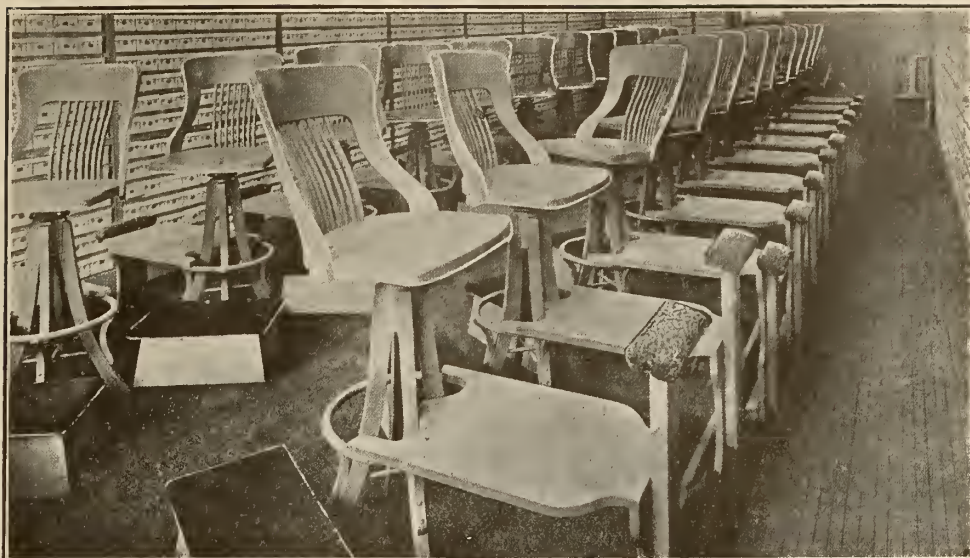
O. Brunet, Eagle Shoe Co., Montreal

as a surprise to Mr. Brunet, who thanked the boys for their tokens of good-will and assured them of his deep appreciation, and regretted that ill-health compelled him to seek a more moderate climate for a while.

During his absence, his son, Mr. Joseph Brunet, will look after the office end of the business and Mr. T. H. Robinson, factory superintendent, will look after the factory.

The SHOE AND LEATHER JOURNAL joins in wishing Mr. Brunet a splendid trip and speedy recovery to health.

NEW seating method for fitting shoes, used in the Arch Preserver Shoe Store, New York City.



NEW YORK'S NEW KIND OF A SHOE STORE

After Mr. Chas. Henry Brown invented the arch preserver shoe and had it well established on the market, he did not lie down nor rest on his oars. Introducing the shoe in various parts of the country caused him to feel that the present or accepted method of fitting shoes would stand much improvement. After he had worked out definite plans along this line, he determined to put them into operation, and has opened a store at No. 15 East 35th street, New York City, where only arch preserver shoes will be sold. These are made for men, by E. T. Wright & Co., who have a branch store in St. Thomas, Ont., and the women's lines of this particular shoe are made by the Selby Shoe Co.

But the main feature of this store is its radical departure from other stores in its methods of seating customers. The illustration with this article will give a fair idea of how this is accomplished. Mr. Brown says that compared with the methods of selling merchandise in other lines, the method of selling shoes is decidedly at fault. There are scarcely any other lines of merchandise that the clerks cannot sell either in a standing position or at least, a comfortable sitting position, but with shoes, the sales person has to crouch down on a low seat eight or ten inches high in an unhealthy and awkward position which does not give comfort to the clerk. It is also important that at least fifty per cent. of the fitter's energy is consumed in lifting himself up from the fitting stool and the cramped position in which he sits certainly is not conducive to good breathing nor general health. Mr. Brown contends that shoe sales people should at least have as good conditions in which to do their work as the shoe-shine people do when they are performing their duties.

In order that the new method may be introduced, a platform is built down the centre of the store about nine inches high. At each side of this platform is a row of comfortable fitting-chairs. In front of each chair is a step about nine inches high. The chair seat is twenty-two inches above the top of this foot stool and thirty-one inches from the top of the platform. The customer walks along this platform to the seat designated, steps on the foot stool in front of the chair and as soon as seated, the clerk revolves the chair so that the customer faces out into the aisle where the clerk stands in upright position. By this method, the customer is mounted to the height necessary for the sales person to do his work under much better conditions than the old inhuman way of crouching down on a seat nine or ten inches high. The aisles are about three feet wide, and

in front of the chair just at the edge of the aisle is a foot rest, on which the foot of the customer may be placed while the fitting is being done. The backs of the ankles of the customer rests comfortably on this neatly upholstered foot rest and are in the right position for the clerk to do the fitting properly. After the shoe has been fitted, the customer may walk down the platform and try the comfort of the shoe as well as see how it appears in a mirror, which is placed at the end of the platform. While this is being done, it gives the clerk an opportunity to start waiting on another customer.

In this store, which Mr. Brown has established in New York, the fixtures and all furniture are finished in French Grey. The windows are in the same colors with curtains at the back in harmonizing shades. On signs in front of the store the fact is advertised that widths are carried in stock from AAAAA to E.

Some enterprising Canadian shoe man should investigate the new idea in shoe fitting, and if practical, adapt it.

HOW HARPER HANDLED HIS HELP

(Continued from page 37)

way out of it, so he went to the management and asked them for the privilege to have the clerks come back on Friday morning and help straighten up the store. The management quietly told him he must be crazy and that he could not get one clerk to work. He replied that if the management were willing to grant passes, he would attend to the matter of getting the clerks to return. They finally decided to issue the passes. At closing time he called the sales people together and said: "I have a favor to ask of you. I am up against it. You see the shape the stock is in. It is absolutely impossible for us to get it into any kind of selling condition for opening at 8.30 on Saturday morning. Now, I am going to ask for volunteers among the girls to come back to-morrow morning, for half a day if necessary, and straighten up the store. I will pay you a full day's wages for this work, but remember, you do not have to come. I want you to do it willingly. Now, let's have a showing of hands. To the surprise of all, every hand went up with the exception of two girls, and these came to Mr. Harper and explained to him privately that it was for religious reasons they did not volunteer. Mr. Harper told them it was absolutely all right and he had not the slightest objection to their not coming.

This incident shows the splendid results Mr. Harper obtained in handling his help.

YOUR FRIEND THE ENEMY

(Continued from page 26)

stay there. We think, however, in towns where there are only two or three shoe stores, it will abundantly repay any retail dealer to visit neighboring towns or cities and spend a day or two, or three, doing nothing but visiting other stores and getting ideas on anything pertaining to the retail shoe business. This will include displays, window dressing, show cards, stock-keeping, special sales and many other features that are important in the conducting of a retail business.

There is another reason why we advocate going to other towns. There is that relaxation from business which every man needs frequently. Sticking too close to home is liable to get one into narrow channels from which it is difficult to be extricated, and so leaving your town and visiting other people and seeing new faces, different methods, different scenery, etc., enthuses new life into one and you come home feeling greatly refreshed and can go at your business with a new vim. Then, when you have done this, be quite willing to give to others something of what you have received yourself.

Let us tell you the story of the pond and the stream, and from it you may draw your own conclusions and profit thereby:

An old pond lay in a field with its wide open mouth turned toward the heavens ready and willing to receive all the showers that would fall into it. Self sufficiency caused it to say: "Now, I shall gather all the rains that fall and I shall husband them against the hot summer sun lest I shall be dried up and blown away."

Away up in the mountain-top a number of miles distant from the old pond there started a little stream, tinkling its clear crystal waters down the side of the mountain. Running on down through the fields and meadows and through the woods several little streams united with it and it grew in volume and strength. As it passed through the field where the old pond lay, it was hailed by this body of water. "Whither away, little stream?" To which the little stream replied:

"I am flowing down into the rivulet then into the river, and on into the lake and down through the big river where I shall finally help swell the tide of the ocean."

"Ha! ha!" laughed the old pond. "The idea of a little stream like you talking about swelling the tide of the ocean. Why, when the hot summer sun comes, you will be dried up and blown away. You had better turn in here with me and we shall husband all our strength against that time when the sun shall seek to parch both of us so we shall be no more."

But the little stream replied, "No, I shall go on and on receiving and giving, and help swell the tides of the ocean."

And what of the old pond? When the hot summer sun came it was filled with all kinds of croaking reptiles, slime and ooze and dirt, and grazing stock, when they came to its edge to drink, turned away from its nauseating waters. Then, as it became

filled with all kinds of disease germs, these were taken up in vapor and the winds blew them over the country side bringing disease and death to those who lived in its vicinity.

But what of the little stream? It tinkled on down the mountain-side and as it ran through the woods, the trees bent over and protected it from the hot summer sun. As it ran through the meadow, grazing stock came and slaked their thirst at its side, and on it went giving to the rivulet, giving to the river, giving to the lake and still flowing on down giving, giving until it gave itself to the big ocean, and the sun picked it up in a vapor, and the wind caught the cloud and blew it far over to its mountain-source and the cold air of the mountain-top tipped the cloud-cup and it fell in tiny rain drops and ran on down the mountain-side again, forming its continual circuit. And as it passed by the old pond it said: "Ponds may come and ponds may go, but I flow on forever."

From this word picture of the pond and the stream, we will leave it with the retailer, the repair man and the manufacturer to judge whether it is better to be big and broad minded and give to those who are engaged in the same business, or, whether it is better like the pond, to husband everything you have, and possibly become stagnated and not reap as good results as did the little stream in giving to the others.

THE PSYCHOLOGY OF ADVERTISING

(Continued from page 23)

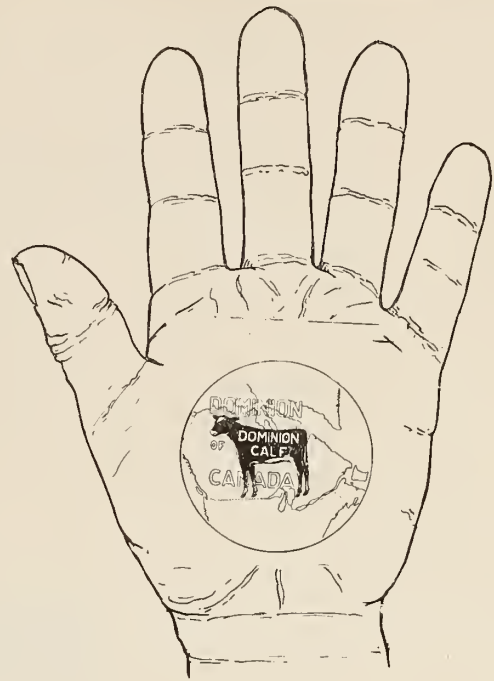
The writer can cite instances of merchants, particularly in Western Canada, who are using this method of demonstrating their goods with great success, and one merchant in particular told him that this method of displaying goods was practically the means of developing his business.

You will sell a dozen pairs of shoes after the living demonstration to where you will have sold one before. The success of your sale will hang upon the appeal your model makes and her ability to reach the minds of those who view the display. Upon this, also, will largely depend the class of people who will be attracted to the store.

It is the same with advertising. A well drawn and engraved shoe cut will catch the eye of most people who love good footwear at a glance, and will exercise a certain "pull," or people would find such advertising unprofitable. But add to the attractiveness of the shoe the figure of a pretty woman, preferably being fitted with a pair of the shoes or waiting to be served with a pair, and you have a complete connection formed between the shoes and the mind of the prospective purchaser. If the picture be that of a prominent social, theatrical or public personage, so much the stronger is the appeal.

The idea is excellently set forth in the page advertisement of the Rannard Shoe, Limited, of Winnipeg, that appeared in the last issue of the SHOE AND LEATHER JOURNAL. The touch of spring lent to the spring shoes that suggestion of desirability that forms the strongest kind of appeal in advertising.

The Five Best



Duchess Russia
 Royal Purple Russia
 Brown Russia No. 33
 Briar Boarded Calf
 Cherry Willow No. 84

— **DAVIS**

These lines cannot be beaten in or out of Canada for absolute reliability of color, texture, finish and cutting quality—

DAVIS CALF LEATHERS

MATT CALF

The Trade's favorite in Matt Calf is Davis'. The highest value in quality and quantity in every skin.

NIGRO CALF

The use of Nigro Calf puts superiority into your shoes. It will repay you.

YOU CAN DEPEND ON DAVIS'.

Ask for Samples.

DAVIS LEATHER COMPANY
 LIMITED
 NEWMARKET, ONT.



Hartts for Men



They challenge attention and impart to the store that
DISTINCTIVENESS that attracts the best trade.

Hartt Shoes are Profitable Shoes.

The Hartt Boot & Shoe Co.
Canada's Best Shoemakers Limited
Fredericton, N.B.





Hartts for Women



They have that rare combination of artistic shape and good shoemaking that appeal to the discriminating woman.

Hartt Shoes are Canadian Shoes.

The Hartt Boot & Shoe Co.

Canada's Best Shoemakers Limited

Fredericton, N.B.



AMHERST SURE SERVICE

1867 ————— 1918

OUR FALL LINE

Covers a range of STURDY SELLERS, the chief characteristic of which is their DEPENDABILITY and SATISFYING QUALITIES. Those who buy AMHERST

**MEN'S, WOMEN'S, MISESS',
CHILDREN'S, BOYS'**

**Fine McKays and Welts, Standard
Screw and Pegged Shoes**

Will always come back for more. They have the STYLE, LEATHER and SHOEMAKING—Honest goods is the verdict of FIFTY YEARS' steady trial.

OUR PROMPT SERVICE

Is based on our splendid distributing facilities—5,000 satisfied customers claim that AMHERST SERVICE is

Absolutely Reliable

SALES LAST YEAR - - \$1,170,505.

Amherst Boot & Shoe Company
LIMITED

Amherst and Halifax, N.S.

Regina, Sask.

Roll of Honor

Office, Warehouse, Factory, Toronto

A. E. Avery	E. Hoyland (W)	W. Waghorn
A. Baker	A. Ireland	W. Willies
G. Bennett	T. McAlpine	H. Boreham (K)
L. Billings	A. J. Reid	R. Burke
W. DeBoard	A. McKendrick	L. Campbell
D. Dillon	J. W. McKenna	E. H. Tuller
W. Douglas (W)	N. Rigby	J. Hughes
E. Edwards	A. Smith	S. May (K)
P. Gardiner	H. Smith	D. Nassar
A. Green	W. H. Spence	G. H. Wright (W)
H. E. Groom	T. Townley	

Acton Tanneries

H. Bearnim	S. Perry	A. E. Clifford
A. Bristlow	A. Large	E. Eade
J. Gifford	J. Reilly (W)	S. George
M. Corney	B. Roul (W)	J. Gibbs (W)
G. W. Cook	S. B. Simpson	P. Godfrey (K)
J. Cooney	A. Smithhurst	W. J. Gould (W)
F. Cummings	E. Stewart	W. Hughson
J. Easdown	J. Summers	H. G. King (K)
J. Eason	J. Waller	G. Lantz (W)
C. Green (W)	C. Postaluk	S. McLeod (K)
A. Gribben (K)	W. H. Ward (W)	J. W. Mills
J. Holloway	A. Watson	A. Pace
R. Hurd	F. Willis (K)	J. Robertson
D. Douglas (W)	A. Winterburn (K)	W. Rolfe (W)
H. Last (W)	Capt. A. O. T. Beardmore	H. Saville
J. Laycock	L. Bridges	J. Scarrow
W. Lee (K)	G. Ballard	H. Smith
T. Marsh	G. Caswell	H. Parton
J. McTavish		J. Smith

Muskoka Tannery

D. Bethune	C. Grozell	J. Pollock
W. Brazier	John Jennings	S. A. Post
F. Cature	J. Massey	John Prentice
J. Chatterson	A. Mathewson (K)	Allan Reid
W. G. Clark	Roy McFadden	Robt. Ross
James Cook	D. McQuaid	W. Stevenson
W. Duffy	W. H. Missen	E. Strong
Oscar Ellis	John Morrison	Fred. Strong
Jno. Gibbons	A. Nye	D. Sutherland
Wm. Gibson	A. Parks	F. Walsh
Ed. Grant		

K—Killed W—Wounded M—Missing P—Prisoner D—Died

BEARDMORE & CO.

Tanners and Sole Cutters

TORONTO



Pro Patria

Honor Roll of Canadian Consolidated Rubber Co., Limited Montreal and Toronto

(K)—Killed	(W)—Wounded	(M)—Missing	(P)—Prisoner	(D)—Died
C. M. Godfrey	J. Gary (W and M)	J. MacKenzie	E. Woolner	G. Musselman
J. R. Emo (W)	L. N. Miller (W)	T. Grieve (K)	W. Brenner	R. Eccles
R. Ash (K)	F. Marshall	G. Downey	C. Koch	E. Gross
C. P. Levine	A. Masson	J. Barley	F. Robertshaw	W. Laschinger
A. W. Burchell (W)	Chas. Mitchell	G. Rhind	A. Franz	H. Roedding
C. J. O'Neill	Sergt. H. Pegram (K)	W. Johnson (W)	Frank Von Newbron	H. Rau
C. E. Betts	A. Henderson	G. Pawling	Mike Dolik	L. Marr (W)
C. B. Parsons	T. Christopherson (W)	J. Angelo	J. Mason	A. Fortner
Robert Betts	Geo. L. McLindon	A. Riccio	W. Manning	E. Plantz
Arnold Dann	H. W. Fraser	A. Garster (K)	F. Harvey	G. Disney
Alex. M. Grant	Gordon R. Kidney	W. Powers	G. Baetz	G. Gehl
P. G. Silver	Gordon Kuehner	J. Brown	Sergt. H. Grosz (D)	W. Simon
A. E. Plumb	J. Jones (K)	Joseph Brown	E. A. Wismer	J. Livingstone
Leo. M. Jackman	R. Cooper	Harold Jones	W. Harrald	A. Boettger
Wm. W. Taylor	A. Lamarre	J. Sutherland	R. Stauffer	R. Miller
Lt.-Col. A. E. Massie	J. Torrance	Clyde Paxton	W. R. Bailey	I. Voelker
L. McLellan	Cpl. J. D. Stuart (P)	A. Coons	F. Wesson	I. Bowman
Bug. Wm. Bridges	T. Long (W)	F. Dombrowski	H. Ellis	A. Sykora
J. Thompson (M)	T. Kerr	T. McLanachan	W. Sharlock	S. Wolfe
R. L. Shamber (W)	Sgt. A. E. James	J. Stello	A. Waechter	J. Leroux
H. L. Crocker	H. Campbell	J. C. Sutton (D)	W. Hauser	V. Hummel
H. R. Hatfield	H. Martin (K)	E. Fry	G. Thompson	H. Bates
Clair Ryan	W. Arthur Steele	G. Rielly	E. Eby	W. Henry
W. G. Schwartz	R. Turcotte	J. Rielly	Jas. Krauter	L. Wurm
T. B. Inkpen	M. Carsemensko	S. Cooper	E. Muldoon	W. Barnard
P. D. Jamieson	J. Cavallari	D'Arcy Lynch	L. Ellsworth (W)	F. Cook
Cpl. L. Kermod (W)	A. Morrison (M)	A. Smith	S. Keast	V. Pieper
Victor Grotty	M. Morrison	D. McPherson	F. Rosekat	A. Shantz
Jack Ross	D. Morrison	F. Moore	W. Robertson	E. Lantz
Percy Byford	W. J. Montgomery (K)	A. May	A. Pearson	I. Schroeder
Lieut. G. Young (K)	W. Peterson	J. Anderson (W)	W. Morgan (W)	R. Kemp
Pte. W. Mead	A. G. Davidson	C. Harvey	W. Shilling	W. Webb
N. A. Jamieson	Alfred Jacoucet	H. Daniels	Arthur Abbott (W)	E. Zimmers
H. M. Lynch	John R. Hallsworth	G. Berry	Roy Connor	G. Hiller
A. J. Sutherland	G. S. Marsh	W. Patterson	J. Bending	J. J. Ward
H. F. Coyle (W)	G. Stasuk	D. MacKee	T. Cassels	H. Hausman
Lce.-Cpl. Robt. James (W)	J. Binette	J. Millikin	S. W. Swartz	R. Hummel
R. J. Lester	M. D. Raphel	H. Lemon	W. C. Fleming	A. Koenig (W)
Lieut. B. McCullough (D)	H. Poirier	A. Roberts	J. H. Strickland	R. Leimb
S. Broderson	Grant Potter (W)	J. Hart	J. Suffolk	J. Kobreiski
C. Thompson	Herbert Marsh	A. Arem	R. Taylor	A. Anderson
C. A. Counter	Cpl. H. B. Kysch (W)	H. Summers	P. Shilling	E. Wray
E. W. Allcroft (W)	Beatson Hutchison	W. E. Grant	P. Buss	G. P. Blood
Lieut. R. Adams	James Smith	G. Mills	E. Ringle	S. Garner
W. Lanham (W)	G. Holland	J. McKenzie	F. Williamson	W. Smith
E. Redwood	H. G. Greegan	M. McPayden	A. Payne	O. Scharlach
P. W. Atkins	Albert Landry	J. Marshall	J. Thomas	E. Paquegnat (K)
R. McHenry	Willie Miller	W. Jones	G. Mitchell, Sr.	J. Brisbo
Irving Erb	Douglas Nelson (K)	A. Swinson	F. Morrison	W. Hauser
Chas. Volker	P. A. Henthorn (W)	G. N. Toms	C. Ball	H. Newman
J. Goodson	Robt. Kenny	P. Sherriff	G. Mitchell, Jr.	A. Pollard (W)
Fred. Waterhouse	W. Salmon	A. Avery	A. McMillan	W. Moore (W)
Roÿ Karn	W. Hack	D. S. Bernhardt	E. Lindsay (W)	J. Britton (W)
Sergt. Joe Pilson	W. Atkinson	W. W. Currie	M. Gollinski	H. Pollard (W)
H. E. Foster	Thos. Harris	M. J. Dwyer	H. Swartz	W. Smith, Jr. (W)
C. S. MacAdam	Harold Gregson (W)	Frank Oakley	R. Gaudicke	A. Smith
Bert Tilley	Percy Jennings	N. Stevenson (K)	H. Ash	C. Alles
E. Earwaker	Herbert Thomas	G. Buller (K)	W. Fortner	A. Lorentz
Jas. Thompson	Paul Corrignon (P)	A. Nutter	B. Dunn	S. Davis
W. Scott (W)	W. Wooley	J. Brown (K)	F. Hawkins	G. Rosenberg
G. Drayton (K)	J. Unsworth	J. MacDonald	H. Worth	B. Davies (W)
Chas. McPhail	W. Margison	W. Gough	F. Laundon	B. Franz
M. J. Brodie	S. Beardmore (W)	H. Looker (K)	C. Berlet	J. Groh (W)
Chas. Harland	Patrick J. Joyce (W)	H. Kuhl	C. Atkinson	W. Rausch
W. G. Ashdown (P)	Jas. Patterson	Mark Toni	F. Mullins (W)	H. Sagon
H. A. Finlayson (K)	A. J. Sutherland	F. Eager	D. MacKaye	O. Kumpel
F. Smith (W)	Chas. Weinstein	S. Bosey	L. Watson	I. Gough
E. Y. Jones	Geo. Sydney Gale	G. Abbott (W)	A. Moore	A. Zeller
J. Maybin (W)	J. J. Slimm (P)	G. Williamson	G. Fackoury	F. Luft (W)
P. Westlake	J. Stamford	W. Rausch	J. A. Rieder	H. Aylward
F. Garnett	R. Reilly	J. Xarturax	J. Hartnett	H. Petkievich
A. B. DeWolfe	D. Wood	L. Albrecht	J. Kolb	C. M. Boehmer
J. Begbie	W. Wilson	H. Hauser	E. Klein	Frank L. Schwoob
J. Kirkwood (W)	J. Paxton	L. Hauch	J. Ingham	Barney Blumen
F. Lickers (P)	C. Brown	H. Ludwig	H. W. Homeyer	L. Knechtel
N. J. Villard (K)	W. Brown	D. Simm	W. Shilling (W)	F. McNally
G. M. Stafford				P. Pequegnat

P.S. This list is not complete to date but latest compiled.

Honor Roll

Gutta Percha & Rubber Co. Limited, Toronto

Capt. Trumbull Warren (K)	J. Colquhoun	William McLoney
Gordon B. Taylor	R. Cowan	E. McMillen
Arthur J. Webb	J. Crosby	John McConnachie
Ernest H. Minns	G. Castle	R. J. Murdock
William McLurg (K)	A. Church (W)	R. McDonald
L. H. Meyer (W)	H. Creech	Robert Mearns
James F. Archibald	G. Cruickshank (D)	E. Mathews
Stanley Barke	R. Clarke	J. S. McMurray
Harold Dalton (K)	F. Cummings	W. Michus
George Shaw (W)	H. J. Dancey	Jack Montgomery
A. Charles Watson	D. Doig	H. Maritzer
James Cruickshanks	R. Dennis (K)	W. Marshall
Thomas H. Ritchie	J. Dewar	Wm. Murray
Fred Yearwood	P. Davidson	B. Maysmith
William Drinkwater	W. Davidson	E. W. Ogilvie
Gilbert E. Dymmok	Harold Dalton (K)	B. Parker
Roy L. Stephenson (W)	H. Dandie	R. J. Pyke
Edgar W. Hunt	Wm. Donaldson	B. Platt
Charles Methven (W)	R. Downey	A. Palmer
Harry R. Morris (W)	T. Ellerson	H. Potter
Richard C. Murray	G. Ellerson	J. Payne (K)
Fred Reynolds	F. Eade	T. Richards
H. S. Godsmark	W. Eade	J. Reid
Joseph Thoroughgood	A. Evans	Ira Ramsay
D. Urquhart (D)	John Evans	W. Riseley
R. Code	J. Featherston	H. Richards
W. Forrester	J. Forbes	R. Robinson
R. O'Brien	Walter Foster	T. Richards
L. Ronald Turnley	E. Gough	J. Redpatch (K)
D. Brechin	W. Goodfellow	G. Rainey
Cyril K. Johns	J. Gillroy (K)	Ambros Riley
T. A. Ackroid	W. Gill	Thomas H. Ritchie
E. J. Flavin	F. Guest	T. Skidmore
Bruce Flavin	John Gres	George Smail
Percy T. Russell	M. Gillett	T. Sargent
W. B. Hughes (K)	J. Gilmore	B. Simpson
Richard A. Simmons	T. Gray	T. Sidell (M)
Richard Suttle	G. Heppell	Robert Squires
Goerge Bell	H. Hart	A. Todd
C. D. Flett	J. Hookey	Geo. Todd
C. J. Hunt	Robert J. Hudson	R. Todd
A. Arliss	J. H. Hookey	Wm. Thos. Thompson (K)
Bert Allen	W. Hill	Percy Thorne (K)
H. Anderson	William Hall	A. M. Tolmie
W. Armstrong	W. Hutchcroft	Alex. Tulloch
D. Anderson (K)	H. Husband	H. Vigrass
R. Abernethy	S. J. Hurst	P. Vivian
R. H. Barnes (K)	H. B. Hutchins	W. Williams
J. Benns	Thomas Ivill	Albert James Worrall (K)
R. Black	Walter Johnston	J. Woods
Frank Borland	L. Johnston	E. Weir
D. Brennan	H. Jeffrey	W. Weir
J. Blair	R. Jones	J. Wishart
A. Bennett	W. Judson	H. A. Webb
W. Brind	H. Klotz (K)	W. Wentworth
R. Beemer	A. King	J. Whitehouse
E. Brumpton	Edward King	P. Wilkinson
Stanley Baske	E. Lake	C. R. Wilkes (W)
A. J. Buzzicott	A. Lant	G. Wyers
J. Beaumont	J. Lannigan	T. Whiffen
F. Castle	J. Lancaster	Ira Ward
E. Cooper	David Large	Walter Wood (M)
W. Caufield	J. McGregor	Arthur Watson
W. Colquhoun		

Total Enlistments to date..... 190 Enlistments during 1917.....45

K—Killed W—Wounded M—Missing P—Prisoner D—Died



Roll of Honour

- RICHARD BAKER
- JAMES BENZIE
- GEORGE DEAN
- ALBERT GREAVES
- BENJAMIN HARLICK
- ALEXANDER KINKAID
- JOSEPH LYONS
- ARCHIBALD MARSHALL
- WILLIAM OLAND
- GEORGE PAGE
- EWART PAGE
- WALTER ROBERTSON
- SIDNEY ROGERS
- JAMES SMITH
- CHARLES SMITH
- FRED TURNER
- PETER WATSON
- THOMAS WILSON

Anglo-Canadian
 TANNERS
 HIDES & LEATHER
 THE LARGEST
 SOLE LEATHER
 BRITISH EMPIRE

Leather Co.
 LIMITED
 TORONTO.

C THAXTER SHAW
 CHAS O SHAW,

HERBERT SHAW
 THOS C STEWART



SUGGESTIONS FOR INDIRECT ADVERTISING

(Continued from page 31)

your best citizens—preferably young men, and appoint each one of them to look after some portion of the day's doings. For example, have races and games, baseball matches, etc., for the children, mothers and any others that may take part in the festivities. Be sure and have races for the little tots, then races for various other ages of children and you may also arrange some sort of contest for the mothers. This may be a race, knitting match or anything that will call for contest. Offer small prizes for these races such as books, toys, etc., and it will not cost too much if you see that every child has some little present in the way of a bag of candies, a ruler, a scribbler or something of this nature, and also see to it that your name is printed prominently on any of these gift articles. For the mothers' race, it might be well to offer a pair of shoes as a prize for the winner. You can use your own discretion as to whether there will be one or more prizes, but this would certainly be good advertising. The prizes for the children will be insignificant as far as cost is concerned, but you will find that this will bring your name very prominently before the people of your neighborhood. Do not be afraid to spend a little money to make this a pleasant event for it will repay you manifold for every cent you put into it.

Another suggestion is to arrange an elocution contest during the winter season, for children up to fifteen years of age. This may mean that they are placed in different groups—that is, we will say children from six to ten, ten to twelve, and twelve to fifteen. This will make in all, six groups, because it is not well to let the boys compete against the girls. Keep the competitions separate. You may find it will work to the best advantage to have two or three of these contests during the season, the first contest being to narrow the number of entries down by choosing four of the best of each class. The second time they may be narrowed down to two and the third time will be the final when awards will be given. The prizes for these contests should be medals which can be obtained at trifling expense. In every instance this should be understood to be the "Wilson Elocution Contest." Arrange with school teachers and ministers of your town for a committee of management and choose the judges. If you wish to extend this and run a concert in connection, you can make a small admission fee and the returns after deducting the expenses of the hall, etc., can be given to some patriotic purpose such as your hospital, library, or something for returned soldiers. A singing contest could be carried on in the same way, substituting singing for elocution.

Another suggestion is to take some part in the public enterprises of your town. This may be the securing of a public park. Of course we do not mean that you should do all the work about this, merely that you be the main mover, the generator, the one to keep the ball rolling until such a park has been secured for the people of your locality.

If you take an active part in the school board of your town and agitate the increasing of teachers'

salaries, it will certainly bring you out prominently. This is considered a worthy cause by many people because teachers of high quality are growing harder and harder to obtain, and when people realize the importance to our nation of this profession, then will they realize the important part high class, well paid teachers play in the affairs of our country.

You will see at a glance that it would be impossible for any one man to do all of these things, as it would take more time than his business would permit, but our idea in outlining these, is simply to give you a number of suggestions upon which to work and choose the things for which, by natural inclination, you feel you are best qualified. Our claim is that if you take some important action in the public enterprises of your town, it is bound to attract attention. Then, when you have your store well advertised in your daily newspapers and other advertising media, the mention of your name is bound to associate your store with your name and any thought of your store will naturally be good advertising for you.

KEEP PHYSICALLY FIT

(Continued from page 30)

prevented his system getting rid of the toxins, brought on a thickening of the arterial tissue, which promised heart trouble and early death. He was given a simple regimen, told to take regular exercise, give himself time to sleep, and was promised an extension of at least twenty years if he kept up the treatment faithfully. He now lives the simple life, does his own chores, walks to the office and says he feels fifty per cent. better already.

A business man who was told five years ago to quit business and go back to nature in order to restore physical balance, has just completed his period of almost complete renaissance. His verdict is that there is nothing to beat the open air, manual labour and a change of mental atmosphere to renew physical youth and restore mental power. Everybody may not be able to thus cut loose from environment or change his occupation at will, but it is possible for any man who is running downhill physically to put on the brakes by regulating his eating and taking a few minutes' exercise every day. The call for production is a call to faded business men to renew their wasted vitality and bring back their mental vigor by the only safe and sure way.

It is safe to say that nine out of ten people eat too much and it is quite as true that the failure to eliminate the waste in food assimilation is the fundamental cause of most of the physical troubles to which business men are subject. The man who cuts down wheat, bread, sugar and cereals pretty generally, who eats meat not oftener than once a day, or better still three times a week, who consumes plenty of fruit and green vegetables and few potatoes, and who walks at least two miles a day, or digs two hours in the garden, will do more for himself, his heirs, his country and humanity, just now, than he can in any other way.

If you don't believe this ask some sane, intelligent medical man and give him authority to commit you to his endorsement of this advice.

H. B. JOHNSTON & CO.



Calf

Kip and

Kip Sides



Makers of the best class
of shoes in these leathers,
in black and colors, will
find our product very
adaptable.

H. B. JOHNSTON & CO.

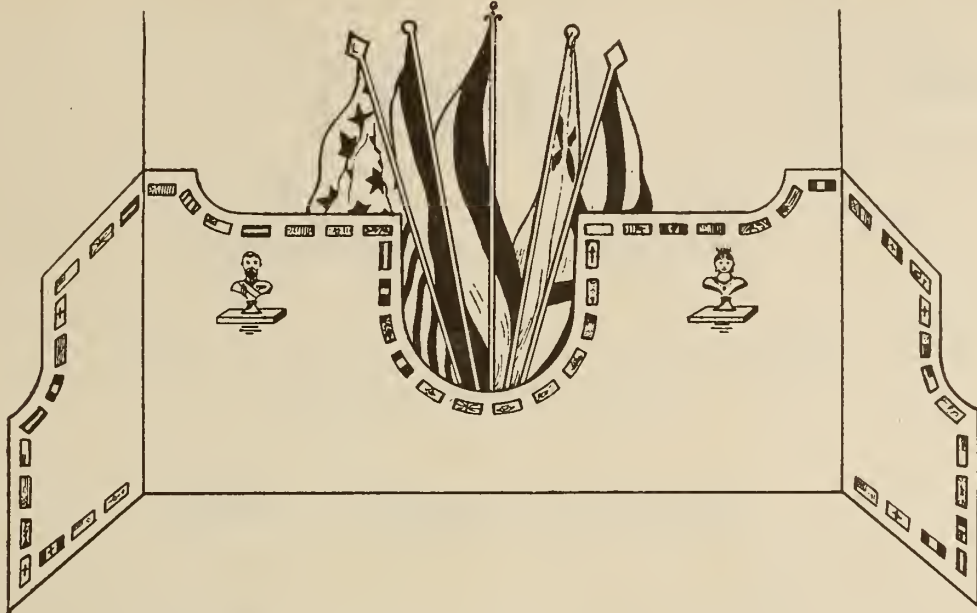
774 Dundas Street East
TORONTO

A Patriotic Window Trim

IT is difficult to disassociate the month of May from the 24th of the month, the day known to so many of us as "the Queen's birthday." And it is a pleasant thought that both King Edward and the present king forewent the honor

window trimmer should have access. Much of it can be made and painted or stained to correspond with your window.

With a little thought on your part, you should be able to make a very attractive setting with this back.



Suggestion for patriotic window background, by K. R. Kimmerley

of celebrating their own births' anniversaries that those of their mother and grandmother might be perpetuated in what is now known as Victoria Day. And so there is a patriotic turn to the month that we have embodied in the window trim here shown.

This background will give you an opportunity to utilize your wallboard used in past trims. Cut the board to the shape shown in design. Paint it white with alabastine. The border around the ground is made of small flags, which may be pasted or tacked on to the board. These may be obtained at stationers or 5 and 10 cent stores. These should be flags of the Allies.

The large flags used at the back you may borrow from your storekeeper friends or town officials. If you cannot obtain so many as shown, you may drape one or two to cover the space.

We suggest two busts, one of King George and one of Queen Victoria, rather than the present Queen. If busts are not obtainable, pictures can be secured which will answer.

The accessories shown are furniture, to which every

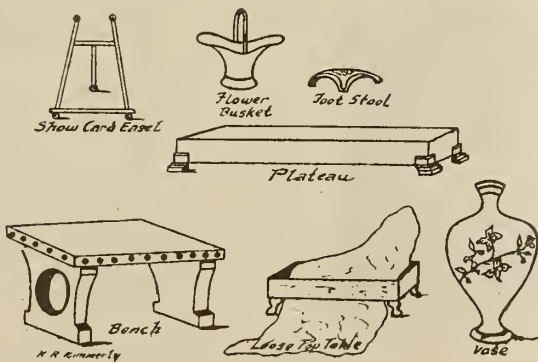
DEATH OF WELL-KNOWN EASTERN SHOEMAN

Word has just come to hand that Mr. Richard C. Goff, founder of the shoe business of Goff & Company, Charlottetown, P.E.I., died suddenly in Victoria, B.C., on Friday night, April 12th. The late Mr. Goff was sixty years of age and was a native of Prince Edward Island. At an early age he came to Charlottetown and engaged in the grocery business with his brother, Mr. Lewis Goff. He remained only a short time with his brother and then went West and engaged for a number of years in mining. He later returned to Charlottetown and established a large boot and shoe manufacturing business, also a wholesale and retail store, which eventually developed into the largest industry of its kind in the province. Mr. Goff was somewhat of an inventive genius and has many patents credited to him. Among these are the famous "Ice Creepers" which so many people have found of great benefit on city side-walks, also the revolving heel which dispenses with run over shoes.

Mr. Goff closed his shoe factory some years ago and also disposed of his wholesale shoe business, retaining the retail business in Victoria Row. His wife and family have been living in Toronto for some time, but on Mr. Goff re-joining them last fall they went to Victoria, B.C., where they intended to make their future home. Mr. Goff had a wide circle of friends in Charlottetown and other places in Canada, where he was known, and his death will be much regretted by business associates as well as personal friends.

DEATH OF MR. HARRY HAMILTON DALLAS

Mr. H. H. Dallas died quite suddenly in Toronto on Monday afternoon, April 16th. Mr. Dallas was until quite recently connected with his father, Mr. H. Dallas, in the shoe jobbing business. Mr. H. Dallas was at one time associated with Mr. McLaren, in the firm of McLaren and Dallas.



Window trimmers' accessories

There is
Nothing
 Like
Logan's

THAT is the verdict of those who have tried substitutes, whether of cheap leather or composition.

Logan Sole Leather

Is made from the BEST hides, given the benefit of CAREFUL, DELIBERATE TANNAGE and everything to ensure DURABILITY.

Specify Logan's Sole

Office and Tanneries

Lyons Brook, N.S.

WHITE FINISH For Heels, Edges and Bottoms

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 have just perfected a finish for the above lines second to none. Is water-proof and can be used with brush or machine.

WRITE FOR SAMPLES
 AND PRICES
 SUPPLIED IN ANY COLOR

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



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



Pan American

Grey **KID** Seal
 Brown  Black

Perkins & McNeely
 Philadelphia

Ed. R. Lewis, Toronto

SOME POINTS ON SHOE BUYING*(Continued from page 22)*

this to me in a business way? It is this—there is hardly a week but some traveler calls me up and tells me of some special buy that he can get for me. If it appeals to me, I immediately order right then and there over the phone, so that oftentimes I am able to secure real snaps in shoes that I can place on sale and make a real good drawing card out of them. So you see that by cultivating the friendship of the traveler, it is equivalent to placing me within a short distance of the jobber and those who may have snaps to offer me in the large cities.

Frequently I am asked, do I ever have a traveler put it over me? I may say that this has very seldom occurred to me, but on a few occasions it has. This is the way I have treated the situation: I do not say anything to the traveler in the way of complaint. I simply grin and bear it, but that traveler is not liable to get any big orders from me again. I give him just a few little orders so as not to make his enmity severe. I treat him just the same as I do the other travelers when he comes. I treat him as courteously and I take him to my house, take him to a show and use him as if he were white; but all the same, down underneath, he is not getting the big orders that the travelers who treat me right do. This, as I said, prevents him from becoming my enemy. He will still be my friend and some day he may have something real good to offer me, of which I will be able to take advantage. I feel that this is the introduction of the proper spirit into business life. The result to me is better than if I turned him down—did not have anything to do with him when he came to the city and showed my contempt in every way that I could. A traveler put a rather raw deal over on me after I had treated him as I have just mentioned for two years. He began to see that I was heaping coals of fire on his head, and wishing to get back without committing himself in words he called me up on the phone one day telling me that he knew of a very special buy, in which he thought I could turn over some considerable money. After he had outlined what it was, I ordered the whole buy. Now, if I had treated him in a spirit of enmity the time that he put this deal over on me I, of course, would not have had an opportunity to get these special lines. On the other hand, if he had called me and told me of it, I would have turned him down; but I could not see any reason why I should turn him down and lose three or four hundred dollars on this deal. The lines which I had bought were those that I could make leaders in a special sale, and the result was I made a splendid profit from this man's tip, who had done me two years before.

RETAIL SHOE TRADE AND THE EMBARGO*(Continued from page 25)*

look after the extra output that will be necessary. It may require some weeks, or even months, for the manufacturers to adjust themselves to the new condition of things, but I certainly have enough confidence in the men who are at the back of the shoe plants in this country to believe they can

not only make the goods, but turn out sufficient numbers to supply the demand for the Canadian trade. This, I feel, is the proper attitude and one that every shoe dealer should adopt. If it becomes law, we simply have to accept it, and it certainly will be better for us to accept it with a willing spirit than to force ourselves to fall in line and feel disgruntled all the time at the Government and everybody else in sight. When you consider that in England there have been shoe dealers who have been given thirty days to close up their business and put on the khaki and go to the front, then you realize that we have not begun to touch the sacrifices that are being made over the water to win this war, and I feel that any retailer who will not accept any measure that the Government sees fit to take for the purpose of winning this war is lacking in the spirit of patriotism he should possess. It may be that further sacrifices of this kind will have to be made by us, the people in Canada, before we have reached the end of these present trying times, so let us begin by preparing ourselves with these moderate things that the Government is introducing?"

And this is what a Winnipeg retailer says:

"Every man who is loyal to his country must first ask himself the question, 'What is in the best interests of my country in winning the war.'

"Any laws laid down by our Government in the interests of winning the war should be backed up by every organization, its principles, and every man throughout the country, as we must fully realize that all we have, all we expect to have, as well as our children, and our children's children, depend on the final outcome of this great struggle.

"I am satisfied that our Government is justified in doing anything that will balance the trade and balance finances; but I have no doubt that such matters have been taken up by our Government at Ottawa and the United States Government at Washington, first, because at the present time it is absolutely necessary for our Government and our people to work in one spirit and for one purpose. Production, conservation, and elimination of waste, curtailment of all unnecessary manufactured articles that mean expense and monopolizing labour should be done away with, or eliminated as far as possible.

"The Canadian shoe factories should be able to take care of the large portion of Canadian trade, and only necessary articles imported. This must be done by a spirit of co-operation and sacrifice. If this is not satisfactory, then compulsory laws must be resorted to.

"It would also be necessary to see that no manufacturer or agent takes advantage of such conditions with a view to furthering his own ends.'

BACKING THE TRAVELER—Some of the things that hinder and help the salesman on the road. How some houses are penny wise and pound foolish. The little things that mean encouragement and sales to the man with the grip. Read this friendly criticism in May 1st number.

Western Canada on the Job

**Largest Crop in History in Prospect—
Optimism the Spirit of The Prairie Provinces—
Business Prospects Best in a Decade—
West Feels Responsibility on Food Question—
Will Be There With The Goods**

THESE is a grim enthusiasm everywhere you go in the West with regard to the production campaign. Men have set their jaws and spat on their hands, so to say, and have vowed "it shall be done." The early spring—the earliest generally speaking on record—has evidenced that nature is co-operating to fulfill the large order that Canada has undertaken with regard to food supplies for the Allies. Already a large acreage is under crop and the finish of the seeding season will see the largest area under cultivation that has ever been known.

Business men are helping, and everywhere throughout the great grain growing districts assistance has been given the farmers to get the ground turned up and the seed sown. There is an earnestness in this respect that may be observed, not merely amongst the heads of great commercial concerns in the various centres, but with those in the stores and on the streets, who are determined that every man, woman and child shall do his or her duty.

Business, as a result, has taken on a steady interest that at the time of writing amounts to almost a boom. Retail stocks have been depleted, and dealers with full confidence in the coming results of agriculture are inclined to order freely. The prospect also of the curtailment of imports has had no effect and caused considerable anticipation of shoe requirements. The shoe trade, as a whole, is thoroughly loyal to the government in any necessary legislation put through, but there has been considerable grumbling as to the uncertainty created by press reports. These reports, by the way, have created a boom in American business, of which concerns across the line have not been slow to profit.

Some Western Opinions

We give herewith a few opinions of those on the spot as to the outlook and general feeling in Western Canada. Quite a number of eastern shoe men have been in Winnipeg since the first of the month, and we have therefore been able to secure their views as well as those of the local trade. They will be both enlightening and encouraging.

You give us a rather large contract in asking for a report as to conditions in the West, because of the early date.

Mr. A. K. Ferguson, of the Kilgour Rimer Co., says:

"Basing our report on material set out by the grain growers, under the name of The Guide Post, it would appear that under anywhere near normal weather conditions that the West should give, this year, crops of all kinds that will stagger the world as to quantity and price. The Guide Post claims that with the new land under cultivation this year, there will be one hundred and eighty million bushels of wheat this year more than the previous year's output. You will note that this is only in wheat alone, and other cereals, root crops, etc., will bring the total crop of all kinds to an exceedingly high point. This, of course, is based on the prospect of weather anywhere near normal conditions.

"The general tenor of business throughout the West is sound, although it is to be expected that at this time of year a number of renewals are asked

for, but basing our letter on our own collections and sales would say that our sales to the end of March 1918 exceed 1917 by about 25 per cent. and our collections by about 10 per cent. There is no feeling of panic, although the news from the front is somewhat depressing. There is a feeling that the Allies will win the tremendous battle that is now being fought, and instead of a feeling of panic existing, the reverse is the case, that is, one of dogged determination to win at all costs.

"Canada is only now awakening to the grim fact that the war is at our very doors, and that it is a fight to the teeth between democracy, liberty and right on one side and autocracy, the iron heel and militarism on the other. The feeling is so very strong that it is felt in everyday business that "Win we must and Win we can." The result is that practically every man, woman and child throughout the West is doing, not their bit but their best to help the Allies in the fight that is now being fought. This is proven by the fact that the Red Cross received subscriptions amounting to about \$550,000.00 from Winnipeg alone, although they only asked for \$300,000.00. As before stated, this is from Winnipeg alone, as the country points will not be canvassed until two months hence, namely, in June.

"The above goes to show the feeling existing in the West. As stated above it is very early to prophecy the result of 1918 farm operations, but we might state in closing that every one of us in the West are optimistic as to the results, barring, of course, any untoward weather conditions." Mr. Arthur Congdon, of Congdon, Marsh, Limited, says:

"I have never seen retail conditions better than they are at present in practically all lines of trade. In some branches there appears to be great difficulty in securing goods, but it is astonishing how supplies come forward in some way or other, and if people cannot procure exactly what they would like they are obliged to purchase any reasonable substitute.

"With the present high price of everything that the West produces, and with the unlimited market that now exists, trade conditions could not very well be otherwise than good. At the same time quite an erroneous impression exists with regard to last year's wheat crop. The yield was "spotty," in some districts there being an abundant crop, while in other districts there was practically nothing. I would say that perhaps forty to fifty per cent. of the farmers in Manitoba and parts of Saskatchewan practically had what would be termed usually a crop failure, but taking the entire country as a whole, the amount of money received from the crop was very large and general conditions have consequently been good. The retail merchants, generally speaking, have had a prosperous year, and on every hand we hear comments with regard to the number of automobiles that the farmers throughout western Canada have purchased for 1918.

"The weather has been excellent and so far we have had an exceptionally early spring. There is bound to be an increased acreage this year, and I believe that all the land that is in proper condition will be seeded. In other words, I believe the help required for seeding will be forthcoming. The favorable weather this spring will assist very materially in this regard. As the price for this year's wheat crop has been fixed at a profitable figure, we

(Continued on page 61)



ESTABLISHED 1874

RYAN SHOES and SERVICE

Nearly HALF A CENTURY of DIRECT PERSONAL contact with WESTERN TRADE gives the HOUSE OF RYAN the advantages in GOODS and SERVICE equalled by NO OTHER in the field.

SORTING These are days when shoes are WANTED S.O.S.; the certainty of getting WHAT you want WHEN you want it is the great thing. The RYAN SERVICE means not only the PICKED SELLERS of RYAN EXPERIENCE and the PAYING satisfaction of RYAN QUALITY, but the absolute certainty of RYAN QUICK SHIPMENTS.

Having just returned from the Eastern markets, and secured a large selection of NEWEST, UP-TO-THE-MINUTE STYLES in Men's, Women's and Children's lines for Spring and Summer trade, we are able to supply, for your particular trade, lines that are SURE TO PLEASE. Boots and shoes 'cost GOLD DOLLARS these days, and Ryan's knowledge of leather and shoes ensures the best that can be bought for your money.

FALL PLACING In order to secure EXCLUSIVE SPECIALTIES for Ryan Shoe handlers we have linked up with some of the best factories in the East, where we will have SPECIAL SUPERVISION in the matter of MATERIALS and SHOEMAKING to ensure Ryan Quality throughout. Be sure and see the Ryan Shoe Specials for the coming season.

SORTING **O**RDERS **S**URE
IS THE RYAN MOTTO

We Guarantee Satisfaction and Service

THOS. RYAN CO., Limited
WINNIPEG, MAN.

NEW HOME OF THE RANNARD SHOE

(See front cover)

On January 11th this year, the No. 2 store of the Rannard Shoe Co., Winnipeg, was destroyed by fire. With characteristic enterprize this company now has the new No. 2 store opened for business, at 313 Portage avenue, pictures of which appear on the front cover of this journal.

Exterior.—The front view shows the two large show windows with the entrance door in the centre, and attractive blind with the usual "Rannard Shoe" label, as known to many by the customary stamp on the shoes and carton labels.

The windows are nearly 12 feet from the front of the street to the door entrance, with a depth of about 4 feet. The backs of the windows are finished in golden oak, so as to add to the display features of the shoes and fixtures.

These windows are lit by forty 100 nitrogen lamps. This effect is noticeable by the brightness of the display, having been taken at night.

The valance at the top of the windows are fawn colour, with bordering and fancy work in dark brown, with the Rannard monogram neatly worked out. The Easter lilies shown in the centre lend an appropriate touch to that season.

The four miniature signs on the floor of the windows add to the whole effect of simplicity. The large display sign at the top covers the entire width of the whole store, viz., 20 feet and is so attractive as to arrest the attention of the throngs that traverse this highway during the day and evening. This temporary sign will shortly be replaced by a very fine electric sign.

Interior.—The interior view attracts the customer's attention on entering the store. The general layout has been splendidly arranged, so as to afford ample accommodation for those entering and leaving the store by the two aisles on each side. These two aisles are covered by a long stair carpet, measuring 195 feet, so that customers from the time of entering the store, making purchases, and leaving, are always standing or walking on velvet pile.

The new seating arrangement at once impresses one as being something novel and different.

Upon entering the store one notices the attractive 6 foot Milton mahogany showcase, with Vermont marble base, fitted with the latest electric and glass fixtures, which greatly enhances the general appearance of the premises.

The store measured 20 by 130 feet. The first and second sections at the front of the store are given over to the Men's Department.

Eight chairs face on a beautiful 9 by 12 Wilton rug, giving a handsome and luxurious effect. This provides sixteen chairs to the men's department, but can be increased to twenty at pleasure.

Then comes the telephone desk, wrapping counter, parcel, shelving, and cash register, where all that branch of the work is taken care of.

The next three sections are given over to the women's and children's departments, where the same effect is carried out, giving a seating capacity of twenty-four chairs.

At the far end is the Children's Department, where there are 5 and 6 foot oak settees, providing ample accommodation for that department.

At the end of the left-hand side, directly opposite the camera, is a large bevel mirror, 5 feet high by 3 feet in width, which greatly adds to the appearance of the store, and hides the Shoe Shine Parlor. The lady patrons, however, while occupying that department, have a full view of the whole premises.

The shelving is carefully spaced so as to hold the standard size men's cartons, measuring 12½, 6¼ and 4¼ inches, with a capacity of 2,309 cartons. Women's standard size cartons measuring 11½, 5½ and 3½ inches, with a capacity

of 4,991 cartons; misses' measuring 10, 5¼ and 3¼ inches; girls' measuring 8, 5¼ and 3 inches; child's measuring 7¼, 4¾ and 2½ inches, and infants' measuring 6½, 4¼ and 2¼ inches, with a capacity of 1,867 cartons, with a total capacity for the whole store of 9,167 cartons. The shelving is so arranged so as to eliminate objectionable ladders and balconies.

The walls above the fixtures are decorated in panel effect, the centres of which are coloured in light grey tints, with blue flowers and leaves, giving a soft tone and simplicity to the general effect. The eight 100 nitrogen lamps light up the store admirably, lending a brilliant effect. The metal ceiling, which is painted white, also reflects light to the whole store.

The office is elevated at the extreme end of the store, very nicely hidden by delicate curtains, blending harmoniously with the other furnishings of the store.

C. F. Rannard, President, stated that it is the intention of the firm to add floral decorations, and a few appropriate signs designating the various departments, above the fixtures, as soon as possible.

RECEPTION TO MAJOR MARLATT

A reception to Major Kenneth M. Marlatt, in charge of the Boston British and Canadian Recruiting Mission, will take place at the rooms of the New England Shoe and Leather Association, on Wednesday, April 17, at noon, both the Association and the Boston Boot and Shoe Club co-operating.

Major Marlatt, who has been doing splendid work in securing volunteers for the Canadian Overseas Army since he has been stationed here, is one of the best known of the younger men in the Canadian tanning industry. He is a member of the Marlatt & Armstrong Co., tanners, Oak-



This picture of Major Marlatt was taken in Belgium.

ville, Ont., and is also connected with the Magnetawan Tanning & Electric Co., Limited, Burke's Falls, Ont. Major Marlatt, through his genial personality, has made many friends in Boston and vicinity during his residence here. At Wednesday's meeting he will make an address on the subject of the war and the important part that Canada is playing therein. There will also be brief addresses by President Harry I. Thayer and Secretary Thomas F. Anderson, of the New England Shoe and Leather Association, and President William H. L. Odell, of the Boston Boot and Shoe Club.

WESTERN CANADA ON THE JOB

(Continued from page 58)

have every reason to believe that the retail trade conditions during the balance of the year will be all that reasonably could be desired. There are of course dangers, some of them very grave ones, but if the retail merchants generally keep their heads and do not overbuy, and the wholesale trade scrutinize their credits carefully and keep matters well in hand, there should be no serious reaction. When a machine is going full speed one has to be right on the job all the time and exceedingly watchful, otherwise things are likely to happen."

Mr. Chas. A. Blachford, who is taking a run through the West, with a view to sizing up things personally, states:

"Conditions in Winnipeg have been particularly good and can report that the Easter trade was the best in the history of the merchants, although this week it has been somewhat quiet, believing the Red Cross collections has had considerable to do with it. There is a whistle which blows every time the amount goes over \$25,000, and I understand it is about \$600,000 at the present time, which is certainly very gratifying to the workers. Mr. John Affleck is a strong rotary man, and of course, the Rotary Club is doing a big share in the campaign.

"It is said that a clerk of Mr. John Affleck's had a record day in taking in sales which amounted to \$537 the Saturday before Easter, which will give some idea of the way that Winnipeg people bought fine shoes. This can hardly be beaten by a Fifth avenue store in New York."

NEW HOME FOR THE ROYAL SHOE STORE

The premises at Nos. 88-90 Yonge street, Toronto, so long occupied by the Royal Shoe Store, will be vacated on April 1st, and their new store at 106 Yonge street will be occupied. Fairweathers, Limited, have acquired a thirty-three year lease on the old premises at 88-90, which was to begin nine years from this date, but arrangements have been made with the Royal Shoe Store people, whereby Fairweathers have secured their lease, which will extend their term to forty-two years from this date.

The new store at 106 Yonge street is to be one of the

smartest shoe stores this side of New York City; in fact the management think there are very few stores in New York City that will compare with it in beauty and convenience. It is fitted throughout in Adam design in Circassian walnut. There will be a seating capacity for one



hundred customers and the shelving will hold from fifteen to twenty thousand cartons. The store is twenty-three feet wide by one hundred and forty-nine feet deep. At the rear is a rest-room for ladies, fitted with telephone and other conveniences. There will also be a ladies' shoe-shine department in connection with this rest-room. At the front on entering will be two twelve-foot glass cases, eight feet high, against the walls on each side. A little farther than midway down the store is an archway with valance and draperies in mulberry shade with gold trimmings. The aisles are all laid with tile and the floors at each side of the aisle are polished hardwood. The walls are laid in panels with artistic beading and special electric lighting effect. When this store is completed the management feel quite sure they will have one of the most up-to-date stores to be found anywhere in this country.

The illustration herewith shows the second day of their sale at the old store. The only advertisements they used, besides the sign in front of the store, were in the daily newspapers. The result was truly wonderful.



NEW rubber bathing slipper, made by the Gutta Percha Rubber, Limited. See article on page 38 of this issue.

OSCAR CLEMENT, Reg.
(LATE OF MAX CLEMENT & SONS)

**Chrome and Bark Tanned Side Leather
BARK TANNAGE**

Sides Patent, Waxed and Flexible Splits.

CHROME TANNAGE

Box, Dull, Elk, Velour, Gun Metal, Mahogany, Chrome Patent, Glove and Tongue Splits in any color; also Horse Hides in Box, Dull, Gun Metal and Pearl. Chrome Sole in all weights.

We are liquidating the stock of MAX CLEMENT & SONS, and are offering \$30,000 worth of leather specialty in No. 2 Box and Gun Metal Kip, as well as Matt Horse and Black Ooze Splits.

QUEBEC, QUE.

Montreal Office,
3 St. Helen St.



JOSEPH S. FRY

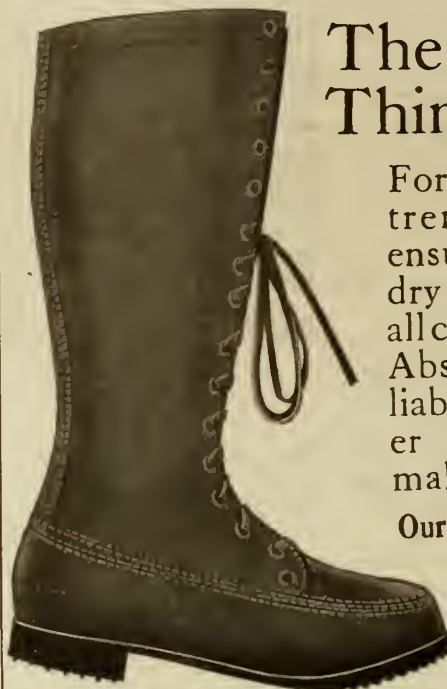
*Late Military Shoe Sergeant
180th Battalion*

MAKER OF BEST
SOLID LEATHER
SHOES
FOR MEN *and* BOYS

Military Shoes—Hand-Sewn Welts.
Men's Best Shoes—Hand-Sewn Welts.
Men's Working Shoes, Double Soles, Goodyear
Stitched.
Boys' Solid Leather School Shoes.
Shoe Uppers, all kinds, Men's and Boys'.

Joseph S. Fry

168 Seaton St. Toronto, Ont.



The Only Thing

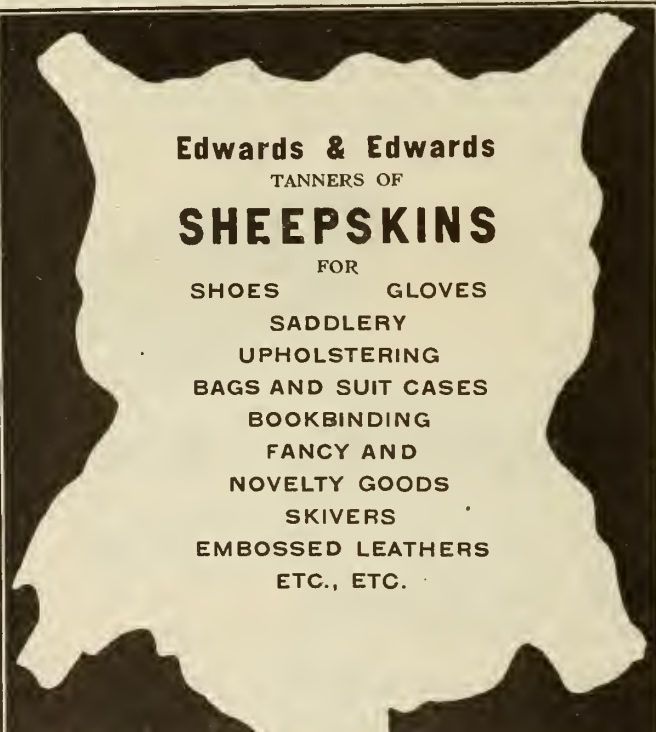
For use in the
trenches to
ensure warm,
dry feet under
all conditions.
Absolutely re-
liable in leath-
er and shoe-
making.

Our Own Make

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



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.

JOHN McENTYRE, LIMITED

LEATHER and SHOE GOODS
28 St. Alexander Street
MONTREAL

PLANTS
Rubber Cement Factory
26 Gladstone Ave.

TANNERY
1704 Iberville St.

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 Stitch-
down Shoes.

Humberstone Shoe Co.
Humberstone, 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.**

MARRIAGE OF POPULAR SHOEMAN

Mr. Richard F. Harry, assistant manager of the Toronto branch of the Walk-Over Shoe Stores Co., was married, on April 4th, to Miss Mabel Allison, of Toronto. The ceremony was performed by Rev. Thos. A. Mitchell, of Old St. Andrew's, Toronto. Mr. Harry is a native of North Carolina and came here from Chicago last September. He says he thoroughly enjoys the Canadian winters, and also wishes it understood that because his name is Richard Harry he is no relation to Tom, Dick and Harry.

PROFITABLE YEAR FOR THE CANADIAN FELT CO.

The financial statement of the Canadian Consolidated Felt Company, Limited, presented to the shareholders this afternoon, is the most encouraging yet issued by that company. Net sales for the year ending December 31st amounted to \$763,481, against \$577,766 in 1916, which is an increase of \$185,715, or 32 per cent.

The report states that the increase in the volume of business was largely due to the increased selling price of the company's products. The statement is in somewhat different form from last year, and the item of \$720,141 contains not only the cost of goods sold, but selling and general expenses, taxes, bond interest, interest on borrowed money, depreciation, bad debts and income tax. Last year the cost of goods alone amounted to \$524,429. After deducting the \$720,141 a balance of \$43,339 was carried to surplus account, against \$4,150 in 1916. This, added to last year's surplus of \$136,894, brings the present balance to \$180,234. The net income is placed at \$43,339, as against \$4,150 for the previous year. The balance sheet shows total assets of \$3,475,220, against \$3,191,546 a year ago. Inventories now stand at \$565,728, against \$310,100 in 1916. Accounts receivable are about \$25,000 higher at \$41,219, while investments and good-will are about \$20,000 lower. Accounts payable are down at \$547,868, compared with \$314,406, while \$106,413 was written off for bad debts.

THOMPSON SHOE COMPANY, LTD., NEW QUARTERS

This firm who have for many years been carrying on a jobbing business of considerable magnitude at 36 St. Genevieve street, Montreal, are moving April 15th into fine, new, spacious and excellently fitted-out offices and

sample rooms at 110-111 Mappin & Webb Building, 353 St. Catherine street west, Montréal.

They believe it will be more convenient and in every way better suited for the shoe buyer either in Montreal or visiting Montreal. They are carrying the line of Gourlay & Fogelburg, Limited, Kitchener, Ont., manufacturers of ladies' high grade turn-sole shoes, and many other lines of



shoes including the well-known Thompson Cushion Sole Shoe and Maltese Cross Rubbers. Mr. Harry E. Thompson, the president and general manager, invites all his friends in the trade to visit him in his new quarters.

DOING GOOD WORK

The Donald boys, of Lyons Brook, N.S., are giving a good account of themselves. Lieut. A. G. Donald has been awarded the Military Cross, and Lieut. Bruce Donald has been promoted to Captain.

MR. MERCHANT! — "WE DIRECT SALES THAT WIN" THE BUSINESS SALES SYSTEM
Successful Advertising and Sales Managers

Let us refer you direct to merchants who have proved by test that "Our Methods are the Best." WRITE FOR TERMS AND FULL PARTICULARS:

285 Salem Avenue, TORONTO
 Long Distance Phone, Junction 5668



CLASSIC Tru-Trod



Made in
Women's
Misses'
Childs'
Boys', Youths'
Little Gents.

THE
LOGICAL
SHOE
FOR
GROWING
FEET



The "Classic" Tru-Trod is a scientifically constructed shoe, which ensures the acme of foot comfort and the proper development of growing feet. The correct lines of the natural human foot are adapted to the building of this shoe. The instep corsets the arch, creating a snug and comfortable feeling.

Ask one of our salesmen to explain thoroughly the features of the Tru-Trod.

GETTY & SCOTT LIMITED
GALT = ONTARIO
Makers of "Classic" Shoes



AMONG THE SHOE MEN.



Mr. R. E. Jamieson, of the Canadian Consolidated Rubber Company, Montreal, has left for an extended tour of the West, where he will visit the various branches of the company.

Mr. J. A. Connor, of the Canadian Consolidated Rubber Company, Toronto, has just returned from London, where he attended the funeral of his mother. Mr. and Mrs. Connor, Sr., celebrated their golden wedding seven years ago and had always enjoyed the very best of health. Mrs. Connor was seventy-five years of age when she died, her death having taken place on the 1st of April, and the funeral on the 3rd. Mr. Connor's father, who is eighty-one years of age, is an old shoemaker, and for one of his years enjoys good health at the present time.

Mr. Ed. R. Lewis has just returned from a business trip North and West in Ontario, and says he finds the factories quite busy, and has brought back with him a number of very nice orders for leather.

Mr. J. D. Hawthorne, of D. D. Hawthorne Co., Toronto, was a business visitor to Montreal and Quebec at the present time.

Mr. E. R. Gavin, shoe retailer of Fort William and Port Arthur, is making an extended buying trip to Montreal, Quebec and other eastern points.

Mr. David Marsh, of Quebec City, was a business visitor in Toronto during the week of April 8th.

The Montreal representative, of Marlatt and Armstrong, Mr. Percy J. Milburn, has been spending a couple of weeks in Ontario calling on the shoe manufacturers. He reports business good.

Mr. Marcus Fried, General Manager of the Standard Shoe Machinery Co., of Lawrence, Mass., has been visiting his customers in Ontario in the interests of the firm.

Leonard Bros., shoe merchants, of Quebec City, sustained a small loss by fire recently.

Mr. Samuel J. Voisey, shoe dealer, Toronto, has assigned.

Mr. J. C. Bryant, of the Kaufman Rubber Co., Toronto, has become tired of walking. From now on his customers will see an auto parked at their door, while J. C. is in looking after their needs. Mr. J. P. Maher, of the Reliance Shoe Company, Toronto, has made a similar investment, and will make his city calls and those in Hamilton in his brand new fliver. He says it was an imperative necessity—the business demanded it.

Mr. H. Staples, who had a repair business on Parliament street, went overseas, but has now returned and purchased the shoe repair business of W. Kempthorne, corner of Harbord and Clinton streets, Toronto. Mr. Staples has installed a Model D Progressive Finisher.

Mr. Jas. Daoust, of Daoust, Lalonde Co., Montreal, attended a meeting on Monday, April 15th, of the tanners' section of the Canadian Manufacturers' Association. He also made a business visit to Niagara Falls during his trip West.

Mr. J. E. Lawther, representing The Hartt Shoe Co., of Fredericton, N.B., has been calling on his Ontario customers and is carrying a line of both men's and women's fine shoes. The latter is a quite recent addition to the men's lines made by the Hartt people.

Mr. Orndorff, of the E. T. Wright Co., St. Thomas, has been keeping in touch with his Toronto customers

during the week of April 15th, so they will not forget Just Wright shoes.

Mr. J. S. Ashplant, Ontario representative of Dupont and Frere, Montreal, has been showing a splendid line of samples at the Queen's Hotel, Toronto, and reports business extra good.

Mr. A. Charron, Manufacturer, of Caitrecoeur, P.Q., was a business visitor in Toronto recently.

Mr. A. L. Dupont, of Dupont and Frere, Montreal, has been on one of his periodical business trips to Toronto and other trade centres in Ontario. Mr. J. S. Ashplant is their Ontario salesman.

Mr. Frank Scott, of St. John, N.B., representing the Canadian Consolidated Rubber Co., was in Montagne recently, on special business for his firm.

Mr. C. T. Grogan, representing Scott-Chamberlain, Limited, London, Ont., reports that he had a very successful business trip recently, on his territory in the northern part of Ontario.

Mr. T. King, of King Bros., tanners, Whitby, was in Toronto, recently, looking after business in the interests of his firm.

A special meeting of the Tanners' Section of the Canadian Manufacturers' Association was held in Toronto, on Monday, April 15. In the absence of Mr. Lang, Mr. S. R. Wickett occupied the chair. Among those present were Mr. A. O. Beardmore; C. Robson, Oshawa; Mr. Marlatt, Oakville, Ont.; Mr. Louis Lang, Kitchener; Hon. E. J. Davis, New Market; Mr. C. J. Miller, Orillia; Mr. J. Daoust, Montreal; Mr. S. Birk, of the Beardmore Co., and Mr. J. R. K. Bristol, secretary.

Mr. G. D. Christie, shoe merchant, of Victoria, B.C., is a business visitor in Ontario and other eastern points.

Oliver S. Brooks, of the United Shoe Machinery Co., has started on his trip to the coast. He expects to be gone four months.

Mr. Fred E. Jenner is at present on a business trip to some of the American cities.

Mr. Geo. G. Gales, president of the Montreal Shoe Retailers' Association, has just returned from a trip to Boston in the interests of his firm.

Oscar Clement, Reg., have opened up a Montreal office at No. 3 St. Helen street, where they will carry a full line of upper leathers for the shoe trade.

Mr. R. B. Wanless and Mr. Coates, of Coates, Burns & Wanless, Limited, London, Ont., were recent visitors in Montreal.

Mr. J. D. Hawthorn, of Toronto, has been calling on the trade lately, in Montreal.

Mr. Phil Pocock, of London Shoe Co., London, Ont., was a recent visitor in Montreal.

Mr. R. O. Vanhill, manager of the Walk-Over Shoe Store, Toronto, has been spending some time in the United States in the interests of his firm.

Mr. J. A. Johnston and wife spent a few days in Toronto recently, purchasing furniture for their new apartment home in Brockville. Mr. Johnston is a successful wholesale shoeman of that city, and his enterprise does not stop with shoes. He has recently remodelled his premises into four most modernly equipped apartments and is occupying one of these himself.

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

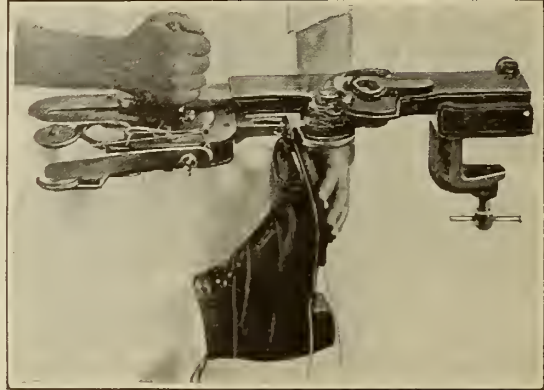
Clarke & Clarke, Limited

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

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher

Hand Power

Stitches Neolin and Fibre Soles
Indispensable to Repairmen

WRITE FOR PARTICULARS

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.

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, 45 Front St. East, Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

Despite backward weather conditions, and the fact that Easter is earlier this year than last, many local merchants report that business was good and large turnovers were the order during holiday season. Leading merchants contend that sales compare favorably with the same time last year, especially when it is taken into consideration that conditions are different owing to the present unrest as a result of the war.

W. J. Thurston, of Stratford, has purchased the shoe stock of the Macklin store and intends selling it off at special prices in the premises on Downie street, in that city, formerly occupied by Yeo & Son.

A. McKillop, Wholesale Boot and Shoe dealer, Calgary, is visiting Toronto and other eastern points on a buying trip.

Mr. E. K. Snyder, of Kitchener, has sold his shoe business to Mr. A. Weseloh.

F. W. Dodds, shoe buyer for the Wm Galloway Co., of Canada, Limited, Winnipeg, has been East on business for his firm. He says trade prospects are very bright in the West.

Mr. David Marsh, of Quebec, was a business visitor to Ontario points during the week April 8th.

Mr. G. H. Parker, of the Solid Leather Shoe Co., Preston, was on a buying trip to Toronto last week.

Mr. F. C. Davidson, of Oshawa, was in Toronto on business recently.

Mr. E. C. Scarrow, of Owen Sound, was in Toronto on business during the week of April 8th.

Mr. Jas. Robinson, of Montreal, who has been to Florida for a few weeks, stopped off at Atlantic City on his way home. He was joined there by his friend, Mr. Hugh White, of the White Shoe Co., Toronto, and some extra good fish stories may now be expected from the two exponents of the rod.

Mr. W. F. Martin, of the Kingsbury Footwear Co., Montreal, is spending a holiday in Atlantic City. Mrs. Martin is accompanying him.

Mr. and Mrs. John Lennox, Hamilton, Ont., are enjoying a week at Atlantic City.

Mr. Ed. Hunter, representing the John Kelley Co., Rochester, N.Y., has been calling on the trade in Ontario recently.

Mr. Connor, of the E. P. Reed Co., Rochester, N.Y., has been calling on the trade in Toronto and vicinity recently.

Mr. Smith, representing Hannan & Son, New York, was calling on the trade in Toronto recently.

Mr. Fred B. Hull has established permanent quarters at 58 Arcade, Toronto, where he is displaying the lines of the Eagle Shoe Co., of Montreal.

Mr. L. O. Breithaupt, Kitchener, has been in Toronto recently calling on business friends.

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.

OPEN DATES FOR PERSONAL SERVICES, JUNE AND JULY

ITEMS OF INTEREST TO REPAIRMEN

As an evidence that the shoe repairmen of Toronto and district are being kept busy, a number of them have recently installed a Goodyear outfit.

Mr. H. Wright, 220 East Gerrard street, has put in one of the latest model stitchers.

The Military Hospital, at 616 College street, have put in a twenty-two foot model Goodyear outfit. This is for training returned soldiers.

The London Art Shoe Repair Company have also installed a No. 22 Model N. machine.

If there is no association in your town write to us and tell us what you are doing, and any new wrinkles you may have. Send us a picture of your shop. Let other repairmen see what you look like.

Wm. Seaman is opening a new shoe repairing business in the Maple Leaf Building, Port Dover, Ontario.

The London Art Shoe Repair Co., of London, Ont., has also installed a twenty-two foot machine.

Mr. J. T. Walters, of 103 Shuter street, Toronto, is placing a Goodyear outfit in his repair shop.

Mr. H. Wright, 220 Gerard street east, Toronto, has a new latest model stitcher in operation in his shop.

We would like to hear from the secretaries of every repairman's association in Canada, telling us of the success or failure of your organization. DO IT NOW!

WANTED—A superintendent, by Canadian tannery manufacturing glove horse, splits, sheepskins, etc., shearlings and chrome side patent leather. One thoroughly proficient in the purchase of hides essential. Must have first-class qualifications, applying stating previous experience and salary required.—Box A. 24, SHOE AND LEATHER JOURNAL, 1229 Queen West.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS



"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		D		M	
	PAGE		PAGE		PAGE
Aird & Son.....	I.F.C. 10	Davis, A., & Son.....	12	Martin Corrugated Paper & Box Co..	16
Ackerman, B. F., & Co.....	10	Dunlop Rubber & Tire.....	14	McEntyre, John.....	62
Ames-Holden-McCready, Limited.....	18	E		Merchants Business Building Service	63
Adams Shoe Co.....	36	Evans, John R., & Co.....	6	P	
Amherst Shoe Co.....	48	E-Z Walk Mfg. Co.....	66	Parker, Irwin Co.....	56
B		Edwards & Edwards.....	62	Perkins, McNeely & Co.....	56
Bell, J. & T., Limited.....	7	F		Parson, C., & Son.....	66
Breithaupt Leather Co.....	9	Foerderer, Robt. H., Inc.....	5	R	
Beardmore & Co.....	19	Fry, Joseph S.....	62	Robinson, James.....	13
Beal, R. M., Leather Co.....	62	G		Regal Shoe Co.....	35
Blachford Mfg. Co Limited.....	3	Gagnon, Lachapelle & Hebert.....	17	Ryan & Co., Thos.....	59
Brandon Shoe Co.....	4	Getty & Scott, Limited.....	64	S	
Blachford, Davies & Co.....	3	H		Sisman, T., Shoe Co.....	12
C		Hartt Shoe Co.....	46, 47	St. Hyacinthe Soft Sole Shoe Co.....	56
Can. Consolidated Rubber Co.....	20	Humberstone Shoe Co.....	62	Schmoll, Fils & Co.....	68
Cote, J. A. & M.....	10	I		Staynes, W. H., & Smith.....	68
Collis Leather Co.....	16	Independent Rubber Co.....	11	T	
Cobourg Felt Co.....	67	J		Tetrault Shoe Mfg. Co.....	15
Clarke & Clarke.....	66	Johnston, H. B., & Co.....	54	U	
Clark, A. C.....	62	L		United Shoe Machinery Co.....	8, I. B. C.
Clarke & Co., A. R.....	O.B.C.	Lewis, A. C., Leather Co.....	63		
D		Logan Tanneries.....	56		
Davis Leather Co.....	45				
Duclos & Payan.....	66				

W. H. Staynes & Smith,

HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester.

and at Kettering, Northampton
Bristol, and Norwich.

YOUR



USMC



**GUARANTEE
FOR QUALITY**

United Shoe Machinery Co. of Canada, Limited

MONTREAL - - QUE.

90 Adelaide Street West, TORONTO

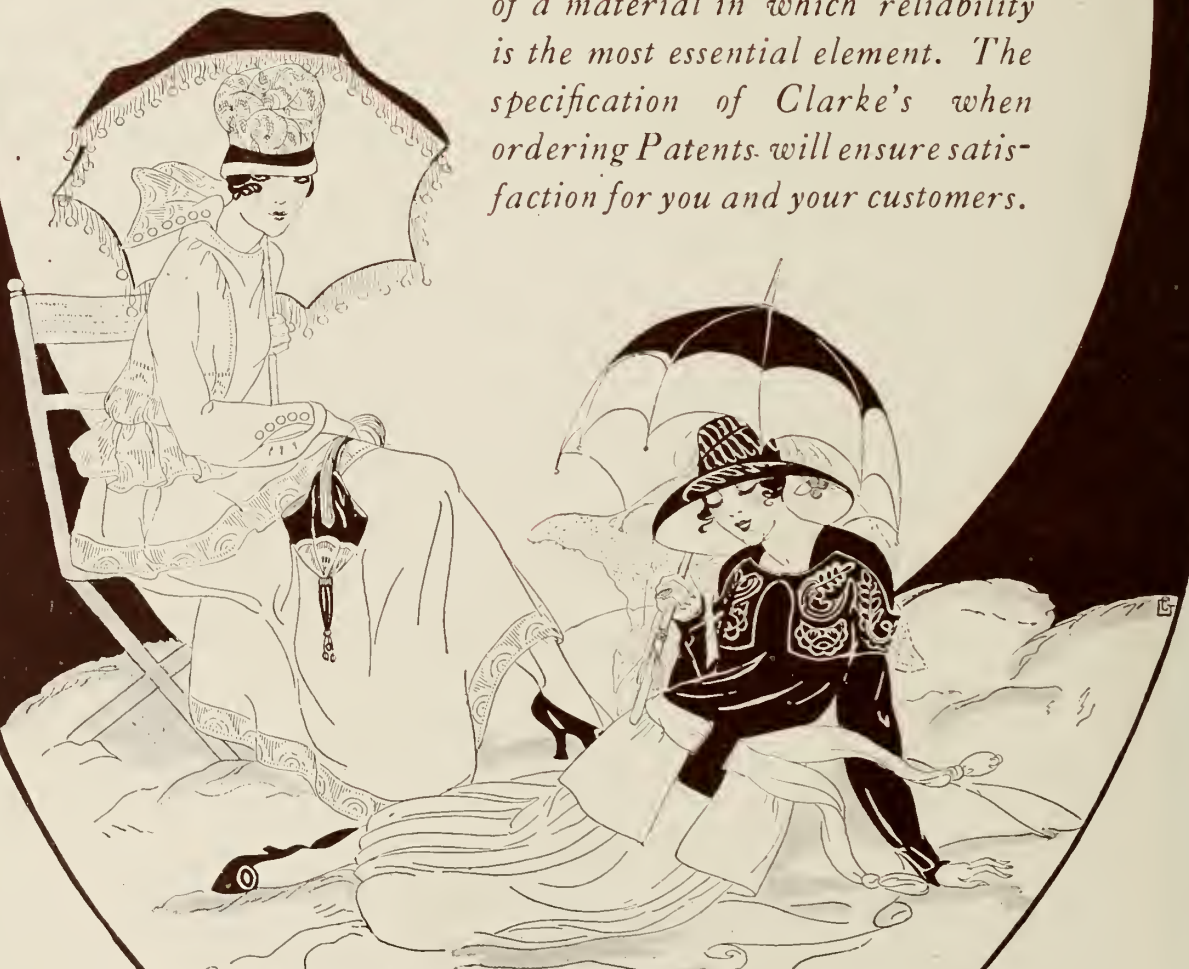
28 Demers Street, QUEBEC

179 King Street West, KITCHENER



Clarke's Patent Leather

Represents the highest point of efficiency in the production of a material in which reliability is the most essential element. The specification of Clarke's when ordering Patents will ensure satisfaction for you and your customers.



A.R. CLARKE & CO.
TORONTO.

The
Thirty-First
Year

THE SHOE & LEATHER JOURNAL

TORONTO
May 1st
1918

Features of this Issue

Why Shipments Fail

Store Service that Sells Shoes

Catering to Children

How I Succeeded in the Shoe
Business

How to Make Figure Facts
Earn Profits

How Harper Handles His
Stock

CANADIAN SHOE CAPTAINS



MAYOR R. T. HAYES, St. John, N.B.

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



CLASSIC Tru-Trod



Made in
Women's
Misses'
Childs'
Boys', Youths'
Little Gent's.

THE
LOGICAL
SHOE
FOR
GROWING
FEET



The "Classic" Tru-Trod is a scientifically constructed shoe, which ensures the acme of foot comfort and the proper development of growing feet. The correct lines of the natural human foot are adapted to the building of this shoe. The instep corsets the arch, creating a snug and comfortable feeling.

Ask one of our salesmen to explain thoroughly the features of the Tru-Trod.

GETTY & SCOTT LIMITED
GALT = ONTARIO

Makers of "Classic" Shoes



Why Not Investigate?

JOBBERS who perhaps might be inclined to question the truth of the statement that

*Aird's
Output is the Largest of any
Shoe Factory in
Canada*

should call on us and look over the excellent range of Footwear for Fall nineteen-eighteen which we are offering, and prove the veracity of our claim that we supply the trade with the popular-priced goods which the majority of buyers seek. This means continued increased sales year by year, thus proving the merits of our policy of making boots and shoes containing Style, Quality and Workmanship at a popular price.

AIRD & SON (Registered)
MONTREAL



Supreme in the art of modern shoemaking, our new lines of Women's Shoes comprise absolutely the highest attainment in lasts, materials and workmanship. For descriptions and prices see the opposite page.

Blachford, Davies & Co.
Limited

60 and 62 Front Street West, Toronto

FOR IMMEDIATE DELIVERY

We have in stock and can now offer to the retail trade the finest line of high grade welt and McKay sewn Women's specialty shoes ever shown by a wholesale house in Canada.

All welt lines finished with plain bottoms. Packaged in plain cartons.



4460—Women's Mahogany Calf Pump, Gy. Imitation Wing Tip. Last as cut. Sizes, 2 to 7 - - - \$4.00

4463—Women's Black Vici Pump, Gy. Imitation Wing Tip. Last as cut. Sizes, 2 to 7 - - - \$4.00



4450—Mahogany Calf Oxford, Gy. Imitation Wing Tip. Last as cut. Sizes, 2 to 7. \$4.50

4452—Black Patent Colt Oxford, Gy. Imitation Wing Tip. Last as cut. Sizes 2 to 7 \$4.50

4453—Black Vici Oxford, Gy. Imitation Wing Tip. Last as cut. Sizes, 2 to 7. \$4.50

4459—Grey Buck Oxford, Gy. Imitation Buck Tip. Last as cut. Sizes, 2 to 7. \$5.00



4451—Women's Havana Brown Kid M.S. Oxford, Imitation Straight Tip, 1/4-in. Khaki Buck Inlay around top, Cuban Heel. Sizes 2 1/2 to 7 - - - \$4.50

4454—All Black Patent Colt M.S. Whole Quarter Oxford, Plain Toe. Louis Heel. Sizes, 2 1/2 to 7 - - - \$4.00

4455—Women's All Black Vici M.S., Whole Quarter Oxford, Plain Toe. Louis Heel. Sizes, 2 1/2 to 7 - - - \$4.00



LIMITED.



4400—Women's 9-in. Mahogany Calf Bal., Gy. Imitation Wing Tip. Last as cut. Sizes, 2 to 7 - - - \$6.50

4401—Women's 9-in. Havana Brown Kid Bal., Gy. Imitation Straight Tip. Last as cut. Sizes, 2 to 7 - - - \$7.00

4403—9-in. Black Vici Kid Bal., Gy. Imitation Tip. Last as cut. Sizes, 2 to 7 \$6.00

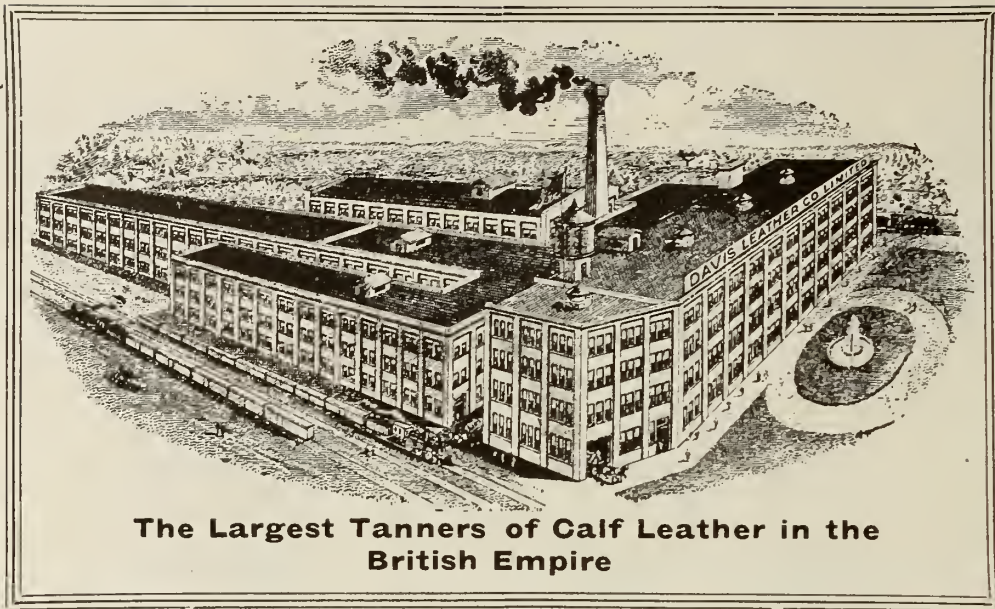
4405—9-in. Black Vici Kid Bal., Gy. Grey Buck Top. Last as cut. Sizes, 2 to 7. \$7.00

4404—9-in. Black Vici Kid Bal., Gy. W.F. Plain Toe, Cuban Heel. Sizes, 2 to 7. \$6.00

4409—9-in. Grey Buck Bal., Gy. Plain Toe. Louis Heel. Sizes, 2 to 7 - - - \$7.00

WRITE, PHONE or WIRE us, as the supply is naturally limited. All widths in D only.

BLACHFORD, DAVIES & CO., Limited
62 FRONT ST. WEST, TORONTO



The Largest Tanners of Calf Leather in the
British Empire

DAVIS LEATHERS

DURABLE
In Quality

ACCURATE
In Shade

VELVETY
In Texture

IDEAL
In Touch

SUPERIOR
In Cutting

Made from the
Best Raw Skins
Only.

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 Dryad

One of our very latest models in black kid vamp and foxing, with GREY BUCK TOP—It has all the grace which is characteristic of BELL SHOES, representing the best in workmanship and material, as well as being exclusive and smart in style.

*DO NOT FAIL TO SEE OUR EXTENSIVE
RANGE OF NEW MODELS.*

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



UNION MEN

Union men insist on footwear branded with the stamp of the Boot and Shoe Workers' Union for themselves and their family.

Union men have been educated to demand the Union Stamp on shoes, because they are recognizing by such purchases the principle of unionism and supporting the product manufactured by fellow union workers.

You can develop the trade of the workers in your community, now the best paid in the world, by offering them Union Stamp shoes, bearing the seal of the Boot and Shoe Workers' Union.

When the salesmen call again look for the Stamp and insist on its presence on the shoes you buy for next season.

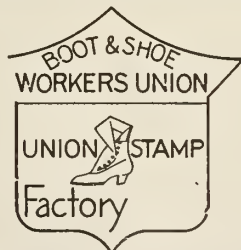
Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - - Boston, Mass.

JOHN F. TOBIN, General President

CHAS. L. BAINE, General Sec.-Treas.





Tetrault Welts



Putting the "Welt" into Welts

There are welts *and* welts. Anybody can make a welt shoe, and some welts LOOK it. It takes GENIUS to make welts that SELL. It is here that

TETRAULT WELTS

prove their DOMINANT SUPERIORITY over all others. Quality and selling power fairly SHOUT in the record from January 1st to March 31st.

	1917	1918	Increase
January - - - -	\$101,278.04	\$176,654.52	\$75,376.48
February - - - -	157,827.08	223,568.42	65,741.34
March - - - -	182,349.69	225,057.62	42,707.93

Sales from January 1st to March 31st, 1918, \$625,280.56

Increase for March, 1918, \$42,707.93

This means nothing if it does not mean that Tetrault Welts are BETTER and MORE PROFITABLE to the Dealer than others.

We glory in the Tetrault Record simply because it is the Stamp of Public Approval placed by the Retailers and Consumers from Coast to Coast on **TETRAULT WELTS.**

LET THEM HELP YOU

Tetrault Shoe Manufacturing Co. LIMITED

Largest Manufacturers of Goodyear Welts in Canada

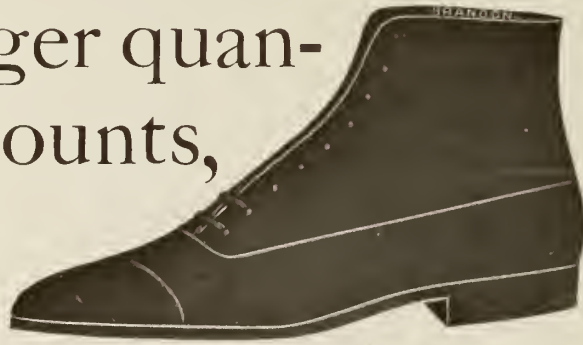
Office and Warehouse at
9 Rue de Marseilles
PARIS

MONTREAL

SOLD BY ALL FIRST CLASS
JOBBER IN CANADA

The sale, she grows, and grows some more!—Monarch and Brandon Shoes.

Our records show each month wider distribution for these shoes. We are placing larger quantities with our old accounts, and new business is becoming more conspicuous all the time, testifying to the ever greater appreciation of the public and the trade---an appreciation fully merited by the shoes.



Monarch and Brandon make the merchandising of Men's Fine Shoes easy and profitable.

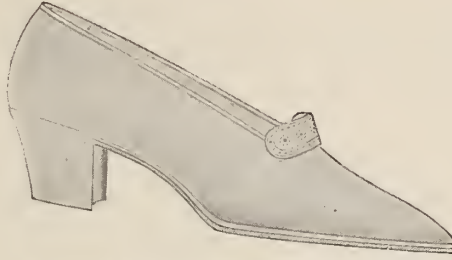
BRANDON SHOE CO., LIMITED

BRANTFORD, ONTARIO

SPRING AND SUMMER STYLES

The ULTRA Shoe

In addition to the following lines we have many other styles that are well worth your seeing. They are all excellent values, and warrant you ordering at once.



724—White Reigskin Pump, White Welting, Regular Sole, White Heel, 108 Last. Price \$2.85.

We have been endeavoring to keep these lines in stock, but unprecedented demands for Oxfords have prevented. We can, however, assure you quick service in filling your orders.



721—French Amer. Kid Oxford, Over Our Arch Retainer Last, Medium Welt Sole, Cuban Heel, 597 Last. Price \$3.85.



723—White Reigskin Oxford, White Ivory Sole and Heel, 104 Last. Price \$3.00.



719—Patent Oxford, Turn Sole, Full LXV Celluloid Heel, 105 Last. Price \$4.00.



722—Glazed Kid Blucher Oxford, Over Our Nurses Comfort Last, Medium Heel, Welt Sole, 110 Last. Price \$3.25.



725—Gun Metal Calf Oxford, Perforated Vamp and Imt. Wing Tip, Welt Sole, Military Heel, 112 Last. Price \$3.50.



720—Russia Calf 16 Oxford, Imt. Wing Tip and Heavy Perforations, Welt Sole, Solid Leather Heel, 111 Last. Price \$3.85.

Write for Folder and Prices

MOORE - SHAFER SHOE MFG. CO.

Factory
BROCKPORT, N.Y.

Thirty Minutes
from Rochester



Shoe Selling Advantages

There are decided advantages in selling the D. & F. lines.

First they have **STYLISHNESS** that appeals to particular people, and then they have that **QUALITY** that you can confidently assure your customers will yield long life and much wear.

Next is the profit advantage. They are positively a better shoe than the price would indicate and will give the wear and satisfaction of shoes sold at higher prices.

That's the D. & F. Lines.

DUPONT & FRERE

301 Aird Ave.

Montreal

The "YAMASKA" Brand Shoe

is a *good* Shoe to sell, because it is a *good-selling* Shoe!

No available resource that could aid us in the achievement of our purpose "TO MAKE THE YAMASKA BRAND SHOE KNOWN FROM COAST TO COAST AS A PERFECT SHOE" has ever been overlooked.

They sell readily, and if you fail to handle them **REAL DOLLARS ARE SLIPPING THROUGH YOUR FINGERS EVERY DAY.**

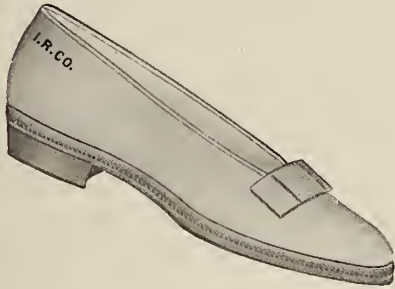


LA COMPAGNIE

J. A. & M. COTE

St. Hyacinthe, Que.

INDEPENDENT RUBBER BOOTS AND SHOES



In these days of great production "**Personal Attention**" has largely disappeared from many things.



Thus it is that it has to be prized for its undoubted value as a factor of **Excellence**.



It is the close, personal attention we pay to the making of our Rubber Boots and Shoes that lifts them far above the average and gives them the superiority in quality and style you will readily notice in our splendid range.



Lowest possible price for highest possible quality — that's the "Independent Rubber" plan.



Independent Rubber Co., Limited Merritton, Ontario

Distributed by the following Wholesale Jobbers

Amherst Boot & Shoe Co., Limited	(Amherst, N.S.
		Halifax, N.S.
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, Ont.



ARMY SHOE
MUNSON LASTARMY SHOE
MUNSON LAST

Considerable Considerations

- Considered as merchandise, pure and simple, our line of heavy and medium staples for Men, Boys, Youths and Little Gents IS pure and simple.
- Considered as examples of the Shoemaker's art, they are standards for our contemporaries.
- Considered from the all-important viewpoint of STYLE, they will bias your JUDGMENT.
- Considered on the score of price, they promise more than they demand, as Aristotle said it SHOULD be!
- Considered from all these considerations, they are incontestably the shoes for progressive dealers to sell and handle!

B. F. ACKERMAN, SON & CO. LIMITED
PETERBORO, ONT. REGINA, SASK.

ARMY SHOE
MUNSON LASTARMY SHOE
MUNSON LAST

CHROMOIL



DON'T LAG IN THE RACE

This is an age of advancement and progress in

LARRIGANS and SHOE PACKS

As well as everything else. What chrome tannage has done for FOOTWEAR and GLOVES is repeated in "CHROMOIL." It gives WEAR and protection against WET. Will outlast and outwear any other kind on the market.

OUR FARM BOOTS and TRENCH BOOTS

Are made in this material. See them.



**Palmer - McLellan
Shoepack Co. Limited**
Fredericton, N.B.



Robinson's Policy

For over a quarter of a century it has been our policy to select a large and complete range of footwear, incorporating in it such style models of both staple and fancy goods that would particularly appeal to the majority of the buying public. Our line for this season in both

WHITE GOODS —AND— LEATHER FOOTWEAR

maintains this policy in a striking manner. You can choose your requirements from a carefully selected stock with the assurance that you are getting the best product of each manufacturer who is known to specialize in some particular line.

TEST OUR PROMPT SERVICE

James Robinson

Montreal



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.

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.

OOZE "O" A Powder for Suede Shoes.
All Colors.

WHITE "O" For Cleaning
WHITE CANVAS SHOES

L. H. Packard & Co., Limited, Montreal
Manufacturers of
HIGH CLASS SHOE POLISHES



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED

HYDRO CITY SOLID STYLISH STAPLES

STAND

AS SOLID AS A ROCK

IN THE ESTEEM OF DEALER AND CUSTOMER ALIKE

Solid Leather is THEIR mainstay—

Solid Profit is YOURS!



THE WAY THEY ARE BUILT PUTS THEM SO FAR TO THE FORE THAT THE SUM TOTAL OF THEIR VALUE MAKES THE PRICE AT WHICH THEY SELL EXTREMELY SMALL IN PROPORTION.

HYDRO CITY SHOE MANUFACTURERS

LIMITED

KITCHENER, ONT.

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.

Kingsbury Welts

The fancy of the particular woman who takes pride in her footwear will be more than satisfied by these two new creations.



C552. Mahogany Calf Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.35.

C554. Black Vici Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.15.

C555. Gun Metal Calf Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.00.

C556. Clark's Patent Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.00.



C577. Clark's Patent Pump, Goodyear Welt, 68 Last, 13/8 Heel, A to D. Price, \$3.35.

C576. Vici Kid Pump, Goodyear Welt, 68 Last, 13/8 Heel, A to D. Price, \$3.35.

C578. Mahogany Calf Pump, Goodyear Welt, 68 Last, 13/8 Heel, A to D. Price, \$3.80.

Kingsbury Welts are the equal of any shoes made. Write or wire us your requirements.

Kingsbury Footwear Co.
Limited
Montreal



Adams Shoes

Coördinate perfectly with the best conceived and most advanced methods of Shoe Retailing. Those who feature these lines enjoy that complacency which comes from knowing they have the most competent goods in their young people's department.

The Adams Shoe Co., Limited

Toronto, Ontario



Adams Shoes

Have likable points that win the young wearer on sight—and that is most frequently a deciding factor in the sale.

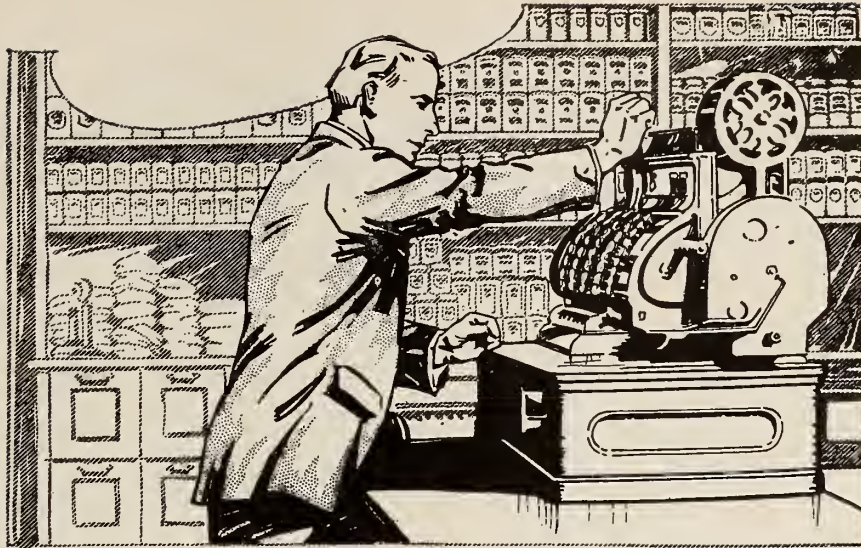
They have also manifest substantiality and workmanship that puts the parents' judgment back of the wearer's preference.

The Adams Shoe Co., Limited

Toronto, Ontario

ROBERT H. FOERDERER
PHILADELPHIA INCORPORATED PENN., U.S.A.





War conditions make accurate information very necessary

Canadian merchants are now troubled with new war-time conditions that require special attention.

(1) Turnovers are greater, but with less profit. (2) Clerks are scarcer, more costly and less efficient. (3) Overhead has increased out of proportion to profits.

To meet these conditions and maintain a normal percentage of profit it is essential for the merchant to get his business figures promptly and accurately every day.

A National Cash Register will give you

just the figures you most need to obtain complete control of your business.

With an N.C.R. System you can tell whether your turnovers and overhead are in proper proportion to your profits.

It will tell you whether you are getting all your profits—and enable you to know that the money is actually in the bank.

It will show which clerks are efficient, how many sales each is making, how much they amount to separately and together, and what kind of transactions they are. It will show which clerks are accurate, and which are making costly mistakes.

A NATIONAL CASH REGISTER WILL STOP THE GUESSWORK AND THE LOSSES

— — — — — *For further information fill out this coupon and mail it to-day* — — — — —

Department No. C-21
The National Cash Register Company
of Canada, Limited, Toronto, Ont.

Please give me full particulars about the way an N.C.R. System will stop guesswork and losses

Name _____ Business _____

Address _____



Every Man in the Shoe Trade Should be Interested

"Forty-five per cent. of all shoes made will eventually bear fibre soles," says an authority on shoes.

This should interest you. As a shoe man, you must adopt the sole that has come to stay. As a discriminating buyer you will select that sole which embodies the best elements in the most saleable style.

"Rinex"

SOLES

have been perfected beyond any other sole which combines rubber and fibre. They have been developed to the highest point of service and appearance—the two essentials that your customers demand.

Rinex Soles have been standardized—are made in one quality only, and branded with but one brand—by the largest rubber company in Canada.

Write to Our Nearest Branch

Canadian Consolidated Rubber Co., Limited

Head Office - Montreal

Branches at Halifax, St. John, Quebec, Ottawa, Belleville, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and 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
Single Copies, 15 Cents

A TIME FOR FAITH

JUST now we seem to be in danger of that which is fatal to success in any cause or purpose in life—panic. The SHOE AND LEATHER JOURNAL has tried to point out, from the very beginning, the necessity for a quiet, steady course in business as well as in everything else these days of so much uncertainty and anxiety. At the beginning of last year we argued strongly against being led away by the excitement that at that time wrought such havoc in leather and shoe production. We kept pointing out the fact that there would be plenty of leather, and therefore shoes, to go around. But in spite of everything, buyers went on seizing everything in sight and out of sight, until prices reached a point when everybody at last got frightened and business stood still.

We are on the eve of an almost similar experience to-day. The recent flurry in the leather market caused by British purchases of leather supplies has already caused a strengthening of conditions, and local buyers who were lethargic have become more or less excited and prices of desirable staple lines of leather have advanced as a consequence. Manufacturers of shoes have experienced an accelerated demand during the past month on account of the large retail sales of seasonable shoes, which has caused a thinning out of stocks. The buying has been considerably beyond most anticipations, and as labor scarcity has very much curtailed production, manufacturers fear it is going to be difficult to turn out the goods if conditions keep up.

There will, undoubtedly, be a tendency later on towards panic on the part of dealers who find themselves running short. Those who are wise will see to it that their requirements are booked ahead sufficiently to give the manufacturer a chance to procure the leather and do the utmost with his shortened staff. Preparedness is the great thing just now in the shoe business, for no one can tell what a month may bring forth. Have faith in your jobber or manufacturer. Give him a chance.

Have faith in the Government. The recent discussion regarding the embargo on imported shoes afforded a pretty fair revelation of human nature. Too many people are still ready to meet a crisis like the present with the selfish question, where do I come in? Ottawa during the past month has been seething with this despicable spirit of self-interest. Members of parliament have been acting as message boys for constituents, and instead of leading public opinion have been repeating this narrow query. It is a time for putting faith in the Government and the machinery with which it is endeavoring to conserve as well as serve the supreme interests of the hour. There are those who are backing up the Food Board, the War Trade Board, the War Purchasing Commission, the Munitions Board, and other organizations that are devoting their energies to winning the war, but there are many who are doing nothing but sitting back and carping.

Have faith in the Army. It hurts to see our gallant boys give up, foot by foot, territory that has cost so much blood and treasure. But let us keep our faith in them. It is not the first time in its history that Britain has had to back to the wall and fought its way through overwhelming odds to victory. Our first hundred thousand of "contemptibles" was nearly wiped out. Things looked worse after Mons than they have ever looked in the past six weeks. We have not our back to the wall even yet. Ask those laughing truck loads that roll along through Flanders dust, are they downhearted, and hear the thundering "No."

Have faith in God. The right must triumph, and, if ever there was a right in any fight, it gives the Allies to-day hope in a divine justice that will cast the brutal, lying, treacherous carcass of Hunnism into the Rhine. Truth is mighty and must prevail. These long weary years of waiting and bloodshed have done one thing if nothing else. They have laid bare to the world the cruel deliberateness of German world lust, and have revealed at the same time the absolute disinterestedness and self-sacrifice of nations like Britain and the United States.

It is a time for FAITH.

Store Service That Sells Shoes

If These Suggestions are Followed Your Customers Will Not Go Out Without Shoes—Sales Will be The Result.—By RICHARD F. HARRY, Floor Manager of The Walk-Over Boot Shop, Toronto

SERVICE is that abstract part of a transaction that creates confidence and in a measure tickles a customer's vanity—and brings him back. In addition it makes him advertise for you and respect you as a business man, and that is a part to-day which is most highly and willingly paid for. It is that part of our lives for which our employer pays us our salaries. It is that portion of a store's life that gives the merchant the right to ask a profit. For example, the legitimate profit per year on a dollar is six per cent., but a merchant cannot exist on that, therefore, he must sell service, and to sell service he must employ service, because service has an inestimable value. Therefore, the more service a man renders the more valuable he is to his concern, and ultimately the more profit that concern will reap. It is what the trade pays for over and above the cost. Therefore, if you do not give it to them, you are not giving full value.

How then can we give service? That is a reasonable question, yet difficult to answer. There are a few fundamental principles, if practiced, will cultivate a service-giving personality that will become such a part of us that it will be like second nature. It will be as natural to give service as it is to breathe, to eat, to walk. In other words, we will be a service loom in which will be woven a service product that will wear in any situation or place.

We all owe a service to our country, to our province, county, city and fellowmen. To our country, the province, county—we can pay our service by being good citizens. To our fellowmen we have different ways, varying by different vocations in life. By fellowmen we mean those with whom we may daily associate.

Now your duty of service to your employer is to equip yourself in shoe knowledge, salesmanship knowledge and to acquire good personality, and to use these to the best advantage. One of the great men of the commercial world said: "I hold that the most important thing is not the quantity of knowledge which a man has taken in and can pour out again, but the ability he shows to use the knowledge he has acquired.

The factory must first give service by putting honest merchandise into the shoes. Then the

employer and buyer must render a service by buying and selecting appealing, stylish and up-to-date lines with materials, lasts and make-up of undisputed quality. Notice, not until the rendering of service gets to the salesman does the public have the opportunity to pay for or fix the value on the company's service; so it is obviously up to them to raise that value. These few suggestions, as I mentioned before, can be placed in four distinct headings: First, being absolutely honest; second, being tactful; third, being efficient; last, but not least, by being courteous. We take for granted that everybody knows what "being honest" means, but fewer of us know what "being tactful" is. Let us consider what it means to be "efficient." It means to be well informed, to know your merchandise, to know your customer quickly, even at a glance, to be able to tell him why he should have a certain shoe, to be able to show him the reasons, etc., etc., that he should have it, to know why the styles have changed, why the 9-inch-top law was made in the United States, why greys instead of black are popular this season, and many other questions that are liable to come in the great business of selling shoes.

When you have learned all this you will have to be—as I have said before—first, last and always courteous. Courtesy demands that you should be able to save the other person disagreeable sensations and that you should not take advantage of his embarrassment, but should seek to make him feel at ease; that the tone of your voice should be pleasant and betray no signs of irritation. That your clothing should be neat and show good taste, not floppish and flashy, and that you would not seek to sell a customer something that is not at all suitable for his purpose, merely because he has confidence in you, thereby destroying his confidence in the store and in you.

A great many salesmen are like the girl that applied for a position, and when asked what pay she wanted replied: "Three dollars a week without head work and five dollars with head work." I am sure the wise employer buys head work. If a young man will cultivate cheerfulness, good manners, easy and correct speech, cleanliness, and good personal appearance, he will at the same time achieve a very business personality and will be cultivating self-confidence, will and self-control, and will be building by John Wanamaker's schedule: "Let those who follow me build with the plumb of honor, the level of truth and the square of integrity, education, courtesy and mutuality."

CAN CANADA PRODUCE HER OWN FOOT-WEAR?—In which will be given, the opinion of men who ought to know—In our next issue.

WHAT I WOULD DO IF I WERE A SHOE CLERK—Selling shoes is just as important as selling watches—Do shoe salesmen realize it?—This article will appear in our issue of May 15.



ALMOST daily changes are being made in the working out of

Why Shipments Fail

the many problems connected with transportation. Prior to the war, and in fact during the first year, traffic moved along well-defined channels. Water transportation was a dominating factor in the movement of low-grade commodities, also in the movement of traffic between the East and the West. A large percentage of this traffic is now moved by rail, due in part to the transfer of a large percentage of our inland lake tonnage to the Atlantic. The effect of this has been to throw upon the rail carriers a large amount of traffic which they had not foreseen. The large increase in overseas traffic, consisting chiefly of munitions and ammunition, has also added to their difficulties. Grain is being moved direct from the grain fields in the West to the Atlantic seaboard. Taking St. John as an illustration—in the season 1914-15, 7,000,000 bushels of grain were shipped from St. John, N.B. In 1915-16, up to April 1st, 9,286,000 bushels were exported. In 1916-17, up to April 1st, 8,015,546 bushels of grain left that port, and during the present season 14,518,976 bushels. As this grain had to be handled promptly from interior points, a greater amount of equipment and motive power is necessary than would be required under ordinary circumstances.

Some Interesting Information on Freight Congestion That Has Tied up the Railways.—By MR. J. E. WALSH, of the Canadian Manufacturers' Association

These conditions have all reflected on the movement of domestic traffic, resulting in very serious loss to manufacturers and the public generally. The Government, however, has come to the rescue, and during the past year placed orders for the following equipment:—13,000 box cars, 1,600 stock cars, 650 gondolas, 650 ballast cars, 250 refrigerator cars, 750 flat cars, 50 oil tank cars—in all, 16,950. The box cars have a net capacity of 80,000 pounds, but will actually carry 95,000 pounds when fully loaded. These cars will be leased to the lines requiring them. Orders have also been placed for 150 locomotives to be disposed of in the same manner.

Another factor which has contributed to the shortage of equipment in Canada is the large number of Canadian cars in the United States which have been used in the movement of traffic, consisting largely of raw materials which found a market in that country, the United States railways retained the cars for their own use. Since the formation of the Canadian Railway War Board the organization has succeeded in getting a considerable percentage of them back home. A contributing factor to the use of Canadian equipment used in the transportation of this raw material was the shortage in the United States, and the fact that

(Continued on page 33)



A N article in the April 1st issue of this Journal, calling attention to the wide field in Canada for the manufacture of children's shoes, seemed to be a new idea to some of our readers, and the question has arisen that if there is a neglected field for the manufacture of these lines, have the retail shoe merchants done all in their power to push the sale of children's shoes that their manu-

Catering to Children

shoes for a longer period than adults who are nearer the end of life's span.

Is Your Children's Shoe Trade a "Bother," or a "Profit" to You?

How important then to cultivate their trade, that when they come to older ages, they may still buy their footwear from you.

facture will be an enticing field for manufacturers? A moment's reflection will probably call to mind that you seldom see special effort exercised in the selling of shoes for the younger generation—that is, for infants, children, boys, youths and misses, yet these young people form a vast proportion of our population. In the city of Toronto, about one-third of the revenue is expended for educational purposes, which shows the importance the municipal and educational authorities attach to the children.

Does it not seem reasonable that a portion of time—advertising, window display and other selling effort—should be devoted to the footwear trade of the younger folk? To this end, why not arrange a children's week? That is, a week in which you will feature children's shoes. Enlarge your newspaper advertising space and feature any special line you have. These may be a special buy on which you can reduce the price, or may be lines you can take from stock, either of which you will use as leaders. In conjunction with these, advertise any branded lines you may carry. There are numbers of children's shoes now made under a branded name. In your advertising use cuts of



facture will be an enticing field for manufacturers?

A moment's reflection will probably call to mind that you seldom see special effort exercised in the selling of shoes for the younger generation—that is, for infants, children, boys, youths and misses, yet these young people form a vast proportion of our population. In the city of Toronto, about one-third of the revenue is expended for educational purposes, which shows the importance the municipal and educational authorities attach to the children.

Another strong feature in connection with children's trade is the fact that children are coming while adults are going. By that is meant that children are growing into adults, and they will need



The Ideal Shoe for Children

children playing, running, romping, etc. Illustrations of this character always attract attention, because parents with children are always interested in pictures of children. Use cuts of shoes as well.

Circularize your town and district with bills reproduced from this ad. Have the ad. not less than half a page, and be sure to quote prices in the

advertisement so your customers may see at a glance exactly what they are offered. If you can arrange to give prizes or premiums to the children in connection with the children's week, you should advertise this among the scholars at the schools. These premiums may be in the way of inexpensive things—balloons with your name on, whistles, pencil boxes, scribblers, note books and other similar novelties, all of which will appeal strongly to children.

Next will come your window display. Seldom do we see shoes for juveniles featured exclusively in a window display, yet why should they not be? There is variety enough to make an unusually attractive showing. Care should be exercised to use not too large display fixtures for these small lines. If you can borrow from your clothing friend a figure of a little girl on which you can put a neat pair of shoes, it will add very materially to the display. Change the window at least once during the week, and twice would be better—that is, have



A new last. Children's Shoe. The Adams Shoe Co., Limited, Toronto

three displays during the week. If you choose, you may show two or three pairs of women's fine shoes in this display. Use small neat price tickets made with a pen for this display. These price tickets should not be over two inches square at the outside.

If you have, or can secure a phonograph, get some of the children's records that are now obtainable—those telling Mother Goose rhymes and jingles will be best. In your ads. extend invitations to mothers to bring their children to hear these records after school. This will be a side issue and an innovation that will create interest and attract to your store.

As the warm days come, it may be well to push the sale of sandals and rubber soled canvas shoes for the youngsters. But even though these are sold, there will always be the demand for fine shoes and dress shoes; for every mother delights in having her children well dressed on Sundays and special occasions, and shoes are a part of a child's clothing as much as a coat or hat. Many children go away for the holidays and need shoes of the type mentioned above—sandals, rubber soled canvas shoes

and good shoes. As school closing approaches, why not advertise and display these lines? A mere suggestion along certain lines often works out to splendid selling advantage.

It may be possible that the pessimistically inclined dealers will step in right here with: "Oh



A new last. Little Gent's, with Neolin Sole. The Adams Shoe Co., Limited Toronto

yes! it's all very well to talk about selling holiday shoes when the children all start in to go barefoot and don't need shoes." To such the admonition is that the time you consider trade the slackest is



New last. Misses' Shoe. The Adams Shoe Co., Limited, Toronto

the time to push the hardest. Make your offerings so attractive they will sell shoes even in the barefoot season. There are large merchandising houses who have their annual sale of blankets in August, a time when blankets are least needed. On the same principle you should advertise children's shoes during the barefoot season.

Does Advertising Pay?

Helpful Hints That Will Make Your Advertising Help Your Customers to Buy Your Shoes

IT is quite possible that merchants conducting small businesses may profit greatly by following the example of those of more extensive enterprises. In the matter of advertising, the large departmental stores have brought this part of their businesses down to a science, and their methods are worth emulating.

Too many advertisers do not seem to realize the real import of what an advertisement should be. They place themselves and their business in a begging attitude and beseech the public to buy from them, whereas the thought should be that they have something of real interest to the public, and when they make their advertising announcement they are doing the public a service for which it should be grateful.

The old style of advertising, like, "Try John Smith for fine boots and shoes," was not worth the time it took to write it, nor the paper upon which it was written. It placed the merchant in a supplicating attitude and it told the public nothing definite, whereas the advertisement to-day makes, or should make, a definite statement telling the buying public exactly what they should expect, and allowing them to judge as to whether it is value or not. It will at once be seen that the first requisite for a good advertisement is to have something good and specific to offer. The next will be to choose a medium through which the announcement is to be made and to endeavor to make the statement in a definite, convincing manner, so that the reader will be able to grasp exactly what the article is that is being advertised.

If this idea is rightly understood, it will at once be seen that advertising should be a service to the public—that is, if you have something of real value to sell, it should be to the advantage of the public to know that you have that article, and the more you can state definitely about it the better will be the service that you are rendering to the public. Therefore, instead of you assuming a begging attitude and asking the public to "Please come and buy from you," you should assume that it will be to the advantage of the public to come and buy from you, because you have something good to offer. Therefore, your advertisement should try to impress people that if they do not buy from you they are the losers, and not you.

In this connection, it is interesting to note the attitude adopted by the Wanamaker stores in their advertising. Their advertising is prepared with a single point of view, namely, to be of real service to the public in making the public realize as to whether they can buy to their advantage. The Wanamaker stores do not consider that their adver-

tising is a thing separate and apart from their business, prepared by professional writers to force people into buying. They look upon it as a very vital part of their business—a part of the service of their business. You hear a very great deal to-day about service of stores, factories and other business interests. The service of the shoe retailer is made up of the personal service of the store's employees behind the counter; in the deliveries and in the advertising—and this advertising should be nothing more than a written word to the public, the same as the oral word of the employees to the public in the store. If, when you are writing your advertisement, you can assume that you are talking to someone standing in front of you, you will, in all probability, get into your advertisement your own personality and be able to give a description of the goods much better than if you think of writing something for the public. Advertising is the speech of business. This is the means which you adopt to talk to the people through type. The primary aim of Wanamaker's advertising is not to sell merchandise, but to help people intelligently to buy merchandise. Wanamaker's advertisements are written from the customer's viewpoint, and they try to give information about the merchandise that will be helpful to the customer in buying satisfactorily. It should answer the questions about the merchandise that the customer would naturally ask the sales person were that customer in the store at the time he is reading the advertisement. The object then of the advertisement is to tell the story of the article advertised in such a way that it will give aid to the customer.

In the preparation of the advertisement, there are three or four underlying principles that should be recognized in order to make the advertisement attractive. The first is to seek the attention of the reader, the second to get her interest, the third create confidence, the fourth to get her to come to the store, and, finally, to satisfy her in her purchase. The merchandise and service must square up with the advertising.

One of the best attitudes to assume is for an advertising writer to be in the position of—"I am the customer, now what do I really want to know about these goods that will tell me whether I want them or not, or why I should buy them here instead or in preference to other places?"

In order to make your advertisement interesting and attractive, you should acquaint yourself with every little detail of the article you are advertising that you think will be of interest to the person who will read the advertisement. Then state these facts clearly and concisely in the plainest English that you know.

It may be well to emphasize this fact, that in your advertising you should forget all other merchants. Assume that you are the only shoe dealer in your district. Never mind anything about other shoe dealers or what they have to offer; simply write as if you were the only store in your neighborhood and that the goods which you are advertising will be greatly to the advantage of your customer to purchase.

The Wanamaker staff has a platform laid down

by Mr. Wanamaker which it endeavors to follow in the preparation of all its advertising. Some of the planks of this platform are as follows:—

First—Get your mind clear that what is currently believed and commonly known as newspaper advertising is not what Mr. Wanamaker considers proper advertising for his business.

Second—Endeavor to realize that the deceitfulness and actual frauds attempted by many advertisers is one of the number of practices that has lowered the level of the mercantile calling and of an advertising writer's position, as no conscientious person could fill the average place.

The first steps up to the door of the house of effective advertising are:—

An intelligent conception of what is to be done.

A vision of the ideals that underlie the business.

The consciousness and certainty of flowing geysers of the fresh water of news.

Because of the foregoing, the presentation of the business to the public is worthy of the best of our talents, the most careful schooling of ourselves for preparation, and the finest enthusiasms. Therefore, it is a waste of time to be making comparisons with the business of shop-keepers who are not merchants. To further our work we must cut out commonplaces, blaze new roads and drive on with our advertising team in the lead of all others—never following, but always setting the pace and the style.

The member of our staff who will be most valuable is the person who keeps abreast of the current thought of the day, as spread out in the daily newspapers, magazines and current literature.

Truth in merchandise and truth in advertising must be our slogan.

John Wanamaker requires his advertising writers to keep this set of maxims constantly before them:—

“Advertising shall be written only on personal inspection of the merchandise.”

“Tell the whole truth about the merchandise, though it hurts.”

“Speak truly of the store and its merchandise.”

“Conceal nothing that customers have a right to know.”

“If cotton is mixed with wool, a Wanamaker advertisement must say so.”

“If the article is a ‘second’ it must be so presented.”

“Be fair to the merchandise is the one command; understate, but never exaggerate; don't impose on poor dumb merchandise responsibilities that it cannot bear.”

“If ever an accurate statement of fact is so surprising that it is likely to be disbelieved by the reader, enough must be explained of the inside news of the special offer to make it carry confidence.”

“Give a reason for a special price or extra quality.”

“Keep in mind that next to merchandise and service it is the advertisement that adds to or detracts from the store's reputation and character.”

“Advertise each piece of goods with the idea of building up business for the whole store instead of merely procuring the sale of one article.”

You may feel that these axioms laid down for the

Wanamaker stores are too big for your business, but if you will analyze them carefully you will find it is the principle of these that we wish you to adopt, and even if your business be small you will readily find that you can appropriate to yourself the principles that are laid down by Mr. Wanamaker.

No merchant should attribute all his success or failure in the selling or not selling of goods to his advertising. If he has not the store service to back up his advertising, his sales will fall. Let us illustrate what is meant by this: Suppose there are two stores in the same town on the same street doing a similar business—that is, two shoe stores. Their goods are very similar, their prices not sufficiently different to be attractive one from the other. Let us suppose also that their advertising is on the same plan. Various customers come to the two stores. Everything up to this point is equal as far as it is humanly possible. Now will come in the service of the stores. If your competitor is not giving the service that he should, the chances are that his sales will fall below yours. For example, if he or his employees are lacking in personality, courteousness and a pleasing manner to serve, and are not able to show the customer that they have a thorough knowledge of the shoes they are handling, his sales will certainly fall much below yours. Therefore, you see how important it is that the service should back up the advertising. The service which you render inside the store is that which clinches the sale and makes the people go away with the goods under their arm. So, in considering the matter of advertising, it is well to consider it from both standpoints. As we have said earlier in this article, consider it as a part of the service of your store. If you will look at it in this light we feel quite sure you will be able to write much better advertisements than you have in the past and you will be able to render a much better service to the public, and the result will be that your sales will increase and the credit side of your bank account will possibly be larger than it has been in the past.

A TOUCH OF HUMAN INTEREST

There is just a touch of humanness in the issuance of a memorial death notice, by the firm of Donnell, Carman and Mudge, Inc., of Lynn, Mass., of one of their former employees. It is printed on fine linen mourning stationery, in copper plate engraving, and reads as follows:—

“With profound sorrow we announce the death of our former employee, Mr. Irving W. Adams, on February ninth, nineteen hundred and eighteen. He was killed in action on the Battlefields of France—Donnell, Carman & Mudge, Inc.”

It is such little kindly acts as this that show us big businesses have not entirely destroyed the sympathetic touch of man, and it also shows that employers appreciate the great sacrifice their men are making in fighting in a foreign field at this time.

Some Things I Would Do if I were a Retailer

What a Manufacturer Considers Opportunities for Improvements and Developments in the Retail Trade—Seeing the Retail Game Through a Manufacturer's Eyes

IT may seem like presumption that a man who has never been in the retail business should offer suggestions to experienced retailers in the conduct of their business. But it may be that those who are not engaged in a certain business may see it from a vantage ground that those engaged in it cannot. At least this will be an excuse for my seeming presumption.

The caption of this article is not exactly a correct one, for possibly if I were a retailer I would fall into the same ruts that other retailers have—a better heading might have been, "Suggestions to a Retailer from a Manufacturer." Here is the first one—"Hear our side first." When a bill of goods does not come up to every requirement or there is some error in shipping or some other mistake, the average retailer goes up in the air, rushes for paper and ink or pencil and writes a letter calling down the manufacturer for all he is worth.

Now, my suggestion is to keep cool. State the trouble simply and plainly without abuse. No retailer should forget the fact that when a bill of goods is sold to him, whether it be large or small, the manufacturer does not consider that is the last business transaction he will have. That is but one link in the chain of business that he hopes to continue for years to come. Now, if such is the case, no manufacturer will make a mistake willingly, nor will he do anything intentionally that would tend to loosen his hold on the goodwill of that customer for all time. It would be absolute folly to consider any other position. So a calm statement of conditions would be better for the retailer and manufacturer and an amicable adjustment would be concluded much more easily.

Another suggestion is to exercise patience with the manufacturer's accounting department. I feel sure that nine-tenths of the trouble between manufacturer and retailer is through the accounting department, and I suggest that you do not send a draft back for some trifling or supposed error. Here is an illustration. A manufacturer makes a draft on a retailer for one thousand dollars. The retailer discovers he has not been credited with five or ten dollars for returned goods. Back goes the draft. Now its just possible the returned goods did not arrive in time to be credited on the bill for which that draft is made. Or it may be returned goods have arrived with no name to indicate from whom they came, which is a frequent occurrence

with retailers. The retailer will not wait to consider all of these possibilities, but will fly up in the air and back will go the draft.

Let us consider this from a business point of view. The manufacturer is willing to carry the account of the retailer up to a thousand dollars, but the retailer is not willing to trust the manufacturer for ten dollars for returned goods, and will send back the draft, causing unnecessary delay and expense and trouble where, if he had accepted the draft, and written a quiet letter explaining the situation, he would probably have received an adjustment by next mail, or at least an explanation of the situation.

Of course, the old ruse of returning a draft for some pretext to gain time don't go. The retailer thinks he's doing a smart trick, but the manufacturer is wise and the retailer is spoiling his credit.

It is an unfortunate fact that many retailers look upon the accounting department as their deadly enemy. This is rank foolishness. No manufacturer is in business to "do" the retailer. The most businesslike way, the most sensible way, is to cultivate the goodwill of the manufacturer and the accounting department.

The accounting department is human and errors are bound to occur, and when they do, if the retailer will sit down quietly and state his case in a pleasing manner and hear the manufacturer's side of the question, it will be many times better for both parties and an amicable settlement will be the result, rather than a settlement with unpleasant conditions or results.

Summing up the returned draft proposition, I would say never return a draft or any acceptance without writing the reasons, and if you wish accommodation in all cases endeavor to pay something on each bill as it comes due.

At this particular time every retailer should realize there is a war on. There are many who do not seem to grasp the significance that there is a war, despite the fact there is one the like of which has never been before. When this is realized then exercise patience; not a little patience, but a great deal is needed. This war has developed extraordinary conditions in every phase of human endeavor. Now, when a retailer does not obtain his shipments as quickly as he may desire, there are a thousand things that may indirectly contribute toward that condition. Here is where patience, patience is necessary. Don't call down the manufacturer. He is doing the best he can. There may be someone back of him, and someone still back of him, and so on for many backs, that are contributing causes for the delay. Be reasonable and patient. Order well in advance and that will help some.

Now for the selling end. I think the average retailer in a small town should advertise more. He should use more newspaper space, more house-to-house-delivered advertising. He stands and waits too much instead of getting up and going after the business.

To supplement my newspaper advertising I would sometimes adopt novel schemes that would be out of the ordinary and stamp my store with a tone of differentness. Here's one little idea that

comes to my mind right now. But this will be best operated in the smaller towns, say towns up to twelve or fifteen thousand inhabitants.

I would take snapshots of the feet of the various well-known people while they were walking along the street and, of course, arrange it so they would not know they were being photographed. One of these I would have placed in my window one day a week. I would offer prizes for the first person who would guess correctly who was wearing the shoes shown. Emphasize the shoe part of the picture, not the feet part. For example, have printed on the card: "Who is the wearer of these shoes?" Then explain that the first one giving the correct name of the person would receive a certificate entitling him to \$1.00 credit on the next pair of shoes he would buy in my store. I would place the pictures in my windows once a week and would select the market day, if my town had one, as this would give the people from the country an opportunity to get in on the scheme. For variety, it would be well to take a picture some time of farmers' feet. This would stir up interest among the people from out of town. Leave each picture in the window only one day, and if no one guessed it right, take it out and announce that it was not guessed correctly, and to watch for the one to appear the next week. When a person had guessed who was the possessor of the shoes, announce the winner, but never make public name of person whose shoes photographed.

Another feature about the retail business that appeals to me as very important is to consider the locality in which one's store is situated, for this, it will be seen, will determine to a great extent the class of trade to be done, and this in turn will determine the line of stock to be carried. This, too, will determine to a great extent the character of advertising to be sent out. For example, if one be in a locality where the trade is that of fine goods the tone of the advertising will take on a very different color from the trade for a farming community, where heavier shoes will be in demand. I will even go further. I will say that the locality should determine whether one should begin business there, and if one has begun business and it is not prospering as it should, he should at once see if the location has not a great deal to do with it and if so he should move, for there is no use continuing in a losing game. These are some things I would do were I a retailer.

WHY SHIPMENTS FAIL

(Continued from page 27)

in order to assist in the movement of coal from United States into Canada, Canadian shippers were prohibited from using that class of equipment, such cars having to be returned home empty. Conditions have, however, improved somewhat during the past few weeks; in fact 6,300 additional empty box cars have been ordered by Washington to be delivered to the Canadian lines, and it is expected that this movement will be continued. It is absolutely necessary that Canadian roads should receive cars in large numbers throughout the summer, if we are to build up our stock for the heavy grain movement and domestic traffic next winter,

and at the same time clean up a very large amount of forest products and other material now awaiting movement from Eastern Canada to the United States. It has been stated that there is to-day a shortage of over 30,000 cars on the Canadian Government Railways.

Transportation to-day has resolved itself into a question of service. Whilst rates and classification are important, they are incidental thereto. There is an obligation upon the shipping public to assist in every way possible—that is, in the case of general merchandise, marking and packing their goods so that they will reach final destination in good condition. There is also an obligation upon shippers of carload traffic to load without delay, and in all cases to the full carrying capacity, and to unload at destination immediately advice is received of the arrival of the car.

That our railways have been successful in handling supplies for the Allies is indicated by the fact that there have been no delays to vessels at Canadian Atlantic ports, and the fact that the tonnage moved through these ports compares favorably with similar traffic moved through Eastern United States Atlantic Ports, with the exception of possibly Boston and New York. Shippers of this traffic have contributed, to a very large extent, to the success of the movement, especially by loading cars where the cubic measurement would allow to 10 per cent. in excess of the marked capacity. The effect of this has been to materially reduce the number of cars in use, and increase efficiency generally. As an illustration—during the month of January the average increase per car of export traffic carried to St. John, N.B., over the Canadian Pacific Railway was 5.9 tons. In other words, in January 1917, 189,816 tons of freight arrived at St. John in 7,190 cars. In January 1918 the same amount of freight was moved in 5,877 cars, a saving of 1,300 cars. This freight was carried an average distance of 1,100 miles. The car mileage saved was 2,886,600 miles. The average weight of empty cars was 21½ tons. The saving in dead tare weight hauled one mile was 62,104,900 tons. The saving in coal used was 6,583 tons. There was a further saving in coal through not having to haul 6,583 tons from the mines to the various coaling stations. The saving of coal in hauling coal was 753 tons. The saving in coal may be summarized as follows: Total 7,336 tons; daily saving, 236 tons; saving per car, 5½ tons.

Had there been no increase in the loading of these cars to which shippers contributed, 11 locomotives, 55 enginemen, and trainmen additional would have been continually employed. There was a saving in the number of men required to repair locomotives and cars, as well as yardmen, coal checkers, etc. Similar economies have been effected in the movement of traffic in other directions.

In addition to this, pressure brought upon the railways has been relieved by the readjustment of train service throughout the country and consolidating the movement of less than carload shipments of merchandise. This traffic is moved out of the large centres at present on certain days with beneficial results to both carriers and shippers.

How to Make Figure Facts Earn Profits

CONTINUING his series of lectures on problems of Retail Merchandizing, Frank Stockdale addressed the gathering of merchants and manufacturers on the subject "How to Make Figure Facts Earn Profits."

"I have found a great many stores," said Mr. Stockdale, "that are selling plenty of merchandise, wonderful stores in beauty and service, they are doing a good business, but they fail to come across with the thing most to be desired by a retail merchant—Profit.

"Most figure facts do not earn profits. Ninety per cent. of the figure facts in stores represented here do not earn profits. Some of you think you have splendid systems of accounting, but your systems only protect profits, they do not make profits. There is a difference between the night-watchman and the man who works in the store, and there is a difference in the figure facts—records that protect profits and records that earn profits.

"Figures in connection with a business are very undesirable unless they tell the truth, the whole truth and nothing but the truth. A lot of men are misguided in figures. There are a lot of people using figures who conducted matters just as profitably before they got records in their business. They are misled by their figures. Some men's intuition, sense of management and sense of a movement of things has been a better guide than the figures they had. Incomplete figures will lead a man far astray, and the only way to talk intelligently about profits is by using figures.

The Danger of Not Having The Facts

"I know a store that ran along for four or five years making a nice profit for the owners. The sixth year they bought heavily for increased business, but they lost in the sixth year all they had made in the other five simply because they had been letting the business run along and the old goods were collecting all the time. When the crash came their profits went up in smoke. There are a lot of people in business who are in business because they are good salesmen and not because they are good managers. I have seen numerous cases where a man working for another man has become the star salesman. He decides he is the best salesman and starts out to run a business of his own. If he stops at salesmanship he is almost doomed to failure, because there is more to business to-day than being able to bring the mind of the customer to your way of thinking about merchandise. That is one of the absolutely essential things, but I have also known a lot of men to sell and not make any money. The management of the successful store must be based very largely on figures. There are certain things

figures will do for a store. There is one class of people that complain more about competition than any other, they are the guessers. And the main reason they are complaining is because their competitors know a few things they don't know and among the things their competitors know are these: 'What lines are profit makers,' 'What lines are profit chokers'—these two lines are found in almost every store. 'What their constant expenses are,' 'How much it costs them to sell goods.'

"There are two things a man does in the retail business, he carries goods and he sells goods. There is a distinction. I might fill the room with goods and not sell them, but that begins to cost money right away. And I might sell goods without carrying goods. Some people can sell goods without carrying them and some people carry them without selling.

"Other things the man who is up with his business knows are: 'How much money is invested in stock?' 'Are stocks increasing faster than sales?' 'How many bills he has to pay,' 'Whether collections are keeping up with charges,' 'Progress and condition of the business.'

"Lots of figures don't tell us whether we have been going forward or backward. That kind of record won't do a man much good. You have to know these facts sometimes, and the sooner the better.

"Don't forget markdowns.' That should be taken into consideration when you mark your merchandise. The merchant wants to look ahead and make provision for the thing that in most cases is inevitable and know what his losses will be.

"Expenses forgotten are usually profits lost.' I have known men who tack on a little percentage for 'incidentals' before adding their percentage of net profit. This indicates that the merchant knows there are mistakes.

"Rent and real estate.' 'Interest on capital invested in stock, fixtures, etc.—open accounts, outstanding accounts and money invested in working capital.' 'Salary for self and members of family.' 'Depreciation on goods and equipment.' These are other items that must be considered.

"Depreciation varies and there is no reason for taking any definite percentage. If there is anything in records it is to tell us the truth, so merchants should be honest with themselves when they go to depreciate. Let the statements tell you the truth for some goods depreciate faster at one end than the other.

Margin Not Necessarily Profit

"A clear understanding of the fundamental difference between margin and profit is necessary. One of the keenest merchants I have met told me he would like someone to write an article on 'margin of profit vs. margin for profit.' What he said was he would like for someone to write an article on 'an opportunity for profit, and actually getting the profit.' Margin is the opportunity for profit and also an opportunity for loss. Margin itself does not spell profit.

Use and Abuse of Percentages

"The percentage pathway is lined with pitfalls. We find merchant after merchant tripping up on percentages. The following statement should be

referred to when you are stuck about percentages:—
'Percentage is a sign of relationship.'

"It has been said that competition these days sets the price, but you want to know if competition leaves a profit for you, and that is the reason for figuring.

"There is one absolutely essential thing to know whenever you start to use a percentage, and the first question is 'where did you get it?'"

At this juncture a sample problem was worked out by Mr. Stockdale figuring a net profit on an article where margin, cost price and cost of doing business in the store were given. Mr. Stockdale indicated that there was a big difference in using the percentage on the cost or on the sale price, enough difference in fact to eat up an ordinary net profit.

"In one case," he said, "we have taken the margin on cost and in the other case we took the margin on cost and the cost of doing business on the sale. But the difference between the margin and cost of doing business is a percentage that means something. The kind of percentages to have are the ones that represent the same taken out of different figures and then when I compare percentages I compare the same kind of percentages. You are going to get to the place in your business where you will want to compare your figures. You cannot do this unless they are based on the same foundation. It should also be remembered that the percentage for clerk hire is based on sales not on the cost of the goods.

"Three essential things in business to be controlled are (1) Cash, (2) Help, and (3) Merchandise.

"The handling of cash and the balancing of the book at the end of the year with a balance in red ink is largely a matter of handling cash. It does not affect stocks and it does not affect the handling of people, because to handle people you cannot wait until the end of the year unless you expect to lose a lot of money on them. Special records for people and for stock should be kept. I would admonish every man never to go to the bother of keeping records in his business unless he has use for them. I am not advising any man to get a fact in his business which he cannot use, and you will not find it hard to get. The trouble is people do not see the use of facts. There are more nice trial balances filed away in the safe than there are facts placed on the desk which are used when the merchant goes to advertise, mark up goods or talk to a traveling salesman. That is the essential thing in records, to be able to use them in your business.

Ante-Mortem not Post-Mortem Facts

"What we need in figure facts is diagnosis instead of post-mortems. I want to know what is happening in my business while it is happening, or as soon after as possible and not what did happen. The method of diagnosis is also changing. In olden days they used to diagnose by the use of antiquated methods. The old-time storekeeper would look at the sales and if they were all right everything was all right. The modern retailer diagnoses by knowing his turnover, expense and sales. It is only necessary to select one expense to know if you are

doing all right, and that expense is 'rent.' The landlord is the man who keeps up with you because you are in competition with each other. The rent you pay depends on the turnover you get."

Referring back to the problem of figuring the net profit when the expense of doing business in the store was given, Mr. Stockdale emphasized the point that "average percentages do not apply to specific cases" and that therefore the cost of doing business in the store was not the figure to be used in selling an article in the store. He continued:

"The expense of carrying and selling a certain article is not the same on all articles.

Departmentalizing The Store

"I have known a number of merchants to departmentalize their stores and to establish departments in departments. That is what the chain stores are doing, and that is where you have to find out where you are making money and where you are losing money. In departmentalizing the store stock records are as valuable as expense records."

At this point Mr. Stockdale illustrated the case of a department store divided into a number of separate departments, some of which made money while others lost money. He struck out departments which equalled each other, i.e., one showing a loss equal to the other's profit, and thereby illustrated that the profit making extent of the store resolved itself down to about one-quarter its original size.

"The same thing applies to lines as to departments. You cannot apply average percentages to specific lines or departments and know what you are doing," said Mr. Stockdale.

"The reason figures do not earn profits is because we get tangled on percentages or apply averages to specific cases. Manufacturers of advertised products are having the time of their lives because the average merchant is applying average figures to things that do not come under the average.

"One of the big reasons why average percentages do not apply to specific lines is because turnover on various lines varies greatly.

In the discussion which followed the address the question was asked, "What distinction is there between turnover and sales."

In answer, Mr. Stockdale stated that turnover as applied to sales was using the term turnover out of its proper place. We are using two terms, one is 'turnover' and the other is 'volume,'" said Mr. Stockdale. "We want something to express the speed of the movement of the merchandise and we have reserved 'turnover' for that purpose."

Replying to a question as to average percentage allowance for rent in specialty stores, Mr. Stockdale stated that there was a great dearth of these figures, but that the average figure of rent in an average city is 3 per cent. for clothing stores, and varying according to the class of the store.

"One man rents a location where he has to pay a larger rent than another man. Increased sales means increased turnover and there lies the relation of turnover to rent."



Stray Shots From Solomon

*Wisdom crieth without;
she uttereth her voice in the street.*

There is a great deal more trouble in this world than there need be. If people would only keep out of strife that does not belong to them there would be fewer broken heads. A man was passing down one of the side streets in one of the slum districts the other day and came upon a fellow who was thumping his wife more vigorously than law or custom allows. He interfered and managed to pull the brute off, when suddenly he received a blow from behind with a coffee pot. The wife, resenting this outside interference, had joined issue with her husband and the stranger, finding it was two against one, made his escape a somewhat wiser man. "Whoso breaketh an hedge a serpent shall bite him." If you interfere in trouble that is not your own you may expect to smart for it. If you go where a row is in progress do not grumble if you get hit with a brick or get clubbed by a policeman. Hedges and fences are to keep people out, and it usually pays to go round to the gate when you want to get within the enclosure. Of course, if you are looking for snakes that is another story. Hedges are the place to find snakes and lurking desperadoes, and if you are really looking for trouble you will find plenty waiting for you. Law breaking will always be more or less popular with a class of people with whom restriction invites opposition. All you have to do with these idiots is to make some regulation, and you will see them wear themselves out trying to get around it. This kind of a spirit is most dangerous, whether found in the common criminal or the refined wag, who esteems it a light thing to break faith with individuals or the community.

* * *

World records are broken when conscience gets after a man. The distance a guilty man will put behind him when he thinks the Nemesis is on his track is astonishing. Men have been known to run clear to Mexico without stopping because somebody 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 close to common failings. Solomon realized this. You have only to load up with a good dose of moral buckshot and fire straight

ahead and the birds will 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 shooting. 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."

* * *

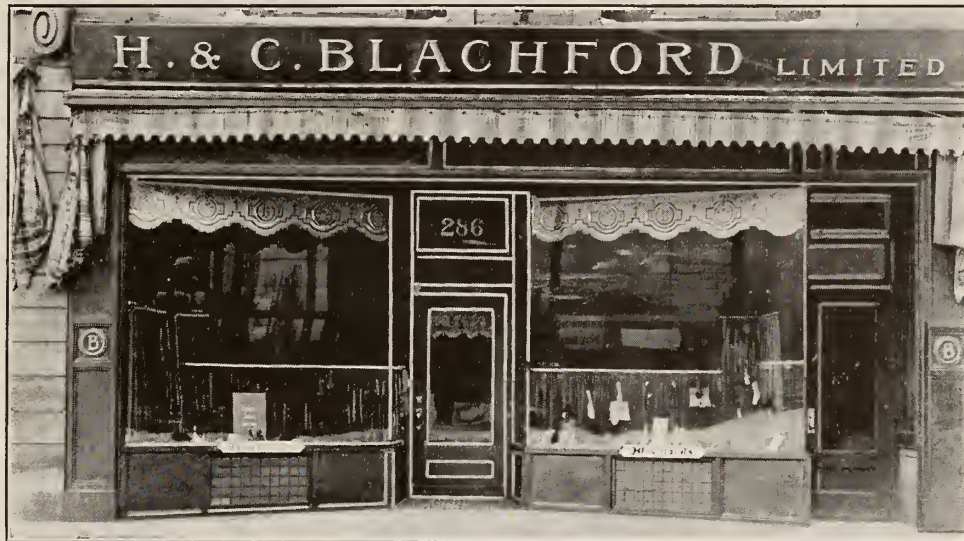
There is a law of cohesion in the moral as well as the physical atoms of this universe. Like is drawn to like. Birds of a feather flock together, whether they are blackbirds or jailbirds. When you see a man frequent the company of gamblers, drunkards or thieves,

it is safe to assume that his plumage harmonizes with theirs, no matter how skilfully he may be disguised by the few respectable feathers he flourishes. Decent men have no affinity with scallawags, and *vice versa*. "Show me your company," says an old proverb, "and I will tell you what you are." When you see a young man—or, for that matter, an old man—flocking with those birds of gay plumage that flit in and out of the glittering side entrances of perdition, it does not take much of a prophet to outline his career in advance. We have little patience with those fellows who chirp about the difficulty of leading a virtuous life and who whine about the temptations of city or town life being so great, "don't you know." Why, an angel from Heaven would be corrupted if he spent an hour in the company you were in last night, you poor little Devil's fledgling. If you have any ambition to be anything but a moral buzzard, get up and shake yourself free from the company of vultures. "Enter not into the path of the wicked, and walk not in the way of evil men."

* * *

A sanctimonious countenance that would stop an eight-day clock or curdle a bowl of buttermilk is no guarantee of inward piety. A VILE LIVER If we were to go by appearances, "a new heart and a bad liver" would often be a more appropriate Scripture combination than "a clean heart and a right spirit." It is the same in business. There are some men who imagine business sagacity is best evidenced by what they are pleased to call bluntness, but which other people interpret as bad temper or ill breeding. There is no excuse for a man being ungentlemanly in business except the possession of a diseased liver, and even then, with the departmental store competition of to-day, pills are so cheap that very little allowance should be made on this score. If one is to believe the reports of travelers, there is quite as much need throughout the country for liver sanitariums as for insane asylums.

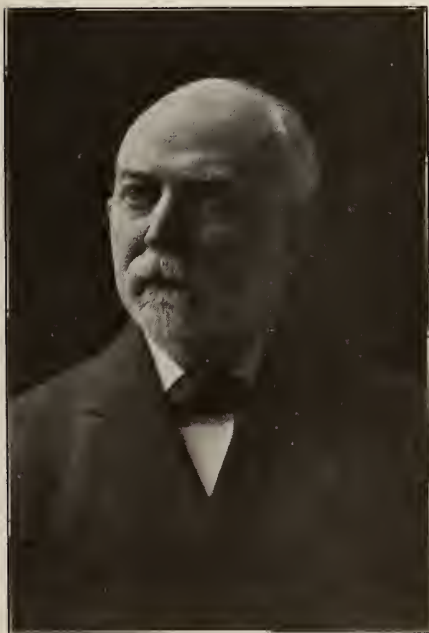
Blachford Stores—Then and Now



Present store of Messrs. H. & C. Blachford, 286 Yonge Street, Toronto.

IT was back some time in 1864 that the Messrs. H. & C. Blachford opened their first shoe store on King street east, Toronto. That is approaching fifty-five years ago and the two brothers have been in business continuously ever since. While their present premises on Yonge street, Toronto, is a model shoe store, both inside and out, their first store was one of the finest in Toronto, if not in Canada at that time, and they carried the finest and highest grades of footwear from the very first. Mr. Blachford recently remarked that in those now far-away days they carried lines of turn shoes equal to any of the present day, which included materials and workmanship, and even the styles were not so greatly different. The prices of course were much lower in those days. It is another significant fact that some of the firms who produced those goods are still in business, and he mentioned J. & T. Bell, Montreal, Edwin C. Burt Co. and J. T. Cousins, then of New York, but now of Brooklyn.

The illustration shown of one of the old stores on King street of over a quarter century ago impresses one with the up-to-the-minute character of their front at that time, and it is indeed up to, if not in advance of, many fronts and window trims seen at the present time.



Mr. E. C. Blachford



Photo of the H. & C. Blachford store at 89 King Street East, Toronto, appearing in November SHOE & LEATHER JOURNAL, 1890



Mr. H. P. Blachford

How to Mark Your Profits

Showing a "Ready Reckoning" Scale That Gives You Percentages at a Glance

THE question of profits is one that concerns every retail shoe man as one of the most vital of his business. There are many systems and methods of determining how to arrive at or figure these, but for simplicity in determining the percentage of profits at a glance the following table and comment taken from Julian & Kokenge Co.'s Shoe News seems to be worth tacking up in your office.

The article was entitled, "Too Much—or Too Little—Profit?" the object of the question mark evidently being designed as a query to see if you really knew what your actual profits are. The article follows:

The question of profit—important at all times to every man engaged in business—assumes even greater importance to-day because, while the Government asks us patriotically not to profiteer, it does not ask—nor does it expect—that profit shall be entirely sacrificed, or reduced to the point where business cannot remain.

\$4.00 RETAIL			\$4.50 RETAIL			\$5.00 RETAIL		
Cr.			Cr.			Cr.		
Cost	Profit	Pct.	Cost	Profit	Pct.	Cost	Profit	Pct.
\$2.35	\$1.65	41	\$2.60	\$1.90	42	\$3.10	\$1.90	38
2.50	1.50	37	2.75	1.75	39	3.15	1.85	37
2.60	1.40	35	2.85	1.65	36	3.25	1.75	35
2.75	1.25	31	2.90	1.60	35	3.35	1.65	33
2.85	1.15	29	3.00	1.50	33	3.50	1.50	30
3.00	1.00	25	3.10	1.40	31			
			3.15	1.35	30			
			3.25	1.25	28			
\$5.50 RETAIL			\$6.00 RETAIL			\$6.50 RETAIL		
3.25	2.25	41	3.35	2.65	44	3.75	2.75	42
3.35	2.15	39	3.50	2.50	41	3.85	2.65	41
3.50	2.00	36	3.60	2.40	40	4.00	2.50	38
3.60	1.90	34	3.75	2.25	37	4.10	2.40	37
3.75	1.75	31	3.85	2.15	36	4.25	2.25	34
			4.00	2.00	33	4.35	2.15	33
						4.50	2.00	30
\$7.00 RETAIL			\$7.50 RETAIL			\$8.00 RETAIL		
4.00	3.00	42	4.50	3.00	40	4.75	3.25	40
4.10	2.90	41	4.60	2.90	38	4.85	3.15	39
4.25	2.75	39	4.75	2.75	36	5.00	3.00	37
4.35	2.65	38	4.85	2.65	35	5.10	2.90	36
4.50	2.50	35	5.00	2.50	33	5.25	2.75	34
4.60	2.40	34	5.10	2.40	32	5.35	2.65	33
4.75	2.25	32	5.25	2.25	30	5.50	2.50	31
\$9.00 RETAIL			\$10.00 RETAIL			\$12.00 RETAIL		
5.00	4.00	44	5.75	4.25	42	6.25	5.75	48
5.10	3.90	43	5.85	4.15	41	6.35	5.65	47
5.25	3.75	41	6.00	4.00	40	6.50	5.50	45
5.35	3.65	40	6.15	3.85	38	6.75	5.25	43
5.50	3.50	39	6.25	3.75	37	7.00	5.00	42
5.60	3.40	38	6.35	3.65	36	7.25	4.75	40
5.75	3.25	36	6.50	3.50	35	7.50	4.50	37
5.85	3.15	35	6.60	3.40	34	7.75	4.25	35
6.00	3.00	33	6.75	3.25	33	8.00	4.00	33

Business always has, always must be done at a profit. Profit is a part of business. Labor makes a profit; capital makes a profit. That is expected and encouraged. The man who does business, as he avers, without profit, holds himself up to suspicion.

But profit must be held within a certain course, and it is when we come to a discussion of just how large or just how small profits should be that some of us part company. The writer, summing up the case, offers the suggestion that no profiteering be done now or at any time. But he warns against under-pricing—or under-cutting—both of which are dangerous and might lead to suicide or general disruption of business. The dealer must remember that overhead costs have been rising for several

THE LAUGHTER OF THE ENGLISH

England, we know thee better now!
 Unuttered all thy sorrow;
 Thy humor wears the stern day out
 And mocks the grim to-morrow.

For while the world said, "Let none smile;
 There is no mirth hereafter!"
 The "golden lads" of Shakespeare's land
 Outfaced their doom with laughter.

We guess what inward throes must shake
 The stout heart still unbroken,
 What grief lies in the silent deeps,
 What agonies unspoken!

But all the world hears is the quip
 That flaunts at panic's rumor,
 Where toff and cockney carry on
 In high intrepid humor.

Simple and subtle is thy mood—
 Not honoring Fritz to hate him!
 Leaving him puzzled at thy jests,
 The scorn wherewith ye rate him.

England, we know thee better now!
 Through all the years hereafter
 Shall thy name, England, ring for us,
 A chime of valiant laughter.

—New York Sun.

years and still are soaring continually, and that it is not possible—as it was thought to be some time ago—to mark up goods 25 per cent. and make a profit. The overhead frequently runs that high, and in order that the merchant would make a profit, to which he is entitled because of his investment, risk, etc., he must mark up his stock higher than 25 per cent.

In this connection we print herewith a table of figures based on the retail cost, and not the purchase price; for the REAL cost is the overhead added to the purchase price. The table herewith gives a list of figures that furnishes important information every retailer should find helpful in showing him exactly how to mark his shoes to obtain certain percentages of profit.

B

*Onyx and Georgina
Shoes*



Your Inevitable Choice

BUILT BY

*Blachford Shoe Manufacturing Co., Limited
92-94 Sherbourne Street Toronto*

Leather and Shoe Trade Jottings

**What Is Seen and Heard on the Street
—Matters of Moment in Leather and Shoes—Leather Strengthening**

THE leather business has picked up considerably during the past two weeks. Local trade has been accentuated by the increased activity amongst shoe manufacturers, who have found that Spring business has taken on a sudden spurt. Travelers report not only good orders for immediate shipment, but have remarked upon the general tendency to anticipate requirements for Fall. Everybody seems to be afraid of running short for Fall, just as has happened with Spring trade. In the west, of course, the prospects of a big crop have much to do with the attitude of retailers, who have ordered very largely in anticipation of a splendid business during this coming Autumn. All manufacturers report trade as good.

The Hide Market

The hide situation has strengthened materially during the past couple of weeks. Stronger prices are being obtained for both packer and country hides. Native heavy steers have sold as high as 29c at Chicago, and buffs are held on a 19c basis. The topic of interest for the moment is the contemplated price fixing on country hides by the United States Government. Just at this writing nothing definite is known with regard to this proposal, but it is thought that maximum prices will likely be placed on the various selections required for Government use. This will have the effect of strengthening the market in other lines. Dry hides, through the foreign demand, have gone up considerably during the past week. A recent cable states that S. H. Cordova hides in the Argentine sold to an allied government at a price equal to 50c. C.I.F. New York. These hides are not worth even 10 per cent. of W. H. hides, and the 1916 record price for the latter was 55c. It will be seen from this that the dry hide market is ruling strong. Altogether the situation is a complete change from that of even two weeks ago.

Excitement in Leather

The fact that the British Purchasing Commission has been in the market for leather supplies during the past ten days has had the effect of strengthening the situation considerably all around. A decidedly better tone is noted in all staple leathers and the situation, from being one of comparative indifference, has developed into one of considerable activity. Some large sales have been made during the month at advanced prices on those of the previous month.

Large purchases by the American Government for army purposes have had the effect of clearing up stocks on the other side of the line to a very considerable extent, with the result that there has come a demand for other lines that has made marked changes in the situation. Through export and the increased demand for army and other purposes, stocks are being pretty well cleaned up and prospects indicate stronger prices all around. The situation in kid strengthened very materially during the past week, prices advancing in some selections very considerably. Stronger prices are ruling in calf, especially in colors, and on some popular shades tanners are getting two and three cents advance. With the improving demand and the product pretty well sold up, there is every indication of a higher market still.

Has Been Some Advantage

The reports with regard to the placing of an embargo upon imports of boots and shoes have not been without beneficial results. Canadian dealers who have been in the habit of purchasing American footwear became alarmed at the prospect of their source of supply being cut off, with the result that they have ordered more liberally of Canadian makes. Some concerns who have been dealing principally in American footwear have, for the first time in their experience, given comparatively large orders for shoes made in Canada. It would seem as though this suggested action brought home to Canadian merchants, more fully than ever before, the necessity for patronizing home industry and, no doubt, apart from whatever may be done about restricting imports, a great many Canadian dealers will give the preference to Canadian footwear for economic reasons in future.

Excitement to be Avoided

A year ago the trade was just feeling the results of a six months' period of extraordinary excitement in leather and shoe conditions. Over-buying was done to an extent that took many weary months to bring anything like a recovery. The advice given in the last two issues of the SHOE AND LEATHER JOURNAL to dealers is well worth keeping in mind. A month or six weeks ago we advised shoe retailers to anticipate at least 80 per cent. of their requirements for the coming Fall season. Dealers who fairly well covered themselves for their Fall needs should have no worry with regard to supplies. While stocks are not large, there is every reason to believe that there will be plenty of leather to meet the needs of the Canadian shoe trade in spite of what may be required for export. To begin just now and increase orders would be to precipitate a situation similar to that of the beginning of 1917. The policy for shoe manufacturers, shoe jobbers and dealers to follow carefully is that of keeping as near as possible to normal.

Fall Trade in Shoes

Manufacturers are well satisfied with the orders that have come in for Fall footwear. A feature worth noticing is the general tendency towards cur-

(Continued on page 55)

How I Won Out in the Shoe Business

The Result of a Self-Examination That Showed the Deficiencies of a Retail Shoeman and How This Enabled Him to Correct the Defects

I AM a firm believer in luck—pure unadulterated luck. I am quite well aware that there are many people to-day who try to tell us that there is no such thing as luck, and that pluck and push are the factors that bring about success. I am willing to meet these people on a fifty-fifty basis and admit that pluck and push are absolutely necessary in the success of any business; in fact in my own case it was very much those, but at the same time there was a good deal of luck that got me started on to the pluck and push end.

It would take a great deal of argument for anyone to convince me that a man who is born a cripple, by pluck and push would ever be able to run a hundred yards in nine seconds, and it would also take a great deal of argument to convince me that any ordinary man with practice and determination can develop a voice like Caruso; but let me come to my own case. I had been in the retail shoe business for about five years. I would not like to say that I had been just struggling along because I was doing a fair business. Each stock-taking showed that while my bank account had not increased very much, it had not gone behind. Also, the stock in my store had increased some and new fixtures and equipment had been added every year. One day it suddenly occurred to me that if I should go on at the present rate, meeting my bills and discounts and ending up at stock-taking without any more increase than I had been making during the past years, by the time I was fifty or sixty years of age I would have to keep on working just as hard as I had been during the past five years.

We had a shoe retailers' association in our town that had been struggling along in name more than anything else. The officers were a dead bunch from president to secretary, and you will generally notice that when the head men of any organization are not alive and active, the organization will be largely of the same calibre. Companies of men can be made potential factors by two processes—driving or leading. In an organization of the type of our shoe retailers' association the men needed leading, and our officers were not of the calibre to lead them, at least they did not have enough "get up and get" in them to do it. The result was that our organization was much more dead than it was alive.

However, somebody conceived the idea that if we should have a banquet and a little entertainment, some life might be put into the organization. The date was finally set and the programme ar-

anged. Personally, I did not take much interest in the association, because, to tell the truth, while I was not an officer I was just as dead a member as any of the others. When the night came for the banquet it was not my purpose to attend, so indifferently did I look upon the affairs of the association. After I had locked up my store and was going home, I met another shoeman, who accosted me with: "Hello Bill! Where are you going?" I replied that I was going home and he immediately stated, "No you're not, you're coming down to the banquet with me." As I could not very well get out of it, I went with him.

The banquet was of the usual type; a very fair supper, some good music, some cut and dried speeches, and then in addition to that, an enterprising representative of a school of salesmanship had suggested to the president that he would like to give a short address on salesmanship. The request was granted, and while this was not featured particularly on the programme, I felt it was the trump card of that banquet as well as the turning point in my life. The short address which he delivered so froze itself into my system that for days and weeks after I could not thaw it out. Every other feature of the banquet faded from my memory but that address, because it seemed to me that he was hitting me all the time. He used a blackboard, and likening men to a square, he divided this square into four equal parts and drew these on the board. Then he asked the very pointed question, "Are you a four square man?" One of these four squares he labeled "Ability," another "Reliability," another "Endurance" and the fourth one "Activity." In order that we might remember these he said we could take the initial letter of each word, which spells the word "Area." Then he turned to the audience and said, "How is your area?" He stated that there was possibly not one living man who could measure up one hundred per cent. efficient in all four of these requirements, yet these were the requirements for a perfect man, particularly in business; but as it is impossible to arrive at a state of perfection, we should come as near to it as we possibly could and each one should size or measure himself up and see how far short he would fall in each one of these squares. I am not going to trouble you by telling all this man said about the brilliant failures or the failures of brilliant men in this world, because what interested me most, and will possibly interest you, was how these applied to myself.

I did really nothing until about three or four weeks after the banquet, and I did not do it then until the talk given by this man worried me so much that I was forced to do something, so I sat down and took stock of myself.

I considered first my ability, and after I had weighed it up in comparison with other men, I marked myself just a medium or average. I then began to consider whether I might not have been a greater success had I placed myself and my ability under the direction of somebody who had more endurance and activity than I had, and who would have been able to lead me better or drive me more; but as I had always had a strong aversion to working

for other people and wanted to conduct a business of my own, I decided that I was going to stay at the job and work out my own business-salvation with the ability I had, whether it was little or much.

Next came reliability—I began to consider just how much I would weigh if I were placed on the scales of reliability. I presume that nearly everybody would take offence if they were told they were not reliable; for when one is not reliable, he is so close to being a liar that he is liable to grow angry when he thinks of anybody even insinuating that he is not reliable. Still, as I was giving myself a thorough searching and wanted to be fair to my business, my business associates and myself, I did not spare myself any. I began to recount promises that I had made both in business and in social life, and I remembered with what ease I could let these go unfulfilled. For instance, if I should happen to be out of a line of goods, I would probably tell the customer they would be in the next week. This was not in any definite way, just merely saying next week. As the next week, in all probability, would have the regulation six days in it, this I saw at a glance was very indefinite. If the customer should happen to call on Monday or Tuesday and the goods were not in, I could fall back on the statement that there were still four days left in which the goods might arrive and be within the "next week" promise. Then I also remembered that sometimes I put off the ordering of the required line until the Monday of the week in which they were promised, and I immediately saw my lack of reliability in this one transaction. Then, as I thought on, I remembered that in the delivery of goods and parcels I was too careless to be put down as thoroughly reliable. I suddenly remembered customers who, for no reason that I could see, had left me and gone to other stores, and I began to wonder if it was not my lack of reliability that had caused trade to slip through my fingers. By now the self-searching had become serious to me.

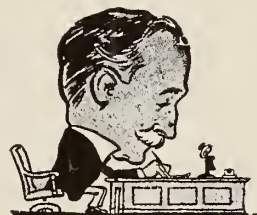
Then I took up the next problem of endurance. I remembered how I had started with various plans of advertising. The results did not show up just as quickly as I had dreamed they might, and I remembered how I had cooled off. I gave up, dropped the scheme and tabooed it as being unpractical. Never for a moment had I put any blame on myself for not pushing it harder and staying with it longer. Then there came to my mind some plans I had considered for the changing of my store. I had these all mapped out nicely, had got the price from the carpenter, and after I had it all ready to order the carpenter to go to work, I just neglected it. I seemed to let it go by default, and every day that went past it was harder for me to think of it; and every day that went past I thought of it less than the day before and the change was not made, although I knew it would be a good thing for my business. I saw at a glance that I was going to measure pretty low in the requirements of endurance.

I dropped endurance to consider activity. Possibly the antithesis of activity is laziness, and I have yet to see the man who did not flare up when you accused him of being lazy. It is something like

calling a man a liar. Every man hates to be called a liar, no matter how many untruths he can tell. Human nature is lazy by birth, and every man hates to be told of his birthright. True, there are many men who are quite active, but still right down at the bottom, there will be some phase in which there will be more or less of that inherent laziness. Then I saw that possibly the amount of inactivity which had been handed to me, or which I had cultivated, was one great helper in cutting down my enduring qualities. In other words, I saw that I lacked hustle and that I had the "wait a minute" developed in me a hundred times more strongly than the "do it now." I remembered one time it was my intention to put in a window display for Easter that would eclipse everything I had ever undertaken before, and I dreamed about it until



He thinks the Shoe and Leather Journal is not in his mail.



The April 1st issue was so big he missed it. April fool!

the first thing I knew Good Friday had come and the window was not in. There was absolutely no use then, at least I considered it was no use, and I put it off. Then the next week I put off dressing it, and it was just a case of put off until the time came when I was forced to redress it because of the dust that had accumulated. I saw at a glance what a little activity would have done there and how much more money I might have made in my Easter sales than I did. Then I began to think of great men of whom I had read and found that they had all accomplished their greatness through hard work, which means activity. I then studied the methods of successful merchants, and I determined that I would adopt some of their ability and I would be reliable enough with myself to carry out their methods, and I would endure with all the activity I could until I had at least accomplished something. So after I had put these four requirements into active operation, my area began to take on a new form and produce results in my store, and to-day, after five years of their application, I have every reason to believe that within another ten years, all things being equal, I can retire from the shoe business and live comfortably all the rest of my life. But it was a case of luck through which I met the brother shoeman who made me go to that banquet. Oh, yes, I still believe in luck.

HOW TO JUDGE UPPER LEATHER—By Mr. Ed. Lewis—Being an Article that will appear in the next issue of this paper and will appeal to shoemen generally.

**A Special
ANNOUNCEMENT
TO THE TRADE**

Thanking those who have been of assistance to us in reaching our goal by favoring us with their trade, we beg to announce that we have been compelled to move our Sales Rooms from 44 St. Antoine Street to better and larger quarters in

**THE SLATER SHOE BUILDING
36 ST. GENEVIEVE STREET**

where we will show in our spacious Show Rooms the very latest and best in

LEATHER and CANVAS SHOES

*for Women, Misses, Growing
Girls and Children*

CANADIAN FOOTWEAR CO., LIMITED

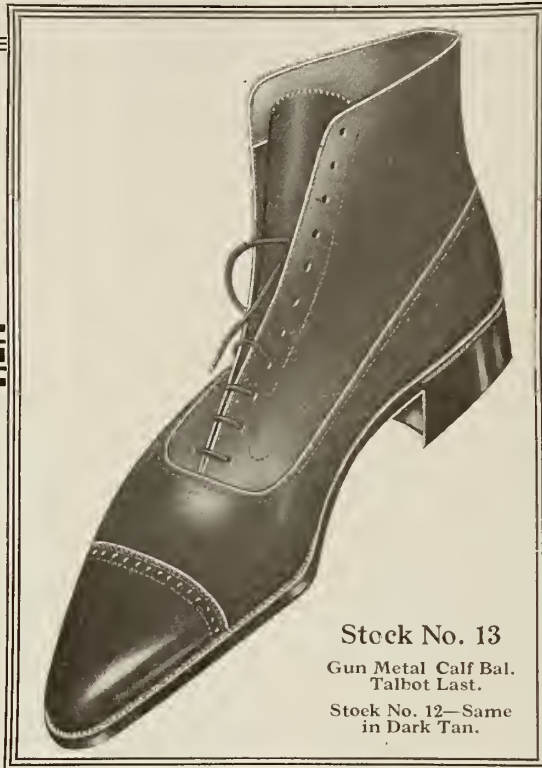
MAKERS OF FINE SHOES FOR THE FAIR SEX

SALES ROOMS

**36 St. Genevieve Street
Montreal, Que.**

FACTORY

**Pointe-aux-Trembles
Que.**



Stock No. 13
Gun Metal Calf Bal.
Talbot Last.
Stock No. 12—Same
in Dark Tan.

The Master Builder

watching the last timber or steel girder fit exactly into place, experiences a thrill of intense satisfaction, and the ejaculation escapes him, "Just right!"

Likewise, the master retailer, observing how perfectly this shoe mortises into his scheme of successful footwear merchandising, feels the thrill and exclaims, "Just Wright!"

E. T. Wright & Co.

(INC.)

St. Thomas, Ont.

Rockland, Mass.

The *Just Wright*
SHOE

Our recently issued Catalogue correctly portrays each shoe. A copy, with price quotations, will be mailed upon request.

sale, then credit notes, transfers, total sales, increased stock, decreased stock and totals. This record was made up weekly for each section and contained the following entries: total invoices at cost, selling price that was placed upon goods, total sales, credit notes and transfers which, when deducted, left the net sale. From these figures, the figures of the next three columns were secured. If the sales value of goods received into stock was more than the net sales there was an increase shown in the total amount on hand, and was so entered. If the sales were more than the invoice, then the stock had decreased and the amount of the difference was entered. The previous week's stock for this section was then looked up from the record of the previous week, and the stock on hand was secured by either adding the amount of increased stock or subtracting the amount of decreased stock. The total sales of the week were also secured from this sheet and were compared with the same week in previous years and the gross profit and total amount of stock on hand, which was also compared with the amount of the previous year.

These records were made up from sales slips, on which was marked the number of the shoe if from regular stock and, as has been explained, all the information necessary to make up the records was included with the number. Each day a record was made from these slips, and at the end of the week the totals were carried to the weekly report.

The advantage of these is that they give the totals for weekly reference and for information to supply the head office at a moment's notice. Mr. Harper knew at a glance exactly just what lines were selling and how fast they were selling. To get the details of this he had still other forms which he used. When an order was placed, the details were entered on one page of a record book, showing the number of pairs ordered, the price and the quantity. There were twelve spaces altogether on this sheet for repeat orders if the sale of the line warranted them. On the same sheet were spaces for the entry of the weekly sales from each line, and the balance left in stock was secured by deducting these sales from the total quantity received. The quantity in stock each week was carried to the right-hand column, and it was only necessary for the manager to obtain a glance at these sheets to see what lines were selling. In addition, a weekly report sheet was made out showing the sales of every line in stock. The value of this information cannot be over-estimated. This showed exactly the lines that were not selling quickly, and a little extra effort was put forth to have these cleared out as soon as possible.

All this printed matter may be too much for the ordinary small store to adopt, but there is no reason why some form of ruled sheet could not be made up by hand that would keep a record of the stock of any small store, and show the retailer at a glance just the condition in which the stock was. A little mental ingenuity on the part of owners of smaller stores will devise a plan whereby they can greatly facilitate the keeping of their stock and thus see what lines are selling quickly without over-taxing their memories.

TWO UP-TO-DATE ADS.—THESE ARE NOT OF THE "GOOD OLD DAYS"

The two ads. reproduced may bring to your mind "the good old days," those pre-war days, when prices were lower than now. But they are strictly

Women's Boots for Early Buyers at • \$1.95 Pair



For these items we cannot take phone or mail order, the quantities being limited.
 400 pairs of Women's Dressy Spring Boots in a variety of smart, neat styles, including patent leather, button or laced, with dull leather tops, and high topped vici kid, button, or laced. Sizes 2½ to 7. Special, Wednesday, greatly reduced to... \$1.95

TWO SPECIALS IN MEN'S FOOTWEAR.
 Men's Boots of gunmetal calf, in neat spring style, balmoral, recede shapes and Blucher rounded toe styles. Sizes 5½ to 11. Wednesday, special... \$2.95
 Men's Heavy Buckle Overshoes of cashmerette cloth, warmly lined, with soles and heels of heavy corrugated rubber. Sizes 6 to 11. Special... \$1.50
 —Second Floor—Queen Street—

LEVY'S SHOE STORE
 260 Yonge Street, at Trinity Square

Shoe Sale




Not the ordinary odds and ends, but a complete assortment of good styles that include many varieties worn this season; sizes 1 to 4.

TUESDAY & WEDNESDAY ON BARGAIN TABLES

We guarantee a saving on every purchase that is worth while. Sold everywhere at \$5 and \$6 a pair.

\$2.00 Leathers are patent calf and kid skin —G o o dyear welt soles.

up-to-date, one appearing in a morning paper and the other in an evening paper of February 26th. Both advertisers are reputable houses, known to back up their advertising with the goods. Mr. A. Levy is vice-president of the Toronto Shoe Retailers' Association.



Made with Regard for
Style,
Wear and
Comfort



WHEN we look back over the many years that we have been making shoes and count the great number of brands that have come and gone, never to return—some because their makers made shoes only to SELL, not to LAST; others because they thought the great majority of people would not notice the difference. It only proves our theory that the making of the BEST shoe and selling at the LOWEST price consistent with GOOD WORKMANSHIP is the ONLY solid foundation for satisfaction to manufacturer, dealer and consumer.

Our aim has always been to make stylish, yet durable footwear
for

Men and Women

THE BRANDS THAT HAVE STOOD THE TEST

Paris

Men's Welts, Women's McKays

Patricia

Women's Welts and Turns

Metropolitan

Women's McKays, Men's Welts

Daoust, Lalonde & Co.

Montreal

Limited

Writing Business Letters

Get Away from Stilted and Hackneyed Phrases—Putting Punch into Correspondence—Collection Letters That "Pull"

THE day is past when any old thing will do in letter-writing. Every other phase of business life has received scientific attention. Why not the business letter? Old stereotyped forms and phrases are passing away as live business men see they have no compelling force. The letter of to-day to be effective, must have breathed into it something of the spirit and personality of the writer. It must be more than a bundle of words and phrases that are half meaningless in their make-up. There must be something of human interest woven all through it. It should be made personal. Many find that that little perpendicular pronoun has a good effect when judiciously inserted into the business letter and has more force than the old "we" which was used so much to give the idea of modesty on the part of the writer.

If you are talking to a person who may be in your presence, you use natural terms, tones and expressions. Is it not logical to assume that your letters will have more of these attributes if you write in natural terms and expressions? Letters breathing this spirit break down the barriers of distance and have a personal touch that gets home.

In this article we shall deal only with the Collection Letter and it may seem impossible that this type of letter should, or could contain anything of personality. Letters of this character have long been looked upon as "dunners," as abhorrence to write and an insult to receive. Their composition in the past shows that there was not a careful choosing of language that made them effective and lacking in offensiveness, but modern business methods have even brought the collection letter up to a standard where it is not difficult to write and its receipt gives no offence because it is based on sound business principles.

Compared with former years, few shoe retailers do a credit business to-day. Still, there are a number who, through circumstances or local conditions, are forced to do a certain amount of credit business, and wherever credit is given there are always a certain number of delinquent customers who are not able to, or do not, at any rate, meet their obligations when they are due. A great number of these may be reached with a collection letter and in the writing of this some tact must be used.

The difference between a sales letter and a collection letter is that the former is really a pleasant task of presenting an article so alluringly that the prospect will be persuaded to part with his money to possess the article. It will at once be seen how much more difficult it is to persuade a man to part with his money for an article he has had in his possession and may be partially or wholly worn out. This is really the difference between writing a sales letter and a collection letter.

Between your good pay and your bad pay debtors there will be many gradations and temperamentally different people who will need skillful handling. However, if the debt be a just one, it should be paid and you are justified in looking at it in a cold business way. Still, one can be too cast-iron in the tone used in these letters, especially with those persons who are desirable to be retained as customers. It is now that the personal element should be breathed even into the collection letter, though the just debt should be looked upon as the strictest business obliga-

tion and payment should be asked on no other grounds but that it is due. Forestall the debtor regarding the obligations as a favor to you. Let him see it as a strict business obligation and that he owes you the money for which he has received value. You should lay it down as a Mede and Persian law, never to ask payment on the ground that the firm is hard up or needs money. Do not write in this strain:

"We intend to be honest with you and tell you that we need the money. Unfortunately, there are others of our customers besides yourselves, who are behind with their accounts, which greatly inconveniences us, etc."

This is the poverty method that never brings in money, whether presented verbally or in letter form. "There is nothing succeeds like success." If you are really approaching financial difficulty or need money very badly, do not let anyone know it except those who should know it, and your delinquent customers are by all means the very last ones who should be made acquainted with the fact. Keep the "success front" prominently forward at all times. Appear well even though you do not feel well.

Nearly all form or collection letters begin with a gentle reminder or notification of the account being due. Here is an illustration:

"Dear Mr. Williams:—

"You have been so busy making your preparations for the coming spring trade that you have doubtless overlooked that your account with us is somewhat overdue. You have always settled your bills before very promptly, and we feel confident that this reminder will meet with an equally prompt remittance in this instance."

Starting with this gentle reminder, a notification is made more emphatic with each succeeding letter of the collection series.

The following is from the second letter of the series:

"The cheque you were to send me for \$20.00, due on your bill of March 12th, has not arrived. No doubt you have overlooked this or have laid it aside for early settlement."

An oversight is still suggested in this letter, but such a suggestion is usually so far-fetched after the first letter that it does not prove very effective.

Here is an extract from a fourth letter that is still more emphatic:

"I, have sent you frequent statements and letters about the \$20.00 on your account, which is now two months past due, yet you have not paid the account nor answered my letters."

Following this rather strong notification of how the account stands, the letter proceeds with the collection talk. It is here that you will have to be careful in picking out the different classes of debtors and wording your letters to suit each one. It really needs a little study of human nature to be successful in this work for quite naturally, you would not write the same to a good pay customer or debtor that you would to one of bad pay.

In the event of a debtor having some valid reason which prevents him from meeting the account immediately, it may be well to mention this in your next letter. For example, this letter offers to clear up any dissatisfaction which may be his valid reason:

"If you have any cause for dissatisfaction with your account, please inform us at once, for it is better to clear up any misunderstanding at once than to allow the matter to drag, making your account troublesome to us and annoying to you."

Specialties for Shoe Manufacturers

Heel Pads cut from several grades of white felt, also cut from all colors of combined imitation leather and felt, with large assortment of dies to fit any shoes.

Tongue Lining, cut in all widths, from different qualities of felt, put up in rolls 25 yards long. No folding required, as it cuts to clean edge without fraying.

Kendex Insole Stock, fast color; will not shrink, curl or swell; put up in sheets, making economical cutting.

White Kendex for heel compensators.

Piece Felt for all shoe manufacturing purposes. Imitation Leather. Imitation Leather combined with Felt.

Send for Samples

KENWORTHY BROS. CO.

**STOUGHTON
MASSACHUSETTS**

Represented by HORACE D'ARTOIS, 224 Lemoine Street, Montreal



THEY HAVE NO EQUAL

In the all-round qualities of material, make, wear and fit. For two generations they have lead all others.

MOOSE HEAD BRAND Larrigans, Shoe Packs and Moccasins

Are not the product of indifference and experiment, but the outcome of fifty years practical experience. Give your customers what they ask for—Moose Head Brand.

HAVE YOU SEEN OUR TRENCH AND SPORTING BOOTS?
OUR FARM SHOES GIVE WEAR AND COMFORT.

JOHN PALMER CO., Limited
Fredericton, N.B.

Here is another way of handling such a situation:

"If there is any valid reason why you are unable to meet this obligation at the present time, let us know what it is and when we know just where you stand, possibly some settlement satisfactory to both of us can be made."

Your next procedure will depend upon the answers you receive. Some may have just reasons, others make-shifts, and it will be necessary to temper the tone of your letters according to the circumstances of each. From the following five letters you may be able to glean matter that will suit your particular case and enable you to write an effective letter.

Dear Sir:

Whenever one of our customers does not promptly remit his first payment under our contract with him, his account is automatically referred to me. Your account has now run behind for two weeks. Often, in handling accounts called to my attention, I find that customers have misunderstood or been somewhat confused as to how payments are to be made. Perhaps you have done so.

While as a reminder only, we send out our statements shortly before payments are due, you need not wait for these, as by chance they may be delayed or fail to reach you. So send in your payment when it is due, and you will receive prompt credit and acknowledgment.

I would like also to ask your co-operation in regard to your payments—that is, that you write me if at any time it is impossible for you to make your payments on the date on which we agreed. This will prevent the possibility of any misunderstanding.

Enclosed you will find an outline of our various service departments. These services are offered to you free. Use them regularly.

Will you put your remittance in the enclosed envelope and mail it to-day?

Yours very truly,

Dear Sir:

You have disappointed me. I expected a reply to my recent letter regarding payment on your account, but none has come.

It is now almost thirty days since payment was due. Your next payment matures in a few days, and I am sure you want to keep your account in good standing.

We have granted you a long period of credit, broken into monthly payments, because we appreciated the fact that this would make it easier for you to do business, and because we were confident that, especially under such conditions, responsible men are careful to maintain their credit.

Will you not send us your check while this letter is still fresh in your mind? Or at least write to me that I may have a correct understanding of the situation: this will permit your account to be handled in a satisfactory manner.

Yours truly,

Dear Sir:

Are you ill? Have you been absent from home? Has some unfortunate circumstance overtaken you?

Perhaps there is some unusual condition which has prevented you from answering my letters or making your payments.

I am rather of the opinion, however, that you

have had the matter fully in mind, but have simply neglected it from day to day, intending to forward your payment, but never quite "getting around to it."

At any rate, I would appreciate it greatly if you would give this account your prompt attention NOW. Then you, too, will feel better.

Yours truly,

Dear Sir:

Have you any cause for complaint as to the handling of your account, since becoming one of our customers? If so, will you write at once?

I have tried to handle your account in a manner fair to you and to this company. I seem to have failed. At least you paid no attention to my letters and are letting your account become seriously delinquent.

It is not fair to either of us to compel me to write again and again.

The spirit of the golden rule is strong within us all, however, and I believe you will use the enclosed envelope to mail either your check for the two payments now due or a frank letter explaining why you have not paid.

Sincerely yours,

Dear Sir:

If you are an honorable man, you will make payment on your account or mail us an explanation immediately. We have called your attention to this account several times. You have not answered.

We accepted your contract, believing you responsible and honorable. We have done our part. You have not done yours. What shall we believe now?

Yours very truly,

A SHOEMAN WITH PUBLIC SPIRIT

(See front cover)

Mayor R. T. Hayes, president of J. M. Humphrey & Co., Limited, manufacturers and wholesale dealers in shoes, S. John, is not only a well-known figure in commercial life in the capital city of New Brunswick, but also occupies a prominent position in social circles owing to his affiliation with many church and charitable organizations. Beloved by all who come within his acquaintance, men in every walk in life repose in him their trust and confidence. In 1909 he was induced to become a candidate in Victoria ward in the civic elections and was successful. He remained in office until 1912, when he retired. During his tenure, he was made chairman of the finance committee and filled the position with the utmost satisfaction. Thirty-four years ago His Worship became a member of Portland Street Methodist Church, and the interest he manifested in the classes, etc., won for him the admiration of the pastor and the respect of the entire congregation. As a result he was unanimously appointed superintendent of the Sunday School ten years later and has since held that position. During his term he represented the church at many conferences and became widely known for his executive ability. He was appointed chairman of the provincial executive of the New Brunswick Sunday School Association, and later treasurer of the New Brunswick Bible Society. Mayor Hayes is also a member of the governing board of Mount Allison University. In addition to these offices he is chairman of the Board of Governors of the Boys' Industrial Home, president of the Provincial Red Cross Association, member of the St. John assessment commission, and chairman of the Halifax relief committee. Mayor Hayes entered the employ of J. M. Humphrey in 1884, and upon the death of the latter in 1894 became senior member of the firm with sons of the deceased.



*The
Home
of*
**Star
Brand
Soles**

THE Repairman has complete confidence that Star Brand Soles will stand, just as we have entire faith that *THE BRITISH WILL STAND*; for Star Brand Soles are made in accordance with the best British ideals of real worth.

Back of the fame of Star Brand Soles is the fame of Beardmore Leather.

BEARDMORE & CO.

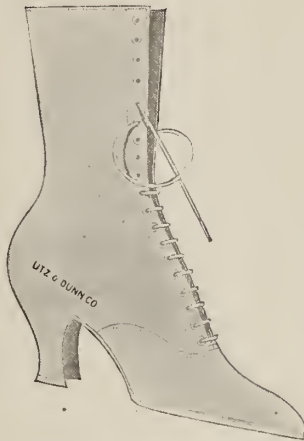
TANNERS AND SOLE CUTTERS

TORONTO

MONTREAL

QUEBEC, P.Q.

CANADA



J 394 J.

Women's Welt Boot, White Reignskin, Tourain Last, 8 inch height, full quarter lace, white ivory sole and welting, close edge, 2 1/8 inch wood covered heel.

AA, 4 to 7; A, 3 to 7; B, 2 1/2 to 7; C, 2 1/2 to 7; D, 2 1/2 to 7.

\$4.00

J 194 E
Women's Flexible McKay Boot, white canvas, Belmont last, 8 inch height, plain toe, regular leather sole, wood covered half Louis heel.

A, 4 to 7; B, 2 1/2 to 7; C, 3 to 7.
D, 3 1/2 to 7.

\$3.25



J 385 L

Women's Welt Boot, white Delhi calf, Juanita last, 8 inch height, full quarter, circular vamp, regular leather sole, white welting, 2 1/4 inch wood covered half Louis heel, aluminum plate.

AA, 4 to 7; A, 3 to 7; B, 2 1/2 to 7;
C, 2 1/2 to 7; D, 2 1/2 to 7.

\$5.50.

Three Styles in Stock

Quality! Quality! Quality!!

Quality comes first, last and always in Utz & Dunn Shoes. For thirty-five years that has been the watchword before the skillful workmen who build them. It is Utz & Dunn Quality that has been instrumental in maintaining the prestige of many a successful retail store. This quality stands at your service, ready to make many friends for your store.

For your choice Summer trade we suggest White Boots.

"THE NAME THAT STANDS FOR QUALITY"

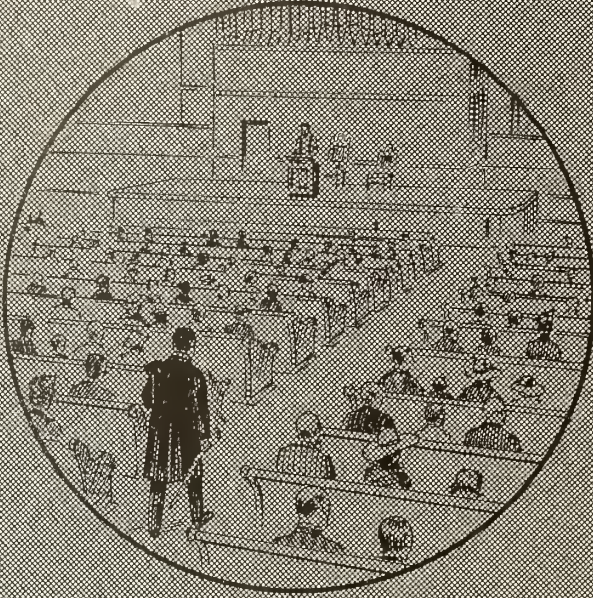
UTZ & DUNN CO.

ROCHESTER, N.Y.

DENVER OFFICE
218 Charles Building Denver, Colo.
Tiger & Voorvaart, Representatives

NEW YORK OFFICE
Bush Terminal Sales Building
130-132 West 42nd St., Room 1501
S. A. McOMBER, Representative

LOS ANGELES OFFICE
319 Story Building, Los Angeles, Cal.
G. C. McATEE, Representative



Silence
is an
appreciated
feature

of

Tenax Soles

No need to worry about the squeak. There is no squeak in them. No dampness—thoroughly waterproof—and an efficient guard against slipping. Tenax takes the place of leather, both in making shoes and repairing them. Better than leather in every way—wear better and wear longer and save money.

Tenax Soles will wear to the end without cracking or breaking, and the quality is the same all through. Let us send you samples and try them out. Made in Black, Tan and White.

GUTTA PERCHA & RUBBER, LIMITED, TORONTO.

BRANCHES AT

HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA,
SASKATOON, LETHBRIDGE, CALGARY, EDMONTON & VANCOUVER

Rubber Footwear Notes

Placing Orders Now In—Business Considerably Ahead of That of Last Year—Dealers Fairly Well Anticipated Their Needs—Sporting Goods Business Off to Good Start

THE placing season for rubber boots and shoes is now pretty well over and orders are in the hands of the various manufacturing concerns, who report that they are considerably ahead in volume of that of last year. Notwithstanding the increase in prices, shoe retailers seem to have reached the conclusion that the best policy was to place their orders early, with the result that a month has been gained in this respect over last year. This is very satisfactory to the manufacturers and will undoubtedly prove also satisfactory to the retailers later on. There was a great deal of trouble and hard feeling last season through delay in procuring rubber footwear, which the manufacturers hope will be largely obviated this year by the orders being in hand much earlier.

Less Friction

In spite of the large amount of business done, there appears to have been less friction in connection with placing orders than ever before. There have been the usual reports, of course, of blanket orders and a certain amount of cross firing with regard to arrangements and terms, but there has been very little departure from the recognized standards for selling. A good deal of opposition arose at the beginning to the proposition of some of the companies protecting themselves against the exigencies of the war, but most buyers have seen the wisdom as well as the necessity for this provision being made.

The Retail Trade

Retail business in rubbers for the past month has not been as good as is usually the case in April, on account of the fact that the weather has been much drier. The month of April has been abnormal in this respect and some think that May will probably make up for the lack of moisture. Stocks in the hands of retailers are small and there is not much interest as to whether rain comes or stays away; as a matter of fact, shoe retailers are looking forward to a good month in leather footwear and do not seem to trouble much with regard to the prospects for rubbers. Prices are very much better maintained than in any year in the history of the business. Retailers seem to have settled down to the policy of making a profit on rubber footwear.

Rubber Imports

The trade has been very little excited over the prospects of an embargo being put upon rubber

footwear, although it has been taken for granted that should leather goods be placed under the ban, rubber would follow suit. Canada is in a position to make practically all her requirements in this line, and it would be no hardship if the source of supply across the line should be cut off. There are a few specialties in the large centres, and especially near border towns, where rubber footwear is imported to any extent from the United States. The perfection to which the manufacture of rubber has been brought in Canada, however, will obviate any hardship should those now handling American lines be compelled to eliminate same. The United States has had enough to do in the last two years to provide its own customers with rubber footwear and will be glad enough to see it taken over by Canada.

Rubber Footwear for Overseas

Rubber footwear manufacturers from all sections met in Washington recently with officials of the Quartermaster's Corps and considered the new specifications for rubber boots and arctics, which are now practically completed and approved. The new arctics are intended to be worn over the new Pershing trench boot. These specifications combine the suggestions made by the Rubber Manufacturers' Committee and those from General Pershing's, officers based on their experience with such goods in the field. They will also consider the suggestions of the British and French armies, who are using American-made rubber footwear. It is expected that orders will be placed for nearly 3,000,000 pairs of arctics and 1,000,000 pairs of rubber boots within the next few days.

Sporting and Canvas Goods

Stocks in this line have only just come in, and it is rather early to say just what is in store for the sale of this class of goods. It is expected, however, that there will be a large run on account of the high price of similar lines in leather. Dealers have made greater preparations this year than ever before and will not be so badly caught as they seemed to be last year, if we are to judge from orders placed for this season's goods. Manufacturers are farther ahead in the production of the goods, and from what we are able to learn there will be few complaints as to orders being filled. The attractiveness of the lines certainly make for a large trade, and we expect to hear during the next month or six weeks of a profitable turnover in sporting goods.

LEATHER AND SHOE TRADE JOTTINGS

(Continued from page 41)

tailment of lines. The retail trade have backed up manufacturers who have endeavored to conform to the general policy of conservation involved in minimizing the number of samples. Manufacturers complain now that their chief difficulty is going to be the procuring of help sufficient to meet the requirements of their output. Many of the factories are not able to produce more than fifty per cent. of their capacity on this account.



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

Rivaling Genuine Kid

Surface Kid is a decided advance on genuine kid. It has a beautiful grain with a pliable texture like that of Chamois. More economical than kid and less expensive, and will not scuff.

In Black and Colors

Head Office:

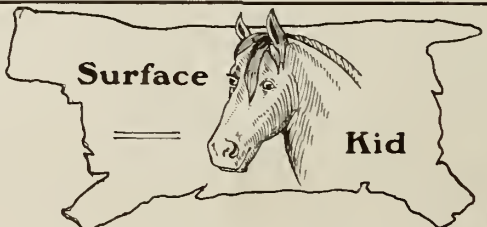
491 St. Valier St., Quebec

**LUCIEN
 BORNE**

Send for Sample

Montreal Office:

225 Lemoine St. W.





The
"BRITON"
"REGAL
The Best at
Reasonable
Price"



STOCK No. 1521

Royal Purple Calf Bal.; Leather or
Fibre Sole and 8-8" Rubber or Solid
Heel; Invisible Eyelets to top.

Sizes and Widths: C, 6 through 10;
D, 6 through 10; E, 6 through 10.

*Anticipate your requirements and
order at once.*

Regal Shoe Company, Limited
472-474 Bathurst Street, Toronto

THE BEST BY TEST



In a recent test by Forest Laboratories (Department of Forestry, Ottawa) BENNETT Counter after soaking two hours in water absorbed only 7.4 % water.

It is *not a surface* coating. Every BENNETT counter is water and oil proof *through and through*. They still retain their flexibility.

Send for samples and test them yourself. A counter to fit every last made and fit every foot with comfort.

Made and sold only by

BENNETT LIMITED
MAKERS OF SHOE SUPPLIES

CHAMBLY CANTON, QUEBEC

Sales Office—59 St. Henry Street, Montreal



Two



Specials

No. 625.

Women's Patent Leather Oxford, plain Toe, Whole Quarter, Vanity Heel Plate, Goodyear Welt. C and D Widths. Sizes, 2½ to 7.

Price, \$4.60

No. 621

Women's Nigger Brown Kid Oxford, Plain Toe, Whole Quarter, Vanity Heel Plate, Goodyear Welt, C and D Widths. Sizes, 2½ to 7.

Price, \$5.75



No. 628

Women's Patent Leather Oxford, Imitation Straight Tip, Whole Quarter, White Welt. Goodyear Welt. C and D Widths. Sizes 2½ to 7.

Price \$4.70

No. 622

Women's Nigger Brown Kid Oxford, Plain Toe, Whole Quarter, Goodyear Welt. C and D Widths. Sizes 2½ to 7.

Price \$5.75

☐ *In Stock* ☐

Perth Shoe Co., Limited

Largest Manufacturers of Women's Goodyear Welted Shoes Exclusively in Canada

Perth, Ontario

B. & Co.

Make Your Repair Business Pay by using

JUMBO BLOCKS

They do away with loss of time and waste of material. Fall in line with the times and

CONSERVE!



They are an Economy, 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 six extra pairs of tap soles, which means just as 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 recognises 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."

WE ALSO CARRY A COMPLETE LINE OF TAP SOLES

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, ONTARIO

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

REPRESENTATIVES—MONTREAL, R. M. FRASER and JOHN McENTYRE. QUEBEC, LUCIEN BORN :

The Shoe Repair Man

MEETINGS OF THE TORONTO REPAIRMEN

The Toronto Shoe Repairers' Association have had two important meetings recently, one on April 11th and the other on the 25th. Among important matters taken up at the first was the consideration of a ladies' night for the members and their lady friends. Much discussion ensued as to the nature of this evening, whether it should be a dance, a dance and euchre, a concert and dance, a concert, euchre and dance or a straight concert. It was finally decided to leave the matter to a committee composed of Messrs. Smallwood, Robertson, Hendry and Butterworth, all good hustlers on a job like this, and to have full power to act. At a subsequent committee meeting an at-home and dance was decided to be held on Wednesday evening, May 8th, in the Foresters' Hall, 22 College street, Toronto. Excellent music will be provided and light refreshments served.

A very pleasing hour was spent at the close of the meeting on the 11th. The musical committee, appointed the previous evening, arranged a program at which Mr. Butterworth sang, Mr. Smallwood rendered a banjo solo, Messrs. Handry, Smallwood and son an instrumental trio, Mr. Ozard a guitar solo, and Mr. Wren demonstrated his ability as a tin whistle soloist of a very finished order.

At the meeting on the 25th a Purchasing Department was organized, modelled after the lines of the Edmonton Association. Members wishing to avail themselves of its advantages deposit \$10 with the purchasing committee, which is composed of Messrs. H. K. Hayward, J. W. Hendry, and A. E. Brodie. This money is a reserve fund with which the committee may purchase supplies at any time and be in a position to take advantage of any special buys that may come to their attention. The members can then rebuy at cost price, but must pay cash for all purchases, thus leaving the ten dollars always on deposit. The plan was enthusiastically received and a splendid nucleus was deposited by the members present.

The association is launching out on to a big "New Membership Campaign," in which they purpose to obtain a number of "Holders off," who should be on the inside of this splendid organization.

HAMILTON REPAIRMEN VERY ACTIVE

Since the Hamilton repairmen moved into more commodious quarters their meetings have been more successful. Thursday evening, May 2nd, is the date for a big social event at their regular meeting. Progressive euchre, music

and songs will be the program, and a generally fine time all around is expected. The regular meetings are generally finished with an impromptu program of songs and music. This is stimulated very much by Mr. J. Jarvis, one of the members who has the faculty of teasing the ivories of the piano until the instrument fairly talks.

A THRIVING BELLEVILLE BUSINESS

Mr. B. W. Brown, on Bridge street, Belleville, has a thriving repair business that he looks after properly. Mr.

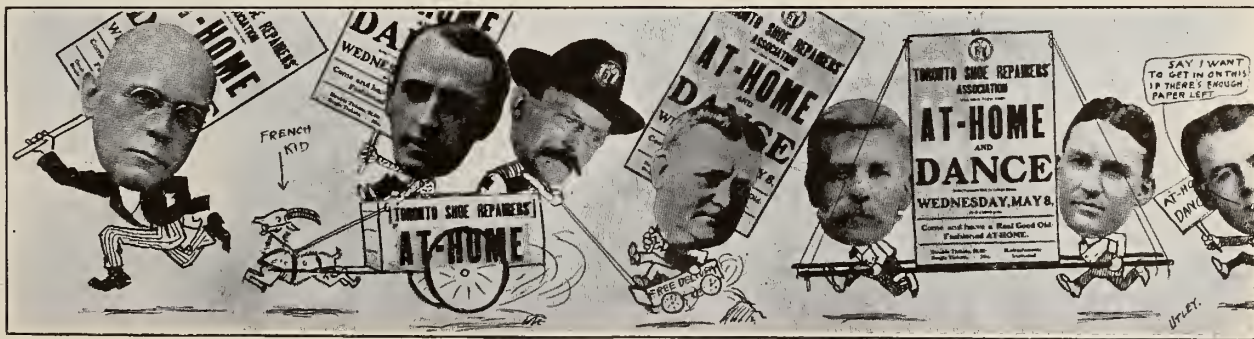


Mr. W. A. Brown's Repair Shop, Belleville, Ont.

Brown usually employes three or four hands, and one of his specialties is repairing rubbers. Perhaps Mr. Brown will tell us about this some time.

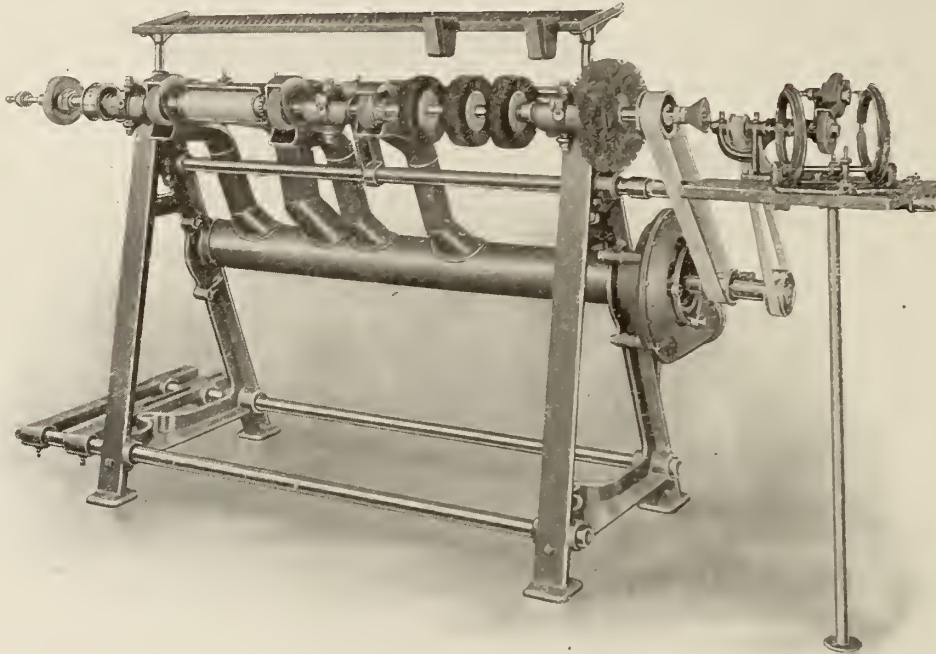
REPAIR NOTES FROM ST. JOHN, N.B.

Boot and shoe repairing in St. John, N.B. has undergone a marked change in the past few years; the old-fashioned style of sitting on a bench with a strap holding a boot on the knee has disappeared, and in its place is modern equipment to facilitate the output and lessen the labor. Many of the more prosperous repair men about the city have also installed finishing machines and are now in a position to turn out much better work than heretofore. The one drawback to the trade is found in the labor problem. Very few boys seem to take kindly to the business, and when one does learn the trade he immediately branches out for him-



Novel scheme adopted by the Toronto Shoe Repairers to advertise their At-Home and Dance. Other associations may copy.

CONDENSED EFFICIENCY



8-FOOT SHOE REPAIR OUTFIT—MODEL N

Showing Model B Skate Sharpening Machine attached. The smallest model of the famous MADE IN CANADA MODEL N SHOE REPAIR OUTFITS. Especially designed to give a maximum working efficiency in a

SHOE REPAIR OUTFIT FOR THE SHOP OF LIMITED SPACE

Reading from left to right the equipment is as follows:—

- Edge Setting Spindle with Nashua Rotary Edge and Shank Irons.
- Corrugated Rubber Finishing Roll.
- 2 Heel Seouring Wheels—1 Flat, 1 Curved Shape.
- Split Bottom Buffing Roll for Buffing Heels and Bottoms.
- Improved Edge Seouring Wheel with Protected Edges.
- One Heel Brush; One Shank Brush for Tan; One Shank Brush for Black.
- Yarn Polishing Brush for Uppers and Bottoms.
- Heel Breast Seouring Wheel shown lying on top tray fits into right end of shaft.

Can be supplied with or without the Model B Skate Sharpening Machine.

A Powerful Blower System that removes all the dust. Cast Malleable Dust Hoods that open to allow easy access to the wheels. Steel Top Work Shelf. Self Oiling Bearings. Heavy weight frame assuring smoothness in operation and an absence of objectionable vibration. Two Cast Iron Ink Pots furnished—1 Black, 1 Tan.

WRITE US FOR FURTHER DETAILS

United Shoe Machinery Co. of Canada, Limited

MONTREAL - - QUE.

90 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

self and the employer is again placed under a handicap. A few of the repair shops have also installed electric sewing machines and are able to turn out a large quantity of repair work.

There are upwards of one hundred repair men in St. John, but there is room for many more, as business at this time of year is booming and enough work is secured in the first three days of the week to keep those on hand busy for the remainder of the week. At the present time there is no association here, but in time those in the business anticipate organizing.

(Better get together boys and form an association. It will pay.—EDITOR).

WITH THE CALGARY REPAIR MEN

Among the repair men to instal machines recently are Gerstmeyer & Decker, Ferres, Sask., who have put in a Progressive Bench Finisher, complete with edge and heel trimmer on separate base.

Mr. H. Langley, of Lethbridge, Alta., has installed a Progressive Star Finisher, complete with stitcher extension. Also Top Moulder and Sole Leather Cutter.

Mr. W. A. Matthews, shoe repairer of 14th avenue, Calgary, has joined the colors.

VANCOUVER REPAIR NOTES

The shoe repairmen of the city have nothing of which to complain in the way of work. They are all busy and find it hard to keep up with their orders.

There are about forty repairmen in Vancouver and the association have thirty-seven of these enrolled in their numbers.

Mr. Ashman, of 16th avenue, had the misfortune to hurt his arm while running his sewing machine recently, and the injury developed into an abscess that necessitated the attention of a physician. He has been off work with it for some days.

Among the repair men who have recently installed finishers are Mr. H. Smith, of Broadway east, and Mr. S. Christensen, of Hastings street east.

Frank, the eldest son of Mr. T. Biglin, Granville street, died in St. Paul's Hospital, on Thursday, April 18th, after a short illness lasting but eleven days. He was twenty-one years old.

A FAMILY OF SOLDIERS AND SHOE MAKERS

It is interesting to note that Mr. W. W. Skilling, who for the past nine years has conducted a shoe repairing shop at 633 College street, Toronto, comes from a long line of

grandfather, was a shoe maker of Leith, Scotland, and conducted a successful business there. His son learned the shoe business and went to London, England, and started



Interior of Mr. W. W. Skilling's Repair Shop, 633 College St., Toronto

business. He in turn had four sons, all shoe makers, and Mr. W. W. Skilling is the youngest of these four. The present Mr. Skilling also has four sons, two of whom went overseas. One was with the U.S.M.C. before going overseas and was wounded at the battle of Fresnoy and died of his wounds. The other was wounded at the battle of Courcelette and returned home last August and is with his father in the shoe business. Out of five nephews who are in the imperial army five are shoe makers and another nephew carries on a shoe repairing business on 347 College street, Toronto.

ADVERTISING SHOE REPAIR SHOPS

"It pays to advertise," is a motto very old and just as effective to-day as it was the day it was first spoken. It also applies to shoe repairmen as well as to others. There will come a time when your business will slack off a little. That is the time to get busy with your advertising. The question will arise as to the best methods to adopt in this little advertising you purpose taking up. As the section from which each repair man will draw most of his trade is somewhat limited, especially in a large city, one good method will be to tack signs on places where there is available space merely calling attention to your name and business. These signs should be small, metal ones preferred, with little else on than your name and business and street address. "Get those shoes repaired at John Smith's Ideal Repair Shop, 21 Main street." "Your old shoes made new, at John Smith's Ideal Repair Shop, 21 Main street." "Get another six month's wear out of those shoes. John Smith, Ideal Repair shop, 21 Main street, will do the trick."

These are suggestions for the signs, which should not cost much to make or buy. But for specific advertising the hand bill delivered to the houses in the neighborhood of your shop will bring you plenty of trade. The tone should not be that of begging but should tell in a convincing manner the advantages of having shoes repaired, the comfort of the old shoes retained in the practically new shoes, after you have repaired them, the necessity of conserving leather, the great economy of having shoes repaired. Then, after having stated these advantages, quote your prices. It may be well to have a leader on some work you do merely to draw trade and then make up on your other prices. This leader may be in sewing small rips in the back of a shoe free when shoes are soled and heeled. This, of course, is only a suggestion, but as retail stores have a drawing card in the way of some specially priced article there seems no legitimate reason why the same idea should not work with the shoe repair men.



Exterior of Mr. W. W. Skilling's Repair Shop, 633 College St., Toronto

shoe makers and soldiers. His great grandfather was a shoe maker in the Black Watch and fought and was wounded in the battle of Waterloo. His son, the present Mr. Skilling's

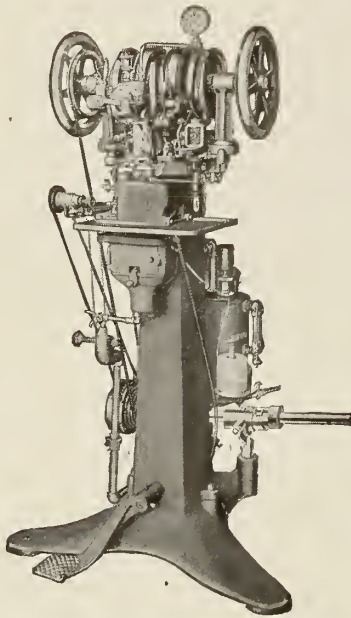
Landis Outfits are Money Makers

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

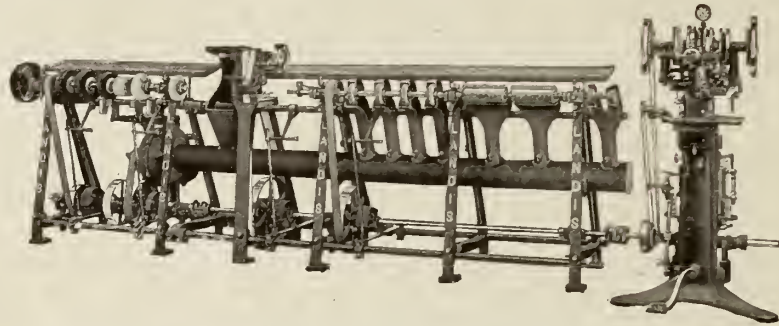
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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 Finisher
ed to Landis Model 25 Finisher

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

Jan 23

LOOK AFTER YOUR MACHINES

Some men are more mechanically inclined than others, and this applies to repairmen as well as to any one else. The repair man who looks at his machine only as a mere tool with which he can make money has not the right view. He will not be so liable to give it the proper care it requires. A few minutes each day devoted to cleaning and going over the machine to see that all bolts and screws are tight, will pay well for the time. It is impossible to obtain the best working results from a machine that is not running properly. The first essential is lubrication. The bearing parts should be well oiled at all times. This does not mean that oil should be poured on so profusely that it will drip and run all over the machine. The best oil or other lubricants are the cheapest.

It is well to look after the bearings. A loose bearing is not only noisy but good work cannot be done when a shaft is jumping. On the other hand do not have them tight enough to heat.

Another economical plan is to keep duplicate wearing parts and repairs on hand so that when needed, the adjustments can be immediately done without waiting hours, days and maybe weeks, to obtain the necessary parts. Immediately the repairs are made, send for new parts for your next emergency.

WHY NOT GET TOGETHER?

There is no repair men's association in the city of Quebec. As a great number of factory hands do repairing at home nights "on the side" it would be difficult to organize one. Still there are enough real shops to form an association. There are twelve repair shops installed with machines, nine of which are Progressive machines furnished by Dupere & Garant of Quebec. Three are the United Shoe Machinery Co.'s outfits, and there are four different sole sewing machines in the city. Two are U.S.M.C.'s, one a Landis, and the other a Victor. Dupere & Garant expect soon to open a school for repair men to demonstrate the working of the machines they sell. The school will be open to every repair man who wants to learn operating with the machine. This is reported to be the first school of its kind in Quebec.

MR. S. BURNETT'S STORE AND REPAIR SHOP

Mr. Burnett conducts a business on Yonge street, Toronto, and certainly has a nice trade. He has been in his present location two years, having purchased it from his former employer. He served his apprenticeship to the shoe-



The Attractive Shoe Repair Store and Shop of Mr. S. Burnett, Toronto

making trade in England, having gone at it when a very small boy and learned every branch of the business from cutting to finishing. He has specialized both in this country and the old in making shoes for deformed feet. It can be

said that Mr. Burnett was practically born to the trade, for his father started at shoemaking when he was ten years old and worked at it for seventy years. Mr. Burnett has a son in England, also a shoemaker, and is now master shoemaker in the British Army, having sold his business and enlisted when the war broke out. Mr. Burnett has been in this country six years and is an enthusiastic association man, having been secretary of the association in his town in England and is financial secretary of the Toronto Shoe Repairers' Association. The illustration shows his very clean, tidy and thoroughly up-to-date store and shop.

PETERBORO'S PUSHING REPAIR PLANT

Mr. W. A. Greenslade, of Peterboro, has been in business in Peterboro eleven years. He keeps one or two men. Gardening is Mr. Greenslade's side hobby, and he derives



Mr. W. A. Greenslade's Repair Plant, Peterboro

quite a little money from the sale of flowers from his green house, which he runs—just because he likes to.

NOTES FROM THE EDMONTON REPAIR MEN'S ASSOCIATION

The Edmonton association have been rushing a membership campaign that has been attended with the best results. They are determined to have all the repair shops into the association, and to this end went out in twos and threes and showed the outsiders the great benefits to be derived by being a member. They had something very tangible to offer in their purchasing department, for in many cases the members saved their association expenses many times over. This is an important consideration for other associations to take up.

A SCHOOL BOY'S ESSAY ON LEATHER

Leather is a tough, indigestible article of manufacture and commerce, grown unconsciously by cows and other animals. It is used in the manufacture of shoes, restaurant pancakes, belts, beef-steaks, traveling cases, licking straps for school teachers, and lungs for orators—chiefly the latter. Leather always goes up before a presidential campaign.

Most leather used to be in shoes; but they are putting less in shoes and more in beefsteaks since the war began.—Ex.

The repair business of Mr. R. Phillips has outgrown his premises at 585 Gerard street east, Toronto, and he has now moved this part of his business to another store, but will conduct his general shoe store at the old address.

Mr. James Phillips, son of Mr. Harry Phillips, of 770 Broadview avenue, Toronto, has started a repair shop on Logan avenue, near Danforth avenue, Toronto.



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

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; High-Grade Rubber Belting, Packing, Fire Hose and General Hose, Dredge Sleeves, Military Equipment, Mats, Tiling, Heels and Soles, Cements, Horse Shoe Pads, Agricultural, Plumbers' and Railroad Supplies, and General Rubber Specialties.

MONTREAL NOTES

The following prominent shoe and leather men motored from Quebec City to Montreal, leaving Quebec on Friday afternoon, April 19th: J. A. Scott, Fred Marois, Lucien Borne, Jr., Luc Routier and John Perkins. They believe that they have the distinction of being the first to come to Montreal from Quebec by auto this year. They had considerable difficulty getting across the river at Batiscan, Que. They had to cross on an old scow which had been lying idle all winter. However, they arrived safely and returned by auto on Saturday last.

Mr. C. E. Perras and Mr. Gordon S. Hubbell, of the Adanac Leather Co., Montreal, have just returned from a business trip to Boston and other American cities.

SHOEMAN'S SILVER WEDDING

Recently at the home of Mr. A. J. Hand, Toronto, a pleasant little function occurred that comes to a man but once in a life time. It was the celebration of the silver wedding of Mr. and Mrs. Hand. Mr. Hand looks young, acts young and really is young, despite the fact that he has just celebrated this twenty-five-year event and also the fact that he has been in the shoe business for forty years, twenty of which have been with his present employers, The Ames-Holden-McCready Co., Limited, Toronto. Both Mr. and Mrs. Hand were the recipients of many very pretty and useful pieces of silverware, and the evening passed off most pleas-



Mr. A. J. Hand, Toronto

antly with song, music, story and refreshments. Congratulations were also greatly in order, and we hope that we shall have the pleasure of writing the notice of Mr. and Mrs. Hand's Golden wedding. Who is the next shoeman to celebrate a wedding anniversary?

POPULAR SHOE MAN JOINS THE TETRAULT SHOE MANUFACTURING CO.

Mr. Peter Doig, who for the past three years has been sales manager of the Star Shoe Co., Montreal, on May 15th will join the forces of the Tetrault Shoe Manufacturing Co., Limited, of that city. It hardly seems necessary to say anything about Mr. Doig, so well is he known to the shoe trade of Canada.

He is a genial fellow with a big, kindly personality that

wins you at sight. In fact he has just those characteristics that attract and hold trade, and with all these he brings a wealth of knowledge of the shoe business, born only of long experience in the leather industries. Mr. Doig was born of Scotch parentage in the city of Montreal less than forty years ago. He started work at an early age, choosing shoes as the "biz," then later he was for twelve years with A. R. Clarke & Co., Toronto, covering Canada, Australia and New Zealand. In 1915 he joined the Star Shoe Co.,



P. A. Doig, who becomes Sales Manager for The Tetrault Shoe Mfg. Co., Montreal on May 15th.

which firm he is leaving on the most friendly terms with the management, to assume the duties of sales manager for the Tetrault Co., which position speaks volumes for his splendid success in the past as a shoe salesman.

Mr. Doig is a good mixer, a member of several high fraternal societies, a staunch supporter of the Y.M.C.A. and charitable institutions, and a business man with a following of friends almost as numberless as the proverbial sands of the sea.

ARE LOWER HEELS COMING ?


A French government edict has doomed high heels, as a further measure in the conservation of leather. Less leather is to be used in general for shoes in England, France, Italy and the United States. England's regulations governing footwear are drastic. The United States also is coming to a common-sense view of the matter. Still, there will, of course, be no sudden change from a high French heel to a very low one, as time must be allowed for consumers to become accustomed to the difference. The problem will doubtless be settled by a gradual lowering of the heel.—Ex.

VANCOUVER SHOE HAPPENINGS


Among the shoe men to be affected by the new military regulations is Mr. R. Ducannon, manager of the K stores, who is now wearing the khaki.

White goods are in strong demand in Vancouver, the bright spring weather having inclined the shoe wearers in that direction.

Mr. John Aberson, county representative of Story & Campbell, was taken ill at Princeton while on his duties. He expects to be around and attending to business in a few days.



AMONG THE SHOE MEN.



Mr. A. McKillop, of Calgary, Alberta, was a recent visitor to Montreal calling on the trade.

Mr. Thomas Ryan, of Thomas Ryan & Co., Winnipeg, accompanied by Mr. J. C. Maecker, of Winnipeg, recently visited Montreal and called upon the trade.

Dr. Elie Jobin, dentist, son of Mr. Elie Jobin, shoe manufacturer of Montreal, was married to Miss Stella Beauvias of that city, on April 24th.

Mr. E. Lynch, Ontario representative, of the Regal Shoe Co., has been showing a fine line of Regal samples at the King Edward, Toronto. Mr. Lynch expects to go out on the road about the second week in May.

Mr. J. E. Lavasseur, who has for considerable time represented James Robinson, of Montreal, in the district surrounding Quebec City, has been appointed Quebec City representative for this firm as well. Mr. Lavasseur will open an extensive show room in Quebec City, where he has arranged to spend several days a week looking after the interests of the Quebec trade.

Mr. H. Hatch, Superintendent of Gale Bros., Quebec City, returned recently from a visit to Boston, and while passing through, stopped off at Montreal to see some of his old friends.

Children's Footwear, Limited, have started business in Montreal, in the Eagle Building, St. Lawrence Boulevard. They will manufacture high-grade stitchdowns for children, misses, little gents and infants. It is their intention to offer a full line of these goods in all the fashionable colors. Mr. M. Marcowitch is the president and Mr. P. Braunstein, for a number of years connected with Theodore Mayer, shoe manufacturer, of Montreal, is manager of this new company.

Mr. W. E. Woelfle, of the W. E. Woelfle Shoe Company, Limited, Kitchener, Ont., recently called on the trade in Montreal.

Mr. W. A. Lane, of J. A. Scott & Co., Montreal, has just returned from a business trip to Boston.

Mr. Alex. Inrig, of The Lady Belle Shoe Co., Limited, Kitchener, motored to Toronto on business on Saturday, April 27th. Mr. Inrig is some hustler when it comes to covering territory, and knows how to do business with a flivver.

Mr. L. J. Breithaupt, of Kitchener, was a business visitor in Toronto during the week of April 22nd.

Mr. W. C. Myers, representing the Parisienne Shoe Co., Limited, is practically located permanently at the Queen's Hotel, Toronto, with his samples of this firm. He is making a trip to Hamilton for a few days, but on his return will be found at the Queen's Hotel.

Mr. W. B. Parvin, recently of the Fit-U Shoes Store, Bloor street, Toronto, has joined the forces of the Ames-Holden-McCready Co., as traveling salesman, and will go out from Toronto.

Mr. E. J. P. Smith, representing the Rena Shoe Co., of Montreal, has been a business visitor in Toronto and other Ontario centers recently.

A farm journal gives the following advice:—Use rubber boots when pruning so as to avoid damage to the trees.

The Toronto police have succeeded in rounding up some real desperate shoe thieves. Fred Snyder was sentenced to two months in jail for stealing three pairs of shoes

from the store of Mr. Woods, Roncesvalles avenue, and a man named Murphy was sentenced to two years for drawing a revolver on an officer at the time of the arrest.

At the Mimico Industrial School for boys shoemaking is taught among other trades, and is reported to be the most popular of trades with the lads there. There are four types of shoes made designated as week-day shoes, Sunday-shoes, hockey boots and house slippers.

A contract for boots for the policemen of Quebec City is reported to have been let to Philippe Turcotte at \$5.95 a pair.

Mr. M. A. Desmond, of the New Castle Leather Co., Montreal, was a business visitor in Kitchener and other Ontario centres recently.

Mr. Philip Pocock, wholesale shoe man of London, Ont., was in Toronto recently on business in connection with the Hydro Electric of which he is a member in the Forest City.

Mr. H. Gibbons, manager of the John Murphy Shoe Co., Montreal, was in Toronto during last week on a general business trip for his firm.

Mr. Godfrey, representing Dungan, Hood & Co., Philadelphia, has been visiting Kitchener and other Ontario points looking after the interest of his firm.

Mr. Parker, representing Parker Thompson Co., Montreal, has been on a trip recently in Ontario.

Mr. A. Levy, one of Toronto's retail shoe dealers, has been on an extensive buying trip to Montreal, Quebec, Boston, New York and other eastern shoe centres. While in New York Mr. Levy called on his son, who is attached to the flying corps there.

Mr. Narcisis Gagnon, of Air & Son, Montreal, has just returned from a few holidays in Atlantic City.

Mr. John Dunbar, Manager of Scott-Chamberlain, Limited, London, Ont., was in Toronto last week on business connected with his firm.

L. C. Robitaille, representing Bertrand & Thibault, Quebec City, have been calling on the jobbers in Toronto recently. He carries a line of children's and misses' shoes.

Mr. W. A. Lane, representing J. A. Scott, of Montreal and Quebec, has been in Toronto and other Ontario centres looking after the interests of Mr. Scott's leather trade.

Mr. Allen Blachford, of the Blachford Shoe Mfg. Co., Toronto, left for Philadelphia on Thursday, April 25th, on a leather buying trip.

Mr. Thaxter Shaw, president of the Anglo-Canadian Leather Co., Montreal, has been in Toronto recently on business with his firm.

The W. B. Hamilton Shoe Co., Limited, Toronto, has just issued a very neat brochure illustrating their various lines of white shoes. The booklet is issued just now particularly for the 24th of May trade, which is usually heavy in white goods just before that date.

Mr. William E. de Chantal, Superintendent of the Canadian Footwear Co., Limited, of Pointe aux Trembles, Que., is now on a couple months' rest, to recover his health.

Chisholm Bros., of Dundas street west, Toronto, have changed their business name. It will now be known as Chisholms, Shoes, Stockings and Baggage. They have recently added trunks, bags, valises and other traveling cases to their splendid stock of shoes. This new department

will be conducted on the second floor of their store. Of course some of the smaller lines will be shown by way of variety on the lower floor, but the complete department will be on the second floor. It will be noticed that the Messrs. Chisholm use the word "Stockings" instead of "Hosiery." The former is certainly the word oftener used in general business.

In one of its ads. a certain shoe store says this regarding the care of shoes, and it might be well to have a sign in your shop to the same effect, or else suggest the idea verbally to your customers: "Many men fail to realize the importance of taking good care of their shoes."

INTERESTING TRADE NOTES FROM QUEBEC

The following shoe men have been recent visitors to Quebec: M. O. H. Hymmen, of Kauffman Rubber Co., Montreal; H. Hurtibise, of Panther Rubbe: Mfg. Co., Montreal; J. B. Crochier, of L. H. Packard Co., Montreal; J. R. Roche, of Packer-Irwin, Limited, Montreal; R. E. Woodward, of F. E. Woodward & Sons, Lachine.

M. Edwin Tremblay, shoe manufacturer of this city, was in Montreal on a business trip. He reports good business with his new lines of colored calf with Neolin soles.

A. E. Marois, of Tounguy & Marois, has returned from

a business trip from Boston and other leather centres.

A. Davis, of Davis Leather Co., of Newmarket, was in town.

Among other things for which the city of Quebec is asking tenders are rubber boots.

Geo. Desmeule, who was shot during the last trouble in Quebec, died three-quarters of an hour after he was hurt. He died at M. Alf Dupere's private house. He was an employee at Gale Bros. finishing room and was fourteen years old.

Edw. Gaumont, formerly of La Cie des Cuir et Chaussures de Plessisville, has taken a position at J. E. Samson Enry, of this city. He will have the complete charge of the shop from the fitting room to the tree department.

M. Laurent Blondeau and J. H. Carpentier—first named was foreman of the cutting room and the other accountant of Lachance & Tanguay—have resigned their positions and enter into partnership under the name of Children's Shoes. They will manufacture first-class lines for children. They are located at 11 Belleau street, Quebec. Shoe dealers are keeping busy and they report that the collections are good.

J. B. Drolet, Limited, shoe manufacturers of this city, have removed to their new place on St. Valier street, formerly occupied by Eug. Thivierge.

Logan's
The
Leather
of
Quality

LOGAN'S

have started
tanning some
of their old time

SLAUGHTER

Mellow
Clean
Close Cutting

WRITE US

Office and Tanneries
LYONS BROOK, N.S.



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, 8 to 12	-	\$11.00 doz.
43—Women's	" 3 to 7	-	9.50 "
44—Misses'	" 11 to 2	-	7.50 "
45—Children's	" 7 to 10	-	6.00 "
46—Infants'	" 1 to 6	-	5.00 "

We also carry a big line of Sweet Grass Baskets and Novelties

CATALOGUE ON REQUEST

C. N. SABA & CO.
Wholesalers to the Trade


84-86 WELLINGTON ST. W., TORONTO, ONT.

MR. MERCHANT! — "WE DIRECT SALES THAT WIN" THE BUSINESS SALES SYSTEM

Successful Advertising and Sales Managers

Let us refer you direct to merchants who have proved by test that "Our Methods are the Best." **WRITE FOR TERMS AND FULL PARTICULARS.**

285 Salem Avenue, TORONTO
Long Distance Phone, Junction 5668



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.

WHITE FINISH

For Heels, Edges and Bottoms

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 have just perfected a finish for the above lines second to none. Is water-proof and can be used with brush or machine.

WRITE FOR SAMPLES
AND PRICES
SUPPLIED IN ANY COLOR

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



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.



Pan American

Grey *KID* Seal
Brown Black

Perkins & McNeely
Philadelphia

Ed. R. Lewis, Toronto

JOSEPH S. FRY

Late Military Shoe Sergeant 180th Battalion

Maker of Best Solid Leather
Shoes for Men and Boys

Military Shoes—Hand-Sewn Welts. Men's Best Shoes—Hand-
Sewn Welts. Men's Working Shoes, Double Soles, Goodyear
Stitched. Boys' Solid Leather School Shoes. Shoe Uppers, all
kinds, Men's and Boys'.

JOSEPH S. FRY

168 SEATON ST.

TORONTO, 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.**

MR. T. J. SPENCE, WHO STANDS ON THE FENCE

T. J. is not a politician who does not know on which side of the fence he is, he is a representative of the Ames-Holden-McCready Co., and is here shown standing on a fence out in Calgary. Now just why Tom chose to mount that piece of farm-dividing architecture has his friends guessing. One said he wanted to get "Posted" in the crop prospects for this year and so arrange his trips accordingly. Another said he wanted to "Post-pone" a trip through a bit of hard territory. Another was mean enough to suggest that his brogues would not turn the Calgary snow and he was walking the fence. Someone else said he had bought a wheat field in advance and, like the grass hopper, was singing, "In This Wheat Bye and Bye." Still it is harder to understand how he could sing that, for the picture was taken on St. Patrick's Day. Well, it does not matter why he is on



the fence, he is a good head anyway—well known to the boys on the road and is always pleasant and optimistic.

MR. WM. K. MORLEY

Mr. Morley is with the 2nd Canadian Ammunition Sub-park, C.E.F., Somewhere in France. He enlisted in

Toronto in August, 1915, and went overseas in November of that year. He is the son of the late B. F. Morley, for many years the best-known shoe salesman in western Ontario. The father and son were together in the shoe jobbing



W. K. Morley, in Somewhere-in-France Fashion.

business up to the time of the father's death. Following that W. K. carried on the business until he enlisted. He has a brother who is a veteran of the South African war.

TO FIX HIDE PRICES

The Board of Hide and Leather Control in Washington held a meeting last week when the following recommendation was made:—"The maximum prices of all stocks of hides, packer, country and imported, including calf and kip skins, should be established on the basis of present market prices, these market prices to be determined by sales made between April 1st and April 24th."

Prices on hides and skins to be produced on and after April 25th are still under discussion.

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.

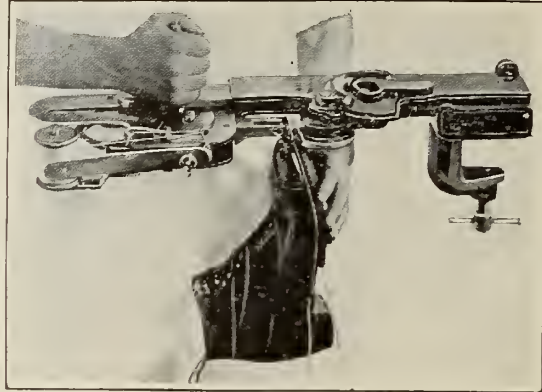
Representatives:—
For Ontario, E. R. Lewis, 45 Front St. East, Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory Sales Office and Warehouse
ST. HYACINTHE **MONTREAL**

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher

Hand Power

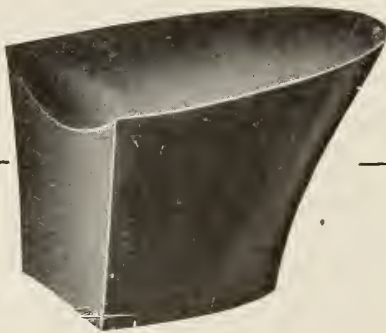
Stitches Neolin and Fibre Soles
Indispensable to Repairmen

WRITE FOR PARTICULARS

C. PARSONS & SON LIMITED

Repair and Shoe Store Supplies

79 Front St. E. Toronto, Ont.



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

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

CANADIAN MANUFACTURER'S IMPRESSIONS OF AMERICAN CONDITIONS

Mr. James Brandon, of The Brandon Shoe Co., recently returned from Boston and points east, where he had journeyed for the purpose of closely investigating the shoe and leather situation.

Mr. Brandon found all the better grades of leather firm in price.

Among features noted was the advance in quotations on American shoes. These more nearly parallel Canadian quotations than is usually the case.

Also, a much more healthful tone was observed in shoe trade circles; buying is steadier and stronger.

A difficulty is experienced in getting output up to demand at the moment, said to be the result of drafting skilled labor. This influences considerably economy of production, and is a factor in adding to the cost of shoes.

Mr. Brandon reports very few changes in style of men's shoes.

Speaking of indications at home, Mr. Brandon expresses himself as extremely well satisfied. He ventured the opinion that the better business now being experienced may, in part, be due to the circumstance that very many people who have been having the shoes cobbled as long as that was possible, are now coming into the market for new footwear.

He further states that many dealers who hitherto have shown reluctance to buy, are now under the necessity of replenishing their stocks.

POPULAR SHOE MAN OF ST. JOHN, N.B., JOINS THE COLORS

Ronald S. Edwards, one of the departmental heads in Waterbury & Rising's King street store, St. John, N.B.,

left Saturday, April 20th, to join No. 9 Seige Battery. Mr. Edwards was with the firm for a number of years looking after the ladies' department and the window dressing. His associates made him the recipient of a beautiful wrist watch, and the firm gave him a substantial check at the time of his departure.

Mr. Edwards very feelingly expressed his appreciation of the good fellowship which he enjoyed since first entering the employ of the firm. He was popular with the many customers of the firm, and was a general favorite with his co-workers as well as highly esteemed by his employers.

He was a specialist in foot troubles, having taken a course with the Scholl concern in Chicago. He was prominent in the physical department of the Y.M.C.A. and often took the place of the regular physical instructor in handling classes.

WANTED—A superintendent, by Canadian tannery manufacturing glove horse, splits, sheepskins, etc., shearlings and chrome side patent leather. One thoroughly proficient in the purchase of hides essential. Must have first-class qualifications, applying stating previous experience and salary required.—Box A. 24, SHOE AND LEATHER JOURNAL, 1229 Queen West.

THOROUGHLY EXPERIENCED SHOE SALESMAN desires change. Spring placing for Saskatchewan and Manitoba; manufacturers preferred. Apply Box 99.

FOR SALE—To close out an estate, valuable property situated near Penrith & Barton avenue, Toronto. Five stall stable 16 x 34 feet, partly finished building 52 x 32 feet 6 inches, suitable for Bakehouse or factory. Apply Kirkbys, 4412 Dundas street west, Toronto.

VISUALIZE THIS TRADE MARK



IT SYMBOLIZES THE BEST IN FELTS

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,

CASH ADVANCED ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester.

HIDE and LEATHER FACTORS

and at Kettering, Northampton Bristol, and Norwich.



“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.”

Aird & Son, Reg.....	3
Ackerman, B. F., Son & Co.....	14
Ames-Holden-McCready, Limited.....	17
Adams Shoe Co.....	20, 21
Blachford Shoe Mfg. Co., Limited.....	39
Blachford Davies & Co., Limited.....	4, 5
Bell, J. & T., Limited.....	7
Boot & Shoe Workers' Union.....	8
Brandon Shoe Co., Limited.....	10
Beardmore & Co.....	52
Borne, Lucien.....	56
Bennett, Limited.....	58
Breithaupt Leather Co.....	60
Business Sales System.....	69
Cote, J. A. & M.....	12
Canadian Consolidated Rubber Co., Limited.....	24
Canadian Footwear Co., Limited.....	44
Clarke & Clarke.....	72
Cobourg Felt Co.....	73
Clark, A. C.....	74
Cock of the Walk.....	74
Clark Bros.....	B. Cov.
Davis Leather Co., Limited.....	6
Dupont & Frere.....	12

INDEX TO ADVERTISERS

Daoust, Lalonde Et Cie.....	48
Dunlop Tire & Rubber Co.....	66
Duclos & Payan.....	72
Edwards & Edwards.....	70
Freeman, Louis G., & Son.....	16
Foerderer, Robt. H., Inc.....	22
Fry, Jos. S.....	70
Getty & Scott, Limited.....	2
Gutta Percha & Rubber, Limited.....	54
Hydro City Shoe Mfrs., Limited.....	18
Independent Rubber Co.....	13
Kingsbury Footwear Co., Limited.....	19
Kenworthy Bros.....	50
Legace & Lépinay, Reg.....	56
Landis Machine Co.....	69
Logan Tanneries.....	69
Lewis, A. C., Leather Co.....	71
Moore Schafer Shoe Mfg. Co.....	11
Marsh, Wm. A. & Co.....	56
National Cash Register.....	23
Newcastle Leather Co.....	70

Palmer, Jno., & Co., Limited.....	50
Palmer-McLellan Shoe Pack Co.....	14
Packard, L. H., & Co., Limited.....	16
Pfister & Vogel.....	18
Parker, Irwin.....	70
Perkins-McNeely.....	70
Parsons & Sons.....	72
Perth Shoe Co., Limited.....	59
Robinson, Jas.....	15
Routier, Luc.....	56
Regal Shoe.....	57
Samson, J. E.....	56
Saba, C. N.....	69
Stayner & Smith.....	73
Schmoll Fils & Co.....	74
Tetrault Shoe Mfg. Co., Limited.....	9
Tourigny & Marois, Reg.....	56
Toronto Heel.....	72
Utz & Dunn Co.....	53
United Shoe Machinery Co.....	62 & I.B.C.
Wright, E. T., & Co., Inc.....	46
Wood-Milne Co.....	64
Want Ads.....	73
Young, Richard.....	73

How is the health of your business?
 Are you able to meet all your bills as they fall due?
 Are you able to take the cash discount on all your purchases?
 Are the profits from your business going into stock or into cash in the bank?
 If not consult the business doctor.

A. C. CLARK

491 Brunswick Ave. Toronto, Ontario
 Diplomas from all over Canada

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.

GOODYEAR MACHINERY
IS MADE TO OPERATE
SATISFACTORILY

NOT made just to sell or meet some particularly low selling price. And after GOODYEAR MACHINERY is installed it is KEPT in good running order by a highly trained staff of travelling mechanics.

QUALITY

SHOE REPAIR OUTFITS
IN ALL SIZES
MADE IN CANADA

EFFICIENCY

CONVENIENCE IN OPERATION

EVERYTHING FOR THE
UP-TO-DATE
REPAIR SHOP

SMALL FIRST COST

LOW UPKEEP

LET US SEND YOU OUR LATEST CATALOGUE

United Shoe Machinery Co. of Canada, Limited
MONTREAL - - QUE.

TORONTO
90 Adelaide Street West

KITCHENER
179 King Street West

QUEBEC
28 Demers Street

CLARK BROS., Limited

St. Stephen, N.B.

Ladies' McKay Shoe Specialists

CONDITIONS in this country due to the war are straining the virtue of "quality first" in Ladies' Footwear, and bring to the notice of the public, with a force that cannot be disregarded, the real economy of a genuinely good shoe at a popular price.

As such, Clark Bros'. Shoes stand, not only as a representative product in the Ladies' Footwear Line, but as one of the very best accomplishments. It is the reason for their steadily increasing popularity.



REPRESENTATIVES

Ontario and Quebec :

R. L. Savage,
709 Lumsden Bldg.,
Toronto, Ont.

*Western and Northern
Ontario :*

Kenneth C. Savage

Western Provinces :

James F. Clark

Maritime Provinces :

C. Hazen McGee



The
Thirty-First
Year

THE SHOE & LEATHER JOURNAL

TORONTO
May 15
1918

CANADIAN SHOE CAPTAINS



T. GALIPEAU, MONTREAL

Features of this Issue

“Efficiency and “Service

If “Pigs is Pigs” then Hides
is Hides

How to Judge Upper Leather

Buying Shoes Economically

Advertising that is Decidedly
Different

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



SORTING — UP — =

Bothersome Job, the old way, but with——

Slater's In-Stock System

With its new and up-to-date methods, sorting is now more a pleasure than a bother.

A pleasure—because we carry the stock *FOR YOU*—and a much bigger assortment of styles and sizes than you could possibly carry.

And in these days of almost immediate communication and rapid transit this immense stock is literally at your finger-tips at all times.

Use our catalogue and the mail or wires and your orders will go the same day as received.

*OUR SALESMEN ARE NOW OUT
for Fall placing orders. They can demon-
strate all we say. Have a talk with them.*

Slater Shoe Company, Limited
Montreal

GRACIA SHOES



For Your Immediate Needs
All Solid—Always Dependable



Matron EE Last, 2½ to 8

- 131. Wos. all Kid Blucher, Pat. Tip, Cushion
Sole, 9/8 Heel - - - - - 4.00
- 102. Wos. all Kid Blucher, Pat. Tip, 9/8 Heel 3.75



Comfort Last, E Width, 2½ to 8

- 97. Wos. all Kid Blucher, Kid Tips, heavy
single cushion sole, very flexible
Rubber Heel - - - - - 4.00
- 95. Wos. all Kid Bal., plain toe, heavy single
cushion sole, rubber heel - - - - - 3.85



Academy Last, D Width, 2½ to 7

- 400. Brown Calf 8 in. Bal., 9/8 Heel - - - 5.00
- 406. Brown Calf, Neolin Sole - - - - - 5.00
- 407. Brown Veal Kip - - - - - 4.00
- 408. Brown Veal Kip, Neolin Sole - - - - 4.15
- 401. Black Colt Bal. - - - - - 3.75
- 405. Black Colt Bal., Neolin Sole - - - - 3.75
- 404. Black Gun Metal Bal., Mat Calf Top - 4.25



Princess Last, D Width

- 99½. Black Kid 8 in. Bal., 15/8 Heel - - - 4.00
- 149. Brown Kid 8 in. Bal., 15/8 Heel - - - 4.85
- 114. Black Colt 8 in. Bal., 15/8 Cuban - - - 3.75

Write, phone or wire your order

THE W. E. WOELFLE SHOE CO.
LIMITED
KITCHENER, ONT.



INDEPENDENT RUBBER BOOTS AND SHOES

“VALUE FIRST”

Standardization, combined with quality, is the essence of improved value, and always commands the public interest.

Dealers should accordingly handle the standardized line of “Independent” Rubbers. There is *more* in them than just Rubber and mere mechanical production—in quality and in workmanship they are precisely what a *good* rubber shoe *should* be—in any and all meritorious features they set a standard in rubber shoe making.

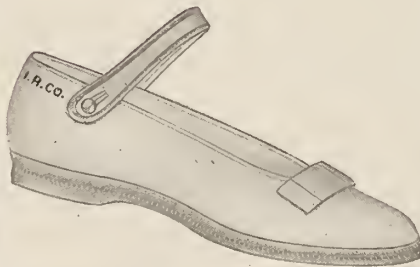
TEST IT!

Independent Rubber Co., Limited

Merritton, Ontario

Distributed by the following Wholesale Jobbers

- Amherst Boot & Shoe Co., Limited { Amherst, N.S.
Halifax, N.S.
- Amherst Central Shoe Co., Limited Regina, Sask.
- A. W. Ault Co., Limited - - - Ottawa, Ont.
- White Shoe Co. - - - - - Toronto, Ont.
- Kilgour, Rimer Co., Limited - - - Winnipeg, Man.
- The J. Leekie Co., Limited - - - Vancouver, B.C.
- The London Shoe Co., Limited - - - LonJon, Ont.
- McLaren & Dallas - - - - - Toronto, Ont.
- James Robinson - - - - - Montreal, Que
- Brown, Roehette, LimiteJ - - - - - Quebec, Que.
- T. Long & Brother - - - - - Collingwood, Ont.



The King-Pin Colors



Duchess Russia
Royal Purple Russia
Brown Russia No. 33
Briar Boarded Calf
Cherry Willow No. 84

— **DAVIS**

These set the standard of popularity
of all leather shades for Fall Shoe
Fashions.

DAVIS CALF LEATHERS

MATT CALF

The Trade's favorite in Matt Calf is Davis'. The highest value in quality and quantity in every skin.

NIGRO CALF

The use of Nigro Calf puts superiority into your shoes. It will repay you.

ABSOLUTELY DEPENDABLE IN TONE AND DURABILITY

Send for our Sample Book.

DAVIS LEATHER COMPANY
LIMITED
NEWMARKET, ONT.

Spring
1919



Spring
1919

Spring Samples Ready

JULY 1st, 1918

We are showing for coming Spring the largest and most complete range of Footwear we have ever produced, including staple lines and a wealth of the very

LATEST MODELS
AT
POPULAR PRICES

*An inspection of our range is
cordially solicited.
You are always welcome.*

AIRD & SON (Registered)
MONTREAL



THE quality of Bell Shoes is never questioned; the name is sufficient.

Those particular customers who are so exacting will be at once satisfied if you show them a BELL shoe.

The name has established a standard of character, style and value which at once appeals to those who appreciate the best in shoe-making.

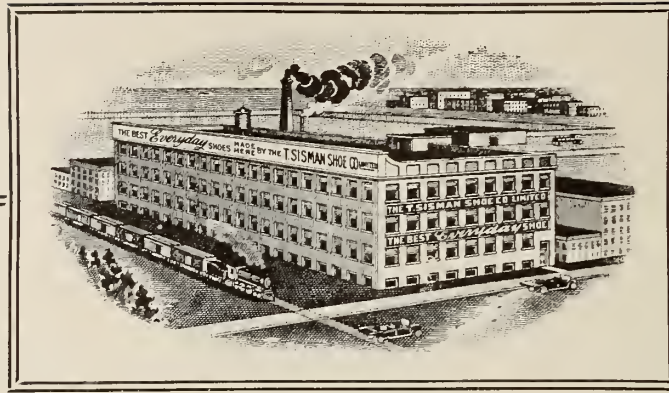


J. & T. BELL

LIMITED

MONTREAL

SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA



Sisman's
"Best
Everyday"

Sisman's
"Aurora"

A combination that will ensure satisfaction to the class of trade that PAYS. The "BEST EVERYDAY SHOE" suits those who insist on SOLID MERIT and SUBSTANTIALITY, with style and comfort thrown in. The "AURORA" appeals to those who wish a little more finish and "snap." The SHOEMAKING in both is SISMAN'S.

ASK YOUR JOBBER

The T. Sisman Shoe Co., Limited
Aurora, Ontario

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**



The
"BRITON"
"REGAL
The Best at
Reasonable
Price"



Russia or Black Calf, Fibre Sole, 8-8"
Rubber Heel. All sizes and widths.
Ready for immediate shipment.

*The Oxford season is just commencing.
Be sure you have complete sizes in this
shoe for your particular men customers.*

IN STOCK

Regal Shoe Company, Limited
472-474 Bathurst Street, Toronto





ALLIES ALL



NATION—BUSINESS—MEN
Firmly United in the Common Cause

WE MANUFACTURE SOLE LEATHER FOR ACTIVE SERVICE.

Production is Limited Owing to Conditions.
 The Army Comes First.

Manufacturers of Civilian Shoes Order Your Leather Now.

The present embargo on supplies and tanning materials may make shipments difficult in the near future. We urge you strongly to get your stock on hand early.

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, Ontario

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

Representatives: Montreal, R. M. Fraser and John McEntyre; Quebec, Lucien Borne



The
"Classic"
Shoe
for Fall



GETTY & SCOTT
LIMITED
GALT ONT.

The Perfection and Grace of the
"Classic" Shoe is unsurpassed.
It satisfies the demands of the
most particular woman.

The Just Wright
TRADE MARK SHOE



STOCK No. 12
33 Rus. Calf. Bal.
Talbot Last. Sizes
C 6 to 10; D 5 to 10

STOCK No. 13
Same in Black

Good Fellowship

THERE is the best good fellowship between the Just-Right Shoe and the man who wears it, because of the wholly pleasurable way they walk together, day after day, on life's highway.

There is, likewise, the best of good fellowship between the Just-Wright Shoe and the man who handles it, because of the frictionless way they work together, year in and year out, in the making of sales and in the building of business.

Send for In-Stock Catalogue

E. T. WRIGHT & Co., Inc.

St. Thomas, Ont.

Rockland, Mass.

Our travellers are showing Monarch and Brandon Shoes in every section of Canada to-day. When the opportunity knocks at *your* door don't fail to take advantage of it. Go down to the Sam-ple Room and look them over. See for yourself the values that are in the shoes. You will find they have every essential for successful merchandising.



Put with this the fact that we are stimulating in the public appreciation of and demand for these goods—helping you to sell them—and you have a proposition that cannot be beaten.

BRANDON SHOE CO.
 LIMITED
 BRANTFORD ONTARIO



CONFIDENCE

AN EARNED RECORD OF SEVENTY-THREE YEARS FOR QUALITY AND DEPENDABILITY HAS WON FOR OUR LEATHERS THE CONFIDENCE OF THE TRADE.

LEATHER VALUES FROM A MANUFACTURER'S STAND-POINT DEPEND AS MUCH UPON PROFITABLE CUTTING AS UPON QUALITY. UNLESS YOU ARE USING THE RIGHT LEATHER FOR THE RIGHT USE AT THE RIGHT PRICE YOUR CUTTING-ROOM COST IS GREATER THAN IT NEED BE.

WE CAN SUPPLY YOU WITH LEATHER EXACTLY SUITED TO YOUR SPECIAL NEEDS AT THE RIGHT PRICES, AND SO SECURE YOU THE MOST EFFICIENT AND ECONOMICAL SERVICE POSSIBLE.

WRITE US BEFORE PLACING YOUR NEXT ORDER.

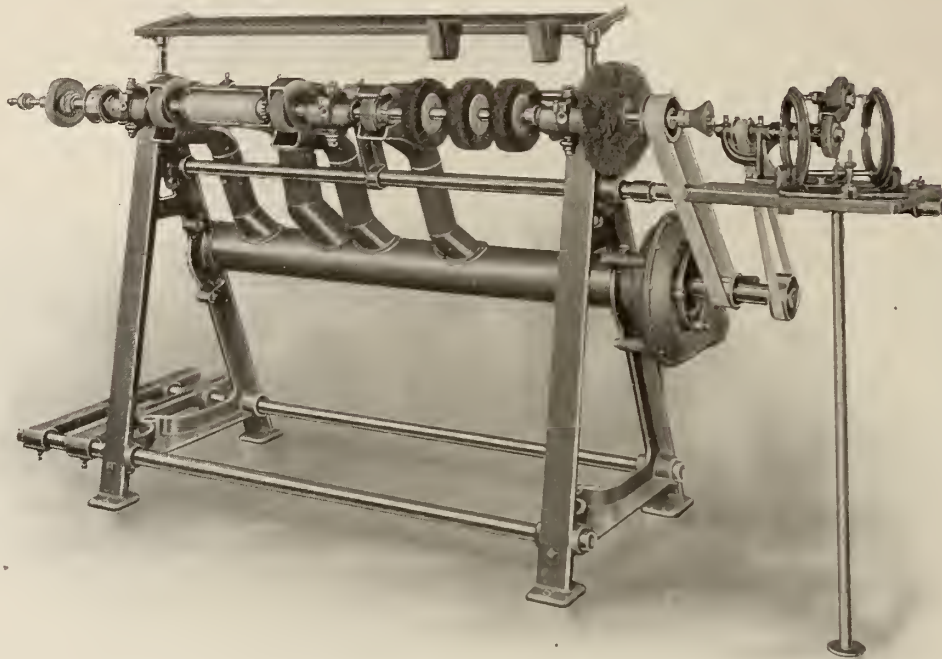
BEARDMORE & CO.

ESTABLISHED 1845

THE LARGEST TANNERS
IN THE BRITISH EMPIRE

TORONTO, MONTREAL, QUEBEC, CANADA

CONDENSED EFFICIENCY



8-FOOT SHOE REPAIR OUTFIT—MODEL N

Showing Model B Skate Sharpening Machine attached. The smallest model of the famous MADE IN CANADA MODEL N SHOE REPAIR OUTFITS. Especially designed to give a maximum working efficiency in a

SHOE REPAIR OUTFIT FOR THE SHOP OF LIMITED SPACE

Reading from left to right the equipment is as follows:—

Edge Setting Spindle with Nashua Rotary Edge and Shank Irons.

Corrugated Rubber Finishing Roll.

2 Heel Scouring Wheels—1 Flat, 1 Curved Shape.

Split Bottom Buffing Roll for Buffing Heels and Bottoms.

Improved Edge Scouring Wheel with Protected Edges.

One Heel Brush; One Shank Brush for Tan; One Shank Brush for Black.

Yarn Polishing Brush for Uppers and Bottoms.

Heel Breast Scouring Wheel shown lying on top tray fits into right end of shaft.

Can be supplied with or without the Model B Skate Sharpening Machine.

A Powerful Blower System that removes all the dust. Cast Malleable Dust Hoods that open to allow easy access to the wheels. Steel Top Work Shelf. Self Oiling Bearings. Heavy weight frame assuring smoothness in operation and an absence of objectionable vibration. Two Cast Iron Ink Pots furnished—1 Black, 1 Tan.

WRITE US FOR FURTHER DETAILS

United Shoe Machinery Co. of Canada, Limited

MONTREAL - - QUE.

90 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



*Robson's
Mahogany
Kip*

*Means an attractive shoe
of good quality at a
popular price*

*Men's and Women's
weight*

*The Robson Leather Co., Limited
Oshawa, Canada*

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.

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher
Hand Power
Stitches Neolin and Fibre Soles
Indispensable to Repairmen
WRITE FOR PARTICULARS

C. PARSONS & SON
LIMITED
Repair and Shoe Store Supplies
79 Front St. E. Toronto, Ont.

Logan's
The
Leather
of
Quality

LOGAN'S
have started
tanning some
of their old time
SLAUGHTER
Mellow
Clean
Close Cutting

WRITE US

Office and Tanneries
LYONS BROOK, N.S.

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 Stitch-down Shoes.

Humberstone Shoe Co.
Humberstone, Ont.

JOSEPH S. FRY
SHOE AND UPPER MANUFACTURER
168 Seaton St., Toronto

Men's Strong Working Shoes, Blu. Double Soles			
Goodyear Stitched	-	-	\$4.50
Boys' Goodyear Stitched	-	-	3.75
Youths' " "	-	-	3.00
Lads' " "	-	-	2.50
Box Calf, 50c. Extra			
Men's Strong Uppers	-	-	2.50
Boys' " "	-	-	2.25
Youths' " "	-	-	2.00
Lads' " "	-	-	1.75
We Make All Kinds			Terms Net Cash



The Acid Test

Of a concern's ability to meet the exacting requirements of modern business is its response to a **Hurry Up Call**. It calls for **Stock Organization** and **Knowledge** found in that happy combination known as

Robinson Service

Which is built absolutely upon these three great fundamentals. We have not only the **Quantity** but **Variety** of style and make to meet the **Immediate** needs of customers, but have devoted a lifetime to building up a **Service** that keeps pace with the **Stock**, and an intimate, practical **Knowledge** of **Shoe Needs** that is the result of over a quarter of a century experience.

If you are running short of **Saleable Lines** or if your stock is low in **Quick Selling Staples**

CALL ON ROBINSON

James Robinson
Montreal

Kingsbury Welts

The fancy of the particular woman who takes pride in her footwear will be more than satisfied by these two new creations.



C552. Mahogany Calf Oxford, G. Welt, 68 Last, 1 3/8 Heel. Widths, A to E. Price, \$4.35.

C554. Black Vici Oxford, G. Welt, 68 Last, 1 3/8 Heel. Widths, A to E. Price, \$4.15.

C555. Gun Metal Calf Oxford, G. Welt, 68 Last, 1 3/8 Heel. Widths, A to E. Price, \$4.00.

C556. Clark's Patent Oxford, G. Welt, 68 Last, 1 3/8 Heel. Widths, A to E. Price, \$4.00.



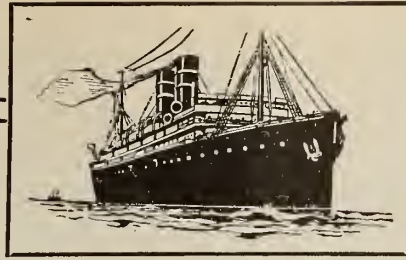
C577. Clark's Patent Pump, Goodyear Welt, 68 Last, 1 3/8 Heel, A to D. Price, \$3.35.

C576. Vici Kid Pump, Goodyear Welt, 68 Last, 1 3/8 Heel, A to D. Price, \$3.35.

C578. Mahogany Calf Pump, Goodyear Welt, 68 Last, 1 3/8 Heel, A to D. Price, \$3.80.

Kingsbury Welts are the equal of any shoes made. Write or wire us your requirements.

Kingsbury Footwear Co.
Limited
Montreal



THE landsman classifies everything afloat as a boat. The sailor sees them as a two-masted schooner, brig, etc.

Do you call every piece of footwear a Shoe? Isn't it better to discriminate? For example

TETRAULT WELTS

are not ordinary shoes. They are footwear for which excellent materials have been purchased in such tremendous quantities that it has given us such buying advantage that we can turn out

*Shoes of Quality
at a Price*

And at the same time are big money makers FOR YOU.

Nothing pleases us more than to be able to demonstrate this to the expert shoe buyer in fact TETRAULT WELTS are self demonstrating. All good jobbers handle them.

Tetrault Shoe Manufacturing Co.

LIMITED

Largest Manufacturers of Goodyear Welts in Canada

MONTREAL

Office and Warehouse at
9 Rue de Marseilles
PARIS, FRANCE



Men's Hartts



They are DIFFERENT—not in mere details, but in CHARACTER Hartts ATTRACT—their strong appeal lies in the outstanding merit in shoe building.

Hartts Impart their Character to the Store.

The Hartt Boot & Shoe Co.

Canada's Best Shoemakers Limited

Fredericton, N.B.





Women's Hartts



They PLEASE and have that higher appeal that is so
COMPELLING with ambitious women.
ABSOLUTE TASTE.

Hartts Shoes Attract Well-Dressed Women.

The Hartt Boot & Shoe Co.

Canada' Best Shoemakers Limited

Fredericton, N.B.



Our Ambition Realized

To improve the manufacturing facilities of our business and increase our capacity has materialized in our now having a splendid new factory with a daily output of two thousand pairs and equipped with the very latest machinery for the making of a full range of popular-priced Children's Footwear.

Our Future Aim

Will be to concentrate even more than in the past on the manufacture of children's lines, and by the closest attention to the requirements of the trade and to every detail which enters into the making of the product or the shipping of orders, to give a service unsurpassed by any firm in Canada.

SALESMEN NOW SHOWING
OUR LINES

STAR SHOE CO., LIMITED

Makers of the Popular Star Brand Shoes

AIRD AVENUE

Montreal, Canada

WHITE GOODS

for

IMMEDIATE DELIVERY

The signs of the times clearly indicate that the demand for White Goods for the coming summer will far exceed past records.

We are prepared to meet this demand by having on hand a large and complete range of both fancy and staple lines of footwear for

**Men, Women, Misses,
Girls, Children and Infants**

We also Carry Stock of
The Hood Rubber Company's
Splendid Line of
TENNIS, SPORTING AND
OUTING FOOTWEAR

SCHEUER, NORMANDIN & CO.
8 St. Helen St.
Montreal



“Fleet Foot” Days

NOW is the time to get your “Fleet Foot” displays to the front. “Fleet Foot” days are just around the corner, and this season, more than ever before, “Fleet Foot” Shoes will be worn. The shoe dealer who is prepared for the demand is sure to get the best trade.

If your stock is not complete and up-to-date with a full line of “Fleet Foot” for every member of the family, write to our nearest branch, where prompt attention will be given to your orders.

**Canadian Consolidated Rubber Co.
Limited
Montreal, Canada**

Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton,
Kitchener, London, North Bay, Fort William, Winnipeg,
Brandon, Regina, Saskatoon, Calgary, Lethbridge,
Edmonton, Vancouver and 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
Single Copies, 15 Cents

THE DEMON OF SINN FEIN

The Curse of Self First—The Spirit of Intolerance Must be Cast Out—The World's Golgotha Must Not be in Vain—The Question, "Who is My Neighbor?" Demands an Answer

WITHOUT the shedding of blood there is no salvation. History as well as Scripture has written this so large that "he may read that runneth." The heritage of civil and religious liberty bequeathed to this age has been sealed with the blood of prophets and martyrs. The stupendous sacrifice now being placed upon the altar of humanity is to purchase for generations yet unborn deliverance from that curse of personal ambition and greed that for twenty centuries has stayed the incoming of that kingdom of righteousness "of the increase of which there shall be no end."

The twentieth century's Golgotha will have been in vain unless, with Kaiserism, is destroyed that principle which lies at the very root of all human evil and misery—Sinn Fein—me myself. It is the horn of the Beast that must be "wounded unto the death."

We are learning to-day, as never before, the lesson that "no man liveth unto himself." Men have left home and peaceful occupation to lay down their lives for their friends. Women have forsaken the seclusion of the family circle to undertake tasks for which their physical strength seems totally unfitted. Even the children are learning to turn hands and feet into ministries of helpfulness to those who have gone and those who remain. Business men are cheerfully submitting to inconvenience and loss in order that the spirit of helpfulness may have free scope, and, in a thousand ways, those of every station in life are cheerfully bending their backs to burdens they have never been accustomed to bear.

The answer to Cain's question, "Am I my brother's keeper?" is thundered forth by the cannon on the field and by the still small voice of the child at home who gives the cup of cold water. It is a world's crusade against Sinn Fein—me myself.

But in other realms than international and family affairs has the answer come to this murderer's cynical question. Business men are beginning to realize that, after all, unrestricted and relentless competition is a breach of the law of good neighborliness, and that selfishness in business is as deadly as selfishness amongst nations Sinn Fein has become the mark on the forehead of the commercial Cain.

Employers of labour are beginning to manifest an interest in the answer to this question by the way they ask it. Since the war began there is not the same positiveness in the attitude of capital towards labour. Great industrial leaders are beginning to discuss the question in a way that must be a surprise to those who have become accustomed to the antagonisms of these two camps. There is little Sinn Fein talked by those who realize the tremendous changes that are sure to come with the ending of the present war.

Labour is preparing for the new relationship that brawn and skill will bear to the results of productive effort in the near future. In the spirit of co-operation and conciliation that have developed with the pressing exigencies of the war men have learned to discard the spirit of Sinn Fein for the nobler ideals of faith. If those at the head of the so-called "interests" are wise in their day and generation, and those at the head of the labour movement remain sane, there will be accomplished more for the industrial life of this and other countries in the next five years than in the past forty.

Amidst the shadows of this valley of death through which the world is now passing, there is the glimpse of a dawn which promises that more perfect day towards which the ages have turned with increasing hope. In its brightness the demon of Sinn Fein, like a vampire, will shrivel and disappear into the darkness to which it belongs.

"Efficiency" and "Service"

Should Salesmen Over-sell to Their Customers?—Is duplicating Orders Good Business?—By MR. A. J. FELTON, Sales Manager for Canada, of The Alexander Hamilton Institute

[NOTE.—While Mr. Felton has dealt with this subject largely with the traveling salesman in mind, still the spirit of the matter can readily be absorbed and adapted by the retail salesman, who should greatly benefit thereby.—EDITOR].

IF you were to ask a number of your business associates for a definition of the term "efficiency," no two of them would agree as to its precise meaning. The term as at present used is not only often misapplied but frequently misunderstood.

What I should like you to do is to forget for the moment about a definition and to assume that you are one of a large number of salesmen who leave early on Monday morning for a week in various Ontario towns. Your first call, let us assume, is on a man to whom you have never been able to sell. As to just why, you are not sure. You feel that your price is right, that the goods you have to sell would easily find a market through the medium of his store if you could once get his order to put your line on display. Your real problem here, of course, is not one of price, nor one of quality. It is distinctly that of educating your customer to the use of your product and its possibilities for profit.

Fifty per cent. of all selling is educational in its nature—getting your customer, or the final consumer to see that he could use your particular product to advantage. Just how to do this will always be your problem, and to the salesman who has genuine sales instinct it will always be an interesting one. For in interviewing men you are, of course, dealing with the human element—the "personal equation" in business; tactful with one, aggressive with another, but never losing sight of the fact that whether you sell him or not at this particular time the important thing is to keep his respect for the house you represent and for you personally. Only by holding these will you ever be able to sell him eventually. And of course you have heard it mentioned before that so far as this particular customer is concerned, you are the house. The product you have to offer, the service they have to render, comes primarily through you as their representative.

Now as to the real meaning of "service." If you will go back to your friends above mentioned and ask them what they understand by this, you will again receive a variety of answers. A single instance which came to my attention a short time ago will illustrate one phase: A very successful shoe

salesman showed me his order book from one of his customers for four thousand pairs of shoes to be delivered at a certain date. After the transaction was completed, he called the attention of his customer to the fact that leather was still advancing in price and that he would strongly recommend a duplication of this order for immediate delivery at the same price, to which the customer agreed. This chap seemed to think that this was a good piece of salesmanship. As a matter of fact it was not. You can readily see what would happen if every customer placed a similar order—an immediate abnormal demand would result for leather, for findings, etc. A demand in no sense warranted by the immediate market for shoes.

So that what the salesman really did was to automatically help boost the price of raw materials, which was the very thing he should have done all within his power to prevent. To render his customer real service, therefore, was never to have suggested the order for the second four thousand pairs and to take his chances on getting this order at a later time. For to keep a factory running to fill orders on a steady demand is far sounder than to try to change your customer from a merchant into a speculator, thereby forcing your factory, by overtime production, to increase its output beyond a point warranted by conditions.

Exactly this thing has happened in the paper trade during the past year. Salesmen have all along the line urged their customers to lay in an extra supply of paper, arguing that prices were sure to advance. They totally overlooked the fact that this in itself was forcing an abnormal demand, and therefore an unwarranted rise in prices. Genuine service on the part of the salesman would have been to recommend that his customers buy only in such amounts as their immediate situation required.

So that your efficient salesman does more than simply sell goods. His "sales talk" to his customers will really be a conference, during which they decide how much of his product could be handled to mutual advantage, which is the spirit of real service. Only in this way will he be able to go back over his territory and do a steadily increasing business year after year.

SYSTEM THAT IS EFFICIENT

The object of a system applied to any business is to obtain the maximum of result with the minimum of labor. When a system cannot do this for any concern it is not efficient. If it is so big and cumbersome that it is unwieldy, it immediately should be discarded.

Possibly systems are installed more for furnishing certain records quickly than for any other purposes. It will at once be seen that with the small shoe dealer there may not be so much need for a system in the way of printed records as there would be with a much larger business. For example, if any system you may instal will require more time to keep up and then possibly more time to look it up than it would to get the information from the stock itself, it is not very practical.

Backing Up Your Travelers

Do Something a Little Out of the Ordinary Trade Ruts in Giving Assistance to Your Selling Force on the Road

"THERE was a time," said a traveler, "when a commercial man on the road was supposed to have a soft snap; in fact there are people who seem to have that impression to-day. Well, if it ever was so, I happened to get on the territory after those golden days of gladness had passed."

This traveler may have been speaking a bigger truth than he realized. That is, there are many things besides the worry of obtaining orders that make life on the road none too pleasant. But in the matter of sales it may be possible that the traveler may receive some backing from his house that will greatly assist him in his work, and that means it will also assist the house he represents.

By what method this help can be given will be a problem for each house to work out for itself. The size of the territory covered by the travelers and the number of travelers employed will affect to a great extent any plans that may be devised for this purpose. The suggestion is to get away from the ordinary methods of doing business, for it is when one puts into effect extraordinary things that the public are liable to take notice. For illustration, a great number of travelers send out a notification card of their visit. Sometimes a traveler gets away from the ordinary stereotyped phraseology, which is generally something like this:

"Our Mr. Jones expects to call on you on or about May 30th. Any orders that you may reserve for him will be greatly appreciated by

Yours truly,"

and then the signature of the firm follows.

As mentioned above, travelers desiring to get away from this stereotyped form sometimes use a humorous cut, but why could not a circular or even a card be utilized to good advertising advantage, and at the same time give notice of the intended visit of the traveler by having printed upon it a very nice cut of some shoe with a short description of it and the price, or for that matter, for the extra cent, why not have two or three good shoe values illustrated and descriptions of them given with prices? The notification could be something like this:

"As our Mr. Jones expects to be in your vicinity within the next few days, we thought you would like to know of some really fine lines that he will have to offer. These you will find illustrated here. They are thoroughly up-to-date in style, models, and the materials are the best that money can buy,

and we can vouch for the shoemaking, which is such that the quality of the goods will be of that grade which you will be glad indeed to stand behind. The prices will convince you that they are excellent value, so look over your stock, and when Mr. Jones calls you will know what you need and can have your order ready for him.

This, of course, is merely a suggestion, and the details of this idea can be worked out by each house using the lines that are their best leaders.

As a general thing when a traveler comes to a town and calls on the various shoemen, in the event of his not getting orders, little is heard of him or the house again by the retailers on whom he calls until he visits the town the next time. Now, his work would be greatly augmented if the house would follow up his calls with some sort of a personal letter, written directly to those on whom he had called. For example, the traveler should make a daily report. This is not more than what is right. The advantage of this is that the house may know exactly where the traveler is, what the results of his work have been and how they can give assistance to supplement these various calls. In these reports, the man should take care to give the reason why the man does not purchase from him at this time. Let us assume that the reason for one of these calls not being fruitful in orders is that the man is already stocked up. Within a very short time after the report is sent in to the house, a letter could be sent to this man saying that they had heard from their traveler and he reported that he had called on this dealer and found that he already had sufficient stock for the present time, that they appreciate the situation very much, and when his stock had got down to a place where it would require replenishing they would be very pleased to hear from him, and if their traveler was not in the vicinity at that time any orders he might choose to send by mail would receive prompt attention.

Instruction should be given to the travelers to make note of any personal happenings that may have taken place in the business life or private life of any dealers on whom he had called. For example, let us assume that the dealer had moved into new premises and expended considerable money in having the place fitted up. A letter of this type would certainly bring both the traveler and the firm very strongly before the attention of this man.

"DEAR MR. WILLIAMS:—

"Our traveler, Mr. Jones, reports to us that you have moved into new premises and that you have one of the most up-to-date stores in your section. It certainly is a great pleasure for us to know that you are prospering so well in your business and that you are now in a better position to do more trade than you have been doing in the past. We sincerely congratulate you and wish you every success in your new place of business.

"We would like you to know that while you have not purchased heavily from us in the past, we have always appreciated any orders you have entrusted to us and we shall

be glad to give you every attention in the future when you feel disposed to send us orders for anything in our various lines. Possibly Mr. Jones called your attention to a very good seller that we are emphasizing just now; in fact we have been having an excellent run on this shoe. It is an 8-inch bal. made with, etc., etc.,"

Let here follow a plain description of the shoe, with the price, and then after this description add:

"We think you will find it to your advantage to put in a few sizes of this particular style, and we shall appreciate very much any orders that you may send to us before Mr. Jones gets around to you again.

"Again wishing you every success in your new store, we are,

Yours very truly,
Firm's name.

In this case, we have supposed that the man has not been a very heavy buyer, or it may be that he has not bought from you at all, which will mean that you will have to temper the tone of the letter according to the trade circumstances. Assuming that he has given a small order, the letter could run something after this style:

"DEAR MR. WATSON:—

"Our traveler, Mr. Jones, has forwarded your order and we shall give it immediate attention, and hope to be able to ship the goods about the fifth of the month. We think you will find these a splendid selling line, and wish you every success not only with these but with your entire business.

"Thanking you for your order, we are,

"Yours very truly,
"Firm's name."

Let us assume the matter is still more personal. It may have been a death in the family. If so, write a letter of sympathy expressing regrets at learning from Mr. Jones, your traveler, of the sad circumstances. It will not be necessary to call your attention to the fact that in this letter no mention should be made of business matters beyond the fact that Mr. Jones, your traveler, called your attention to the matter when sending in his report.

It will require a certain amount of tact to do this writing successfully, but it can be done without much trouble and expense. Every letter should breathe something of the spirit of your personality, something a little away from the cold stereotyped business form of letter-writing. There may be some who will say that this is so much out of the ordinary. Well, that is what makes things valuable. It is the scarcity of gold that makes it valuable. If it were as plentiful and ordinary as mud it would be the same value as mud. And it is the extraordinary things that make people sit up and take notice. If everyone could walk on their hands and turn double somersaults, then the people who are doing these acts in vaudeville would have to

look for another job. It is the out-of-the-ordinary that counts. And so a cold, formal acknowledgment of an order will have little or no impression on anyone to whom it may be sent.

The next objection will be the cost. Looking at the matter from a broad point of view, this cost will not be nearly so great as one might be inclined to imagine at first thought. Consider what it costs to have a traveler call on a man to whom you do not sell goods. The cost of a letter will be, with postage at three cents, not more than four and a half cents, (that is for the material), or roughly speaking, five cents. That means you can call on one hundred customers for five dollars. Now how many customers can your traveler call on for five dollars?

The next item of expense will be the man's time to dictate the letters and the stenographer's time to write them. The former can be systematized so that it will not take so much time as the first thought may suggest. After a time you will have a great number of people to whom the same letters will apply. At least there will be many paragraphs that will do for a great number of people. These paragraphs can be numbered, and if you have a good bright stenographer she will soon get wise to the work and be very quick at doing the writing. It may be necessary for someone to dictate the opening of the letter and start it in reference to the particular case in hand, according to report received. After that you can tell your stenographer to use paragraph three or four, or seven, as the case may be. For example, there will be a certain number who will move into new stores. This moving letter will suit pretty nearly all of them. Then there will be the small order men and the larger order ones, to whom the same letters may be sent in their respective classes. So it will at once be seen that the work of dictation will be greatly reduced in this way.

The fact must not be lost sight of that you will have to use your own ingenuity in doing this matter. This article is merely a suggestion on which you may enlarge.

HOW DID YOU FIGHT?

Did you tackle that trouble that came your way
With a resolute heart and cheerful?
Or hide your face from the light of day,
With a craven heart and fearful.
Oh! a trouble's a ton, or a trouble's an ounce,
Or a trouble is what you make it;
But it isn't the fact that you're bust that counts,
But only—how did you take it?

You are beaten to earth! Well! what of that?
Come up with a smiling face;
It's nothing against you to fall down flat,
But to lie there, that's the disgrace.
The harder you're thrown the higher you'll bounce,
Be proud of your blackened eye;
It isn't the fact that you're licked that counts,
But how did you fight, and why?

How to Judge Upper Leather

Practical Hints for the Inexperienced Man Who May Wish to Know Leather quality. — By MR. ED. R. LEWIS

IT is one thing to be able to do something and quite another, sometimes, to be able to tell how that something is done. And this applies in the matter of judging leather, whether it be fine, soft and flexible upper leathers or whether it be the heaviest sole leathers. Experience is really the only teacher as to how one can judge leather, and that means experience covering a considerable period of time. By experience is meant that one must actually work amongst the leather, handle it, feel it, examine it, pull it and in every way become so familiar with it that the merest glance or touch of the skin will almost instinctively tell one of its quality. In fact, this is really the only safe way to attain the power to correctly judge upper leather.

Assuming that every one has not the opportunity to devote time to obtain that experience, there are a few general rules that may be given that may help in forming an opinion about upper leather.

To judge side leather from calf one must be guided entirely by the grain. The calf has a finer grain, showing less coarse hair pores, and it will have a tighter grain without necessarily being hard. In judging almost any kind of leather an experienced man can tell of its quality largely by its feel, while those who are lacking in experience will have to depend largely on sight. The experienced man can almost tell the quality without looking if he is able to feel it.

It is hard to lay down any rule or define the exact line between a calf and kip skin. The high-grade kip may be equally as fine in texture as a calf.

Calf skins are usually understood to run up in size to about fifteen square feet, while above that and up to twenty-five feet they will be kip. It will therefore be seen that the line of demarkation is so close it will be difficult to know where the one ends and the other begins. Kip is sold in skins and sometimes half skins, and when the latter they are called side leather, which means a skin over fifteen feet.

Sometimes a manufacturer will ask for a calf weighing from 5 to 5½ ounces. This weight of stock would necessarily be a real taken from an animal over a year old, and would measure in leather from twelve to eighteen feet, which will be seen may run a little under or over the line of demarkation. Now as an illustration of where experience and sight come in, it is sometimes found that skins of eighteen feet may be finer in texture



Mr. Ed. R. Lewis, Toronto

than those of twelve or fifteen feet, according to the nature of the animal from which the hides have been taken. So great care has to be exercised in arriving at a decision.

At this point it may be well to consider seconds or low-grade skins.

And it will be interesting to say something about the articles that appear in the press about this time of year, and a little earlier, concerning the great drops in the price of raw hides, and if hides are down surely leather should come down, and if leather is down then surely there should be a lowering in the price of boots. And when they are not lowered, then the poor retailer is blamed for it.

It is difficult to explain to the various papers printing these articles, and it is also difficult to reach their readers, but it should be remembered that every year, beginning about the last of January and continuing until about April, that a larger number of "country take-offs" are thrown on to the market. These hides have long winter hair, are covered with stable dirt, sometimes are filled with sand and are often slashed and grubby. By slashed is meant they are cut in, being removed by non-professional killers. When these are taken to the tannery and the long dirty hair removed, and only the skin left, the tanner invariably finds he has paid as much as he would for clean short-haired hides.

By grubby is meant that in the centre of the back of the hides are a number of holes through the leather, varying in size up to three-sixteenths of an inch. These holes are caused by a fly laying its egg in the back of the animal, from which a grub is hatched and goes right through the hide into the flesh of the animal. The holes will sometimes number a couple of hundred, other times only a few. Sometimes they will be just scars and not holes, but are very detrimental to economical cutting.

It is a peculiar fact that while nature usually protects or furnishes some means of protection to all animals the protection by the tongue and tail of the cow is inadequate to completely cover the requirements of the case. In other words, there is a portion of the cow's back where the tongue and tail cannot reach, and the fly gets busy laying its grub-making eggs.

Fig. 1 shows a hide of this type and one that has been removed carelessly, and shows not only grub holes but slashings at various points, which greatly lessens the cutting value. Nor is this hide trimmed, and these trimmings have to be paid for and then thrown away or sold for glue. These are hides that sell at a low figure but cost as much as the others. These are the hides that make people wonder why the prices of boots does not come down.



Fig. 1—Showing 'poorly taken' off hide, grubby and slashed.

Fig. 2 shows a well removed and trimmed hide with no waste cuttings, slashings nor grub holes.

The judging of kid, or what is commonly known as dongola, is even more difficult than judging calf or kip. As the sorter has so many selections to make as to grade and size, the selection running up to as many as two hundred, it will readily be seen how difficult his task is, and the only method that an inexperienced person can adopt in judging is by appearance.

In judging cabrettas one requires to exercise great care, for not only is the judging to be done as to the quality of the cabretta itself, but as to whether it is really cabretta at all. It is not generally known that this particular leather is from the skin of an animal which is a cross between a sheep and goat, and the leather has very much the fine texture of the goat and the quality of the goat skin. But as there are unscrupulous dealers in leather as in other commercial commodities much sheep skin is fostered on to the leather dealers as cabretta, and the only sure method in which a dealer can designate

whether a shoe is made from cabretta or sheep is that the former carries with it the appearance of the goat skin, distinctly showing the grain. The



Fig. 2—Showing well taken off hide, trimmed and solid.

sheep skin has a very soft enamel and no pronounced pore marks, and therefore has a flat grain appearance.

Of course if one is judging a skin he has an advantage over judging a made-up shoe, for he can pull or stretch the skin, which will enable him to see the grain better. The cabretta carries a closer and firmer grain than the sheep, which latter is more flabby and lose and inclined to pipe.

AN EVIDENCE OF LABOR'S SCARCITY

One of the strongest evidences of the scarcity of labor that has come to our notice is that of the

BOSTON GLOBE FRIDAY, APRIL 26.

FEMALE HELP WANTED

FEMALE HELP WANTED

**Women With Babies or Small Children
EXPERIENCED SHOE STITCHERS ONLY**

May Obtain Employment at

THOMAS G. PLANT COMPANY

Centre and Bickford Sts., Jamaica Plain

While mothers are profitably employed in our factory, we are prepared to take care of their small children in our Nursery and Kindergarten, which will be in charge of a competent nurse and trained teacher. Mothers may bring their little ones and feel perfectly easy in their minds about their care. Relatives of the many loyal men who are in any branch of the United States Service will be given special consideration and will find working conditions here ideal. Every safeguard for health and welfare.

CALL OR ADDRESS OUR EMPLOYMENT DEPARTMENT

48561-1024

Women and Girls

reproduced advertisement of the Thomas G. Plant Company, of Boston. This is reproduced from the Boston Globe, but was also inserted in other Boston papers. It was two columns wide and about the same depth as the width. The ad. matter fully explains itself.

Responsibility of Employers

Is Your Help Worthy of Consideration Beyond the Dollars and Cents Point of View?—Why an Employer Should be Concerned in the Welfare and Advancement of His Help?

THE shifting of responsibility is as old as Cain, at least it is recorded in Genesis that when the Lord asked Cain where Abel was, the very pertinent reply came, "Am I My Brother's Keeper?" In other words, "Am I responsible for my brother?"

There is a certain responsibility, accountability or answerability for others resting upon every one. To what extent we are liable or accountable depends greatly upon our association or connection with people, for the more closely we are associated, the greater our responsibility. A father has greater responsibility for his own children because of his close association than for those of Jones, who may live two blocks away, yet he bears some accountability for the Jones' children by virtue of being a neighbor.

And every shoe manufacturer and retailer who employs help, whether he realizes it or not, bears a heavy responsibility toward his employees because of his close association with them. And this responsibility extends beyond their relationship to him as mere employees. For example, should an employee receive such treatment from his employer that would cause him to become discouraged or disheartened and so make a failure in life, should not that employer be held accountable? Should he be able to crawl out under Cain's query, "Am I my brother's keeper?"

The treatment of help, even before the war, has been receiving the most careful thought and attention by influential men and employers of labor. These are men who are big in mind, men who have a large view of life and are big enough to see beyond the how-much-is-he-worth-a-day-to-me estimate of an employee.

One such man who has devoted years to this study is Herman Schneider, dean of the University of Cincinnati. Through his wonderful and original co-operative education scheme, hundreds of young men have been saved from the failure of a misfit life and have become successes. To what extent employers recognize the correctness of Mr. Schneider's plan may be shown by the fact that Cincinnati firms alone employ most of the five hundred "co-ops" of the university, and so much do they appreciate the work that they have a compact with Mr. Schneider whereby those who may not make the desired progress along the lines they are pursuing are shifted to find work for which they are best fitted. Nearly one hundred firms are backing this new idea of handling employees, which shows that these big, far-seeing men have some

RESPONSIBILITY of Employees will appear in next issue of this Journal—It is the help question viewed from another angle—Be sure you read it.

realization of their responsibility to their employees.

And it is the big men, the men you would least expect, men who are employers of much labor who are the most considerate of their employees and seem to realize their responsibility toward them. There are firms who have a welfare department, the heads of which receive big salaries to conduct it, and its work is entirely among its employees. Others have hospitals and nurses to visit the homes in cases of sickness, feeling it pays to keep their help in good health.

One big man who seems to have grasped the human side of life and its relationship to his employees is Thos. E. Wilson, the \$125,000 a year head of the Chicago pork packing industry of Wilson & Co. Mr. Wilson says, "An employer should be slower to fire a man than to hire him. To refuse to employ a man probably does him no great harm, but to discharge him may leave a permanent imprint on his character. He may regard himself as having been tried and found wanting—a failure.

Many men are stronger for having once made a blunder. They have profitted by it and are resolved that nothing like it shall occur again. I should much prefer to have a man make a mistake—as long as it isn't a repeater—than to make excuses. A little excuse is a dangerous thing. It is a habit that grows. A man gets to depend on excuses for careless work instead of striving to do the work properly. The fellow who never has an excuse for poor work shows he is trying his best to do it right and has at least a clear conscience." Mr. Wilson says, "My office door is always open to hear the side of my humblest employee. It may not be very important to me, but it is to him."

In Toronto there is a firm whose superintendent is establishing an employees' library for their education. He asserts that it pays to keep men—not to discharge them. This may be a selfish way of looking at it, but he recognizes his responsibility toward the help and is desirous of placing them in a position where they may improve themselves and become more valuable to themselves as well as the firm.

(Continued on page 37)

Buying Shoes Economically

Knowing HOW to Buy Shoes is Just as Important as Knowing How to Sell—A Little System and a Lot of Sense Will Work Wonders in Judicious Buying.—By a Successful Retail Buyer.

THE writer of this article is a member of a two-partner retail shoe store whose team work is worthy of emulation. They are that class of team that pulls together. They have a definite understanding of each other's work and stick to it closely but not blindly. For illustration, one partner looks after the men's lines while the other looks after the women's. That does not mean that they are so separate that neither interferes or rather consults the other about his department. In fact, the very reverse is the case. They buy together; they consider the lines together, but when it comes to a final, the one opinion of the men's lines partner is final with the men's goods and the opinion of the women's lines goods is final in his branch. There no friction then in the buying. In the entire conduct of the business this system is adhered to. They are both workers—in fact are hustlers. They have a model store from the point of view of attractiveness, convenience of stock-placing and general selling equipment.

The article which follows is told in the partner's own words, and the buying suggestions given should be of benefit to other retail shoe dealers.

"This is a partnership business, therefore there is no perpendicular first personal pronoun in it, for both share in the credit or discredit of what is done, and we also share the profit, or losses that may be had. We have had fifteen years' or more experience in selling shoes and considerable experience in buying, therefore we think we know where to start.

First, we decide on the firms from whom we will buy shoes of certain grades, for we do not buy one make where prices vary to a great extent. We grade them over \$9, from \$8 to \$9, \$6 to \$7 and under \$6. We would not purchase shoes to sell at \$6 and \$9 from one maker. Our reason for this is that every maker has a certain earmark about his lines that he cannot get away from, any more than a sign writer can get away from his certain style or a person can get away from his particular style of hand-writing. And while to the shoe man there may be a vast difference in the make and quality of two shoes made by the same firm, one to sell at \$6 and the other at \$9, to the general public there is a peculiar sameness that makes the customer wonder wherein is the difference.

Situated as we are it is possible for us to make appointments with different travelers to look over their samples on Wednesday afternoons, because on that day we close our store at 12 o'clock, and it

does not interfere with the dinner hour as it would on other days, if we should take until 3 or 4 o'clock to finish up. We call on traveler Number 1, who represents the firm from whom we have decided to buy our best grade men's shoes, and we order lines we believe to be best suited for our trade. Next, we call on Number 2, who represents the firm from whom we have decided to purchase our \$6 and \$7 women's shoes. Number 3 is perhaps the man we will buy our \$8 and \$9 men's shoes from, and so on down the lines, including misses' and children's, boys' and youths'.

Now we don't expect to get all we want from one man in each line. We may buy \$8 to \$9 grade from two or three firms, but we buy all we can from one house, making the account worth something, and we find we get better attention.

Now the placing is all done, how about the checking up? Perhaps we have duplicated some lines or bought too heavily in certain grades. We take all copies of orders placed and go over them together. We line up all the \$8 to \$9 lines, all \$6 to \$7 lines, and so on down, on paper with a description of each line bought, which shows us if we have bought too much or too little. If too heavy in any line, we cut down, if too light we buy more. It may be that we cut down on one price shoe and buy more on another, but it is our balance sheet and we find it works good.

There is one hard and fast rule we follow to our advantage, and that is we buy what we think we need for **two seasons**, but the third we cut down to about 25 or 30 per cent. of our requirements and buy only what we are sure will be our best sellers. We find that a little starvation on the third season is the best thing possible for cleaning up the stock. Let me make this clear. We buy for spring and fall, then for the following spring, which is the third season, we buy only enough to keep our stock up-to-date. Then the next time we buy for fall and spring and the following fall do the starvation act. We buy then only the season's real live numbers, and you would be surprised to know how one can work out the slow sellers by practicing this plan.

We might state in proof of this that in our stock of men's and women's shoes, a stock that will run near \$20,000, we have not more than two hundred pairs of discontinued lines, and not one pair of these is two years old.

Above all do not let advancing prices frighten you. Do not let your good judgment be carried away by scare conditions of prices going up. Buy what you can pay for and take advantage of your discounts. You may purchase shoes at a low price on an advancing market and the prospects may look good to you, but when payments come due you may find yourself crowded, and interest will mighty soon eat up what you make on your so-called "good buy" and put you in wrong with your creditor.

An old shoe man once said to me when I was young in business: "Any fool can buy goods, but it takes a salesman to sell them." But to-day there is equally as much importance on buying as on selling, and firmly believe that shoes well bought are half sold.

Co-operation Among Your Selling Force

Every Salesman Has His Strong and Weak Points—How a United Purpose Brings Benefit to the Store—A Spirit of Goodwill Throughout is Essential to Success.—By J. RUSSELL PONTIFEX, Ottawa

A SUFFICIENT collection of men in civilian clothes will be considered a crowd, the same number in military uniform will be looked upon as a company of soldiers. Let the latter go "Over the Top" together and they will be COMRADES.

If you don't realize the true meaning of the word comrades, tell the first returned soldier you meet that the platoon of men to which he belonged was composed of bums and hoboes. As you slowly regain consciousness you will distinctly understand its full significance.

The pleasures of comradeship are only for those willing to qualify, who are ready to march, charge or stand shoulder to shoulder to achieve success. This will sometimes mean hard work, indomitable will power, back bone, a set purpose and a stout heart.

How shall these things come to pass in the commercial world? Just one word tells the secret, Co-operation.

A sales force may be composed of a group of men without special knowledge or ability. Each one may be living in a world apart, seeing only his own small world, a weekly wage as the all-important thing in life. Such a force is an expense and a menace to any store.

On the other hand, the men may be experts in different ways, a credit to the store, each filling an important position and thus be an asset, but not until they learn the value of co-operation, know what it is to act together, to go "over the top" with no thought of self, but with determination to capture MORE SALES by a brilliant onslaught will they know the joys of real success.

Suppose salesman No. 1 waits upon a lady anxious to purchase a pair of patent leather shoes. He interests her in a particular last and model that appeals to her very much. The lady is indecisive and prefers to have her sister come in with her the next day. True to her promise, she comes with her sister and is cheerful and happy in her selection and ready to buy.

Salesman No. 1 is busy or out and No. 2 salesman waits on her. She asks to see the shoe No. 1 had shown her. No. 2, not having any regard for co-operation, gets the shoes but advises against buying them and suggests another style. The lady and sister now become baffled and decide not to buy just now, but will think it over. They go out and "look



J. Russell Pontifex, Ottawa, Ont.

around" and find a pair to suit them—in another store.

Now, No. 2 was as anxious to make the sale as No. 1, but with the lack of co-operation he prevented the sale that No. 1 had virtually created.

Never run away with the idea that you cannot learn anything from the other fellow. All men have ideas which may be valuable; sift them over and use the good ones. Get acquainted with each other, talk over your difficulties, examine your goods for selling arguments so you will be able to satisfy the most exacting customer. A trial sale by one salesman to the other is one of the finest methods of co-operation. It gives younger salesmen confidence and sales talk, and the more experienced men an opportunity to point out better ways of conducting a sale.

Try out these ideas, Mr. Storekeeper and Mr. Salesman; business is good, be prepared to take your share of the golden harvest. Your store will benefit in many ways. Enthusiasm will be fostered, your staff will be quick to appreciate the forward movement and will vie with each other in their desire to get ahead.

Like all good investments it will pay big dividends, and while increasing sales will be acceptable, the main advantage will be the spirit of goodwill produced by the co-operation in the sales force, which will create and fortify—comradeship.

THE JOURNAL FOR UP-TO-DATE SHOE MEN

Please find enclosed check for \$3.00, for two years' subscription for "The Shoe and Leather Journal." No up-to-date shoe man can afford to be without it. It certainly keeps us posted the way the boot and shoe people are doing things.

Wishing you every success, I remain,

Yours truly,
GEO. EDWARDS

The Romance Of Commerce

A Remarkable Business Story by
H. Gordon Selfridge, Founder of
the Great London Store Which Bears
His Name

A REMARKABLE book has been published entitled "The Romance of Commerce," by H. Gordon Selfridge, founder of the world-famous London store which bears his name. This book gives to the great retail selling world much food for thought. In commenting on this book a prominent London journal says:

"It is but a few short years ago that Mr. Selfridge founded his big business in London. We well remember the controversy his action caused. As a matter of fact, by commencing in a big way, instead of starting small and working up, Mr. Selfridge disturbed a cherished commercial tradition. There were not wanting prophets who foretold speedy disaster. The huge Oxford street concern, however, was a success from the opening day and is now one of the accepted institutions of London. Mr. Selfridge has just published a book on commerce, and one of the most interesting chapters, naturally, is that in which he tells the world how he accomplished the victory and how others can do the same.

"In many respects Mr. Selfridge's volume is remarkable. As a history of commerce it is unique, so far as we know. We have never seen a book that covers the ground. The author traces the development of business from the ancient civilizations of Greece, Assyria, China and Phoenicia down to modern times, ending up with a detailed description of the organization of a great modern department store. The whole of the chapters are fascinating in the extreme. They tell of commerce all over the world; of the Hanseatic League, the Fuggers of Augsburg and the growth of the trade guilds. Very interesting is the chapter on "The Fantastic in Trade," and sketches of all the great English merchants and noteworthy enterprises are given. A special chapter is devoted to Japan, and this is worthy of most careful perusal.

"But interesting as is the whole volume we think most readers will dwell upon the chapters through which the wonderful individuality of the author is most plainly to be discerned. We refer to the first and last in the book. In the first Mr. Selfridge expresses some characteristic views on commerce. He is an idealist, but as he runs his own store according to his ideals he can hardly be dismissed as a mere dreamer of dreams. The fact is he has proved the possibility of playing the game of trade as an Englishman would play a game of cricket. He would rather lose than break the

rules! Nay, more, he would rather lose than commit a breach of the spirit of the game, even though he observed the letter of the law. The Selfridge idea of business is not to make money; that is incidental. The pursuit of the art of merchandising is an end in itself. The most efficient player wins the game, but wholly and forever discredited should be the player who secures victory by chicanery or sharp practice. Could there be a more exalted commercial gospel?

The Gift of Delegation

"Perhaps the secret of success in a great business, according to Mr. Selfridge, is the gift, possessed by comparatively few principals, of delegation. To be able to select the right men for jobs and to leave them to do the jobs, is an essential feature of the Selfridge theory of business. Obviously, only 'big' men can do this. The 'little' man wants to do everything himself. His creed is, 'If you want a thing done, do it yourself.' Therefore, he can only be head of a very small concern. The Selfridge idea is, 'If you want a thing done, get some efficient person to do it for you.' The Napoleon of Commerce is the directing brain, but he does not stick the stamps on letters or tie up the parcels! This, of course, means that the head of the business must delegate much power to his chiefs, and this is a thing the 'small' man hates doing. That is one reason why he will always remain a 'small' man.

"Mr. Selfridge gives a chart showing the organization of a twentieth century department store. At the top is the managing director, in close communication with a sort of business council, consisting of the following: manager of incoming merchandise, manager of sales, manager of counting house, manager of expenses, manager of staff, manager of systems, and manager of buildings and equipment. In a sort of genealogical tree, Mr. Selfridge shows us the details each of these managers has under his control. In the text he expounds the duties of each.

"And the aim and object of it all! Let Mr. Selfridge state it in his own language: 'We believe that success in its broadest meaning is the favorable attainment of that object or series of objects which makes for a higher standard of civilization, which gives to the world higher ideals in those things which concern the everyday life of the multitude.' Truly, Mr. Selfridge has produced an inspiring volume and one which can be read and studied, and read and studied again, with pleasure and profit."

Another English trade journal, in some comments on the book, says:

"Mr. Selfridge reminds us that ever since the moment when two individuals first lived upon the earth each has had what the other wanted, and has been willing, for a consideration, to part with his possession. 'This is the principle underlying all trade, however primitive, and all men except the idlers are merchants.' Within this definition the author includes the artist, the doctor, the lawyer, the writer; all, in fact, who work to produce. In another form it is the spirit of the Ideal Platonic Republic, in which each lived for all and the resources of all were available for each. In this

broad sense Mr. Selfridge pleads for the recognition of commerce as the basis of all that civilization contains.

"Just as in a beautiful tapestry," he writes, "there must be the background, the foundation upon which the design is woven, so has commerce acted as the underlying warp and woof in the development of civilization. It gives both strength and substance; and more than this, for it gives color as well. Its threads are so closely interwoven with the result as to be almost indistinguishable from them. Or, to change the simile, commerce is the foundation upon which nations are built; but it is also the superstructure, and provides the bands of steel which support every part of the national edifice. Commerce is the mother of the arts, the sciences, the professions, and in this twentieth century has itself become an art, a science, a profession. As it plays with a fine touch on the strings of human nature the world over, and makes happier by its fairness the youth of to-day and the man of to-morrow, it is an art."

"Mr. Selfridge takes as an example the question of advertisements, and declares that we need a new philosophy here. 'Why,' he asks, 'pay for space and then fill it with matter which must quickly be discovered to be false? Why thus reduce the value of every future statement? And yet this is exactly what is continually being done in many parts of the world.'

Inconsistent Advertising

"This inconsistent action, he argues, is due to the fact that men who have adopted commerce as their medium of activity are working on the played-out philosophy of trade which sprang up after the sturdy old merchant-adventurers ceased to exist—that false philosophy which thought it was clever to be too shrewd; that it was good business always to try to get the better of the other; that it was impossible to be honest in business; that exaggeration, spoken or written, was not only necessary but clever; that nearly everyone was a fool, and fools could best be handled by knaves; that a trick which meant a cheat was something to applaud; that nothing must be given which could be charged for; that no one must be paid more than could be helped; that the stronger was quite right in oppressing the weak; that might was always right when dealing with employees; that loyalty, if desirable, was to be obtained through fear rather than through justice or affection; that competition involved personal antagonism; that a large outlay on production was usually foolish, and that hoarding was the only way to wealth; and so on, until one is nauseated with the littleness which crowded out the broader philosophy."

"In contrast with these old fallacies which the author calls 'unprincipled principles,' and which we should like to think with him are giving way to new and more enlightened ideas, Mr. Selfridge sets up a wiser and more human philosophy of trade. 'It is not clever,' he declares, 'to be too shrewd.' It is not good to get the better of another by hook or crook, by deception or falsehood. It is not only possible to be honest in business, but it is the height

of unwisdom to be other than honest. Exaggerated statements of any kind are dangerous, and no people are easier to compete against than those who use exaggeration. The world is not made up of fools, but of extremely worldly-wise people who recognize a knave with little difficulty. The trick is no longer the object of applause, but of condemnation, and a trickster soon finds himself very much alone in business. It is wise to be very liberal with the public, and to give something which could be charged for is no longer a business error, but quite the reverse. It is desperately silly to hold wages down to the breaking point, for there is so much more to the employee than two arms and two legs. There is the spirit of enthusiasm and earnestness and "I will," which means more to the employer than ten pairs of arms and legs. And loyalty is a quality to be earned by the employer from the employee, and only earned by fair, friendly, generous treatment."

RESPONSIBILITY OF EMPLOYERS

(Continued from page 33)

In strong and striking contrast to the above firm's recognition of their responsibilities toward their employees, we might assume that a smoothly running department of some other firm had lost its manager. A new head is engaged. In two months the department becomes disorganized. The past harmony and good feeling, when everybody dug in and hustled and worked, and efficiency and good results were the outcome, are changed to a department of disgruntled, dissatisfied and inharmonious number of employees working against, rather than for the concern. Let us further assume that the new head had neither the faculty to drive nor lead, but rather to antagonize and dismissals followed, dismissals of men whose services satisfactorily covered periods of ten years, others not so long, until within less than a year, five out of seven employees leave—two fired, two dismissed and one leaves of his own free will.

The questions will immediately arise: "Could not all this disgruntling and disorganizing have been avoided had the management realized its responsibility to these young men employees beyond the cold relationship of business and dollars and cents? Should it not have sought some reason for the sudden change in the department and the wholesale dismissals? Should it have sought a word of defence or explanation from the employees so dismissed before arriving at a decision and permitting their release? In view of the fact that these young men may or may not be big enough to overcome the effects of such treatment, would it have been better for the general manager to have taken them individually into his office and had a heart to heart talk with them regarding their cases, their shortcomings, their faults, and the situation generally, and consider, with Mr. Wilson, that to fire a man is a serious matter? If not, did the management really have the personal interests of the employees at heart, and to what extent is it responsible and can it hide behind Cain's query, "Am I my brother's keeper?"

A Progressive Concern

THE West is noted for growth, and in nothing more than its business houses is this better demonstrated. A few years ago Moose Jaw was a nondescript town on the C.P.R., of interest principally to passing tourists. To-day it is a busy city and a centre for distribution for a thriving province. Part of the history of Moose Jaw is written in the development of concerns like Maybee's, Limited, whose record only goes back ten years. The three accompanying cuts tell the story very effectually. In 1908 the concern occupied the basement of the old Mitchel & Hembroff store, on Main street, and in 1916 had to move to more commodious quarters at 25 High street, as indicated by the second illustration. At the beginning of the present year they moved into their present extensive premises in the Commercial Block, which looks like an establishment in Toronto or Montreal. The business is under the active management of G. A. Maybee, president, and W. B. Riley, secretary-treasurer, a pair well known throughout the west for their push and enterprise. The company's



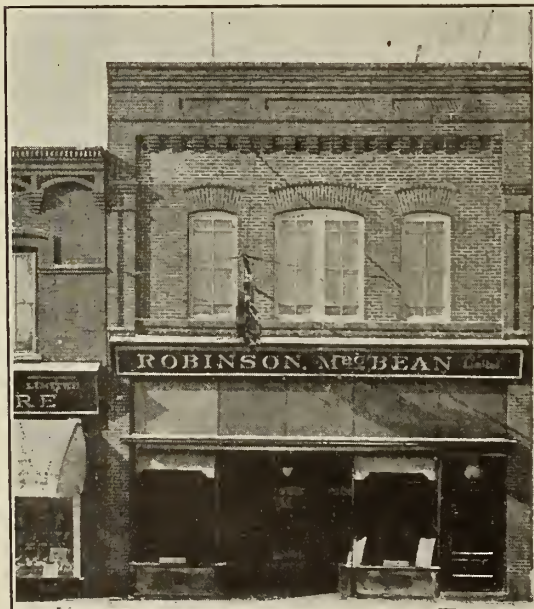
The present splendid wholesale establishment of Maybee's Limited, 121 to 125 High street, west, Moose Jaw, Sask.

business is still growing and they expect this year to almost double that of last year.

THE ACTON PUBLISHING CO.,
Toronto, Ont.

Gentlemen,—The time for sending in our subscription has come around again, and I do it with pleasure, as we certainly get the worth of our money. Every page is interesting and profitable, and we read every page. Yours truly,

JOSEPH PATTERSON.



Where Maybee's began, in the basement of this building, 112 Main street, 1908 to 1916.



Maybee's second move. This entire building, 25 High street west, 1916 to 1918.

Advertising That is Decidedly Different

How a Small Town Merchant Beats the Mail Order Houses and Big City Stores

WE publish herewith an article from Printers' Ink that strikes us, as it did the publishers of that journal, as being very unique and very much out of the ordinary, but not so much out of the ordinary that it is not practical. While the advertising in it refers to a general store of a small town of 3,000 inhabitants, still some enterprising shoe man may be able to adapt it to his local conditions and reap much benefit from it. When it is understood that the store did a gross business in 1917 in farm supplies alone of \$150,000, it shows the tremendous value of this man's advertising.

We append at the end of the article a few suggestions whereby shoe men may adapt similar plans in their advertising. The story as published in Printers' Ink is headed as follows:

"BOB" MURRAY FEARS NEITHER MAIL ORDER HOUSES NOR BIG CITY STORES

HIS UNIQUE ADVERTISING COPY HAS BUILT A REMARKABLE BUSINESS IN A SMALL TOWN.—BY S. ROLAND HILL

If a big national advertiser or a department-store advertiser were to get something like a hundred inquiries asking why his announcement was omitted from a single issue of a medium that had been used regularly, he would probably feel flattered. Yet that is what happened to the Murray Company, of Honesdale, Pa., whose name is probably here made known to advertising circles for the first time.

Once in a while PRINTERS' INK has occasion to review the work of some retail merchant whose work stands out not only as an example to fellow merchants but as a study for manufacturers. The Murray Company, of Honesdale, is clearly entitled to a place in this group of distinctive retailers.

G. S. Brown, the president of our company, one day brought down to the office a little paper from his home county up in the mountains of Pennsylvania. "What do you think of this style of advertising?" said he, as he spread out the page with Murray's "Everything for the Farm News" on it. He read most of the advertisement aloud to me, enjoying the homely, sensible way in which the items were written. As the exhibits will show, the Murray Company uses a space eight to ten inches deep across three columns, devotes one-third or one-fourth of the space usually to a display advertisement of the general kind but fills the remainder of the space with well-written items about the people who have come into the store, what they are buying and what they are planning to do. My conviction as to the value of this style of advertising was instantaneous. It is the old principle of using news value, but developed in a way that is particularly well suited to the country town. The items are written breezily, neighborly and with the commercial note not sounded too strongly. I doubt that there are many country editors who could do the job so well.

Mr. Brown had enjoyed these advertisements so much that he had kept all the pages containing them. It seemed to us that there might be much in the methods of this country-town advertiser that would be of value to other dealers, and it was decided that I should make him a visit.

Honesdale has a population of about 3,000. A call on

the editor of the "Wayne County Independent"—a tri-weekly—established the fact that the Murray Company was as successful in its merchandising as its advertising indicated. It is doing a business of \$150,000 a year—a very large figure for a town of that size. The business manager of the paper was glad to accompany me to the store for a talk with the proprietors.

THE NEW TYPE OF COUNTRY MERCHANT

If I had entertained any idea that the distinctive advertising of Honesdale was a quaint country-town character, that notion was quickly removed. I had a chance to watch "Bob" Murray, who has done most of the advertising, handle several customers before we interrupted him, and those minutes showed him to be the keen, hustling, obliging type of modern merchant who would make his mark in Pittsburgh, Newark, Rochester or wherever else he might be located. He was busy, but not too busy to spend an hour and a half with me, telling of the methods he, his brothers and brother-in-law and his helpers have used to build up the business that they to-day enjoy. He knows the opportunity of the country-town merchant, and consequently knows that too few have taken advantage of the wide acquaintance that the country merchant can have.

The present style of advertising is not the only effective style that the company has used. Some years ago it ran a series of personal advertisements, introducing each member of the force and telling what each specialized on. The series went so far as to include "Helen," the stenographer and bookkeeper—told where she received her training, that her office equipment included Underwood typewriter, Burroughs adding machine, etc. "If you want to know how your account stands, see Helen," "If you like itemized statements, tell Helen," were the closing remarks in this advertisement. The central idea was to make country buyers feel that they knew the Murray family, and this series of advertisements was so successful that farmer after farmer would come in and speak to "Helen" by her first name, though they had become acquainted with her only through the advertising. Almost every one who now comes into the store speaks to the men of the force by their first names.

The advertisement headed "I tell you, boys," quoting the oldest farmer of Wayne county on Bowker's Corn Fertilizer, is just one more example of Mr. Murray's keen appreciation of what constitutes interest in advertising.

I remarked: "You have a distinctive and effective style in these news-item talks. You know it, I suppose, but I am emphasizing it. Now, I wonder how you happened to adopt this style?"

"It was this way," answered Bob Murray, who did most of the talking with me. "We sell everything for the farm, which includes a great many farm implements. The John Deere people get out a house-organ, and in one of the issues of this publication there was the suggestion that when Phil Brown out in the country buys a new mowing machine this is as much a news item to the country folks as when James Wilkinson, Esq., up in the residence part of the town, buys a new Chalmers. The gist of the suggestion was that we should go to our local editor and get a news item inserted on that purchase. But I figured that with the large amount of farm supplies we sold we would be trotting down to the editor a score of times a week, and that he wouldn't stand for that. So I thought to myself, 'Why don't we just buy the necessary space ourselves and then write up the items as we see fit?' That seemed to be the solution, and as we always carried the slogan of 'Everything for the Farm,' the newspaper suggested that we give our talks the heading of 'Everything for the Farm News.'" Though he did not put it that way, the firm is really publishing a house-organ or store paper in the newspapers. The two papers of the town are used.

He went on to tell me that the eight members of the selling force make memoranda of all sales and turn in the kernel of the item to the office where the copy is whipped into shape by Bob Murray and the stenographer and book-keeper member of the organization.

The best way to convey an understanding of what the copy is, is to quote some of it. As far as I know this copy is unique—and by that I mean 'unique'—there's nothing else like it anywhere, as far as I know. As you read it, don't sneer at its small-town newspaper style. That style explains many things about the record this store is making. Here are some of the paragraphs from the copy:

"You just bet we are going to have our 'Big Spring Opening.' We don't care if sugar is scarce and high in price. A little thing like that don't stop us. The big days will be March 20-21-22-23. Mark them on your calendar so you don't forget. It's going to be a big party and one treat. You are invited. Mark those dates on your calendar right now before you read any further."

"The printers are now working on our big spring catalogue which will be mailed to you about March 1st. We are going to have a real catalogue this year. You know it takes time to learn how to do a new job well. We don't know very much about it yet, but we do think you'll like this new catalogue. Shipments by railroad are going to be very slow and unsatisfactory this year, so we have anticipated your wants by purchasing very heavily. We have unloaded car after car of plows, harrows, cultivators, mowers, rakes, reapers and binders, as well as a good stock of repairs, so that when the robins begin to flutter about we'll be all ready for you. Our new spring catalogue will tell you all about it. If you don't get your copy by mail, call or write us."

"In order to carry out the policy of 'Service for Customers,' which the Murray Company advocates, Jake spent last week at the factory of the Empire Cream Separator Company, of Bloomfield, N.J., to become more familiar with the construction of the Empire mechanical milkers and cream separators. It is a long time since Jake worked at the bench, but he said it seemed quite natural. His case was something like the fellow who hadn't had an opportunity to swim for a long time before he jumped from a torpedoed steamer. He floundered around for a time, but soon caught on. So did Jake, although the foreman said that he did not notice any increase in the day's production. The Empire company employs 350 people. About 200 are engaged in the manufacture of milking machines. It is interesting, especially when you know the material used is very expensive. This means economy at every angle. The pails are made of german silver, which are cut out from sheets and then put through the shaping machine. It is then put together with an electric riveter. The bottom is put in and is ready for the polisher. The covers are die cast from white metal, first copper plated and then nickel plated. All pulsator parts are made of the same material as the covers. The superintendent told Jake they didn't need any air for the blast furnace as that was supplied with a steam blower, and the office was pretty well ventilated at all times, so he had better spend his time in the assembling department where the pulsators are put together and tested. The pulsator is called the heart of the machine. It regulates the suction and release and must work accurately at all times. The Empire company is equipping its milkers with a new pulsator called the supersimple, and it is everything that the name implies. It consists of one disc, two valves and stem, and is so simple it seems about impossible to get out of order."

"Did you buy a Liberty Bond? If not, it's time to get busy. Everyone about the store is going to buy at least a little one, and if you have not come across yet, just come in and join us and we'll go up and take a couple of shots at the Kaiser. We have enough German blood in our veins to

appreciate the many good qualities of our fine German-American citizens, but this Kaiser rule or ruin business must be stopped and we want to help old Uncle Sam do the trick. Are you with us?"

"J. E. Avery, of Blooming Grove, is going to see things in the right light. He has purchased one of our Western Electric Farm Lighting Plants."

"Sam Brooking, the good-natured butcher and farmer of Pleasant Mountain, loaded one of our Dockash ranges on the back end of his Ford car Friday and hustled it home. We know a Ford can go some, but when it comes to fast work these Dockash ranges burn up so fast in the morning that the speed of a Ford would be like that of a horse with a wooden leg in the 2:10 class."

"If you have one of our New Holland feed mills come in and let us tell you how to grind twice as much with the same amount of power you are using. Please do not neglect this, as it will save you money."

"John Simpson, of Carbondale, is using our Star Barn Furniture in his new barn. John always comes over to see us when he needs anything for the farm."

"Jno. Carey, of High Lake, has just completed one of the finest barns in that section. He has everything nice and handy. The doors will all roll on our Cannon Ball Door Track and Hangers."

"George Hadden, of Rileyville, says the Hamburg Potato Digger he bought of us surely hustles out the tubers. Beats all how this digger pleases. Chas. Goodman, of Texas, and Chas. Webb, of Bethany, will dig their potatoes the Hamburg way. If your crop is still in the ground, better get a Hamburg. We still have a few."

"Chas. Bigart, of Hoadleys, Oregon School Board, Mrs. Foreman, Jno. Gray and Fred Weber of Honesdale, C. A. Hicks of Laurella, Miss Kate Burks of Galilee and Mrs. Wilson of Beachlake are among the many recent purchasers of Dockash ranges and Wayne County Oak stoves. If you need a stove, we will both lose if you don't come in and have a look."

"Do you ever have people suggest that they would like to see certain items about them and their affairs printed?" I asked Bob Murray, having in mind that people do this with editors.

"Occasionally," was the reply. "They will sometimes say, 'Oh, I don't suppose you would want to print this,' but we take the hint."

"This is rather intimate sort of material that you are publishing," I added, "and I wonder if sometimes customers may not resent having such items published."

"We have never had anything serious happen. Now and then people ask us not to mention that they have made certain purchases, and of course we respect their wishes. We use judgment. For instance, a week or so ago, a certain young man came in and bought a new cutter. He said to Jake, 'Don't mention this in the paper. You see, I've been taking a girl out pretty regularly, and if it gets out that I've bought a new cutter the fellows will be kidding the life out of me.' Of course we told him that it wouldn't be mentioned. Next week the rural mail-carrier came in here and said, 'Say, Mr. Bob, why didn't you say something about John's new cutter in the paper this week?' I told him I would have done so but John asked us not to. 'That's all right,' he replied, 'he might have said that, but just the same when I took the paper to him he ripped it open, looked at your ad. and said, 'Well, I'll be danged if he didn't say something about everybody but me.' You better put that item in.' And so we did. John was in a day or two later, protesting mildly but with a beaming face."

The Murray Company has what some merchants call a "spring opening," but which the Murray boys term a "big party," every spring. Take note of the happy phraseology. In the spring of 1916 something over 3,000 people attended. Last year the attendance was more than 4,000,

and orders for \$5,000 in excess of the usual day's business were taken. Music, cigars and refreshments are provided. Every youngster gets a bag of candy. What's more, the company writes to the principal manufacturers with whom it deals, tells about the "big party" experiences of previous years and asks for material for a special booth. It also asks that a demonstrator or salesman be provided. The result of this was that last spring there were twenty booths in charge of a manufacturer's representative, and the Murray people provided guides to take people around.

Yes, the Murray Company comes into competition with mail-order houses, and combats the competition by printing its own mail-order catalogue in the same style of printing and illustration as that of the big mail-order houses. The firm features in this catalogue only the goods on which it can meet, or about meet, the mail-order prices. In a number of cases the goods featured in this catalogue are shipped direct from the manufacturer to the farmer, and the farmer must buy from the illustrations if he elects to buy from the mail-order catalogue. Mr. Murray explained that the best effect of the catalogue is simply that it shuts off the talk about what one can do when he buys by the mail-order plan. "When they see, they are usually satisfied and prefer to come in here and buy their supplies right on our floors," he said.

Has the company a mailing-list? It has. Would you suppose that it is a typewritten list or even a list on cards? No, sir. The list of this enterprising Honesdale concern is on Addressograph stencils, covers 3,500 names, and the list is subdivided into groups. Moreover, these groups are checked up. For example, if the county assessor's list does not show a farmer to own ten cows he is not put on the dairymen's division. I do not know of any national advertiser who does the thing more efficiently than that.

Bob Murray is alert to turn to account any timely event that fits into his merchandising programme. When train service was cut down recently it was remarked that while it might result in some inconvenience, the new arrangement would in the long run benefit Honesdale, because it would have a tendency to make people trade at home. The company, in its next advertisement, had the following to say:

"We note by the papers that Mr. Coyle, the D. & H. R. R. Freight and Passenger Agent, states that Honesdale Business Men should be better pleased with less passenger trains, as that would prevent our customers going away to do their shopping. Mr. Coyle evidently does not know the spirit of Honesdale merchants. What we want is more trains to get the people here and we'll take all the chances of losing business by our friends going to Carbondale or Scranton. We claim that it is a customer's duty to himself to buy where he can secure the best value (not always the lowest prices), and when we cannot furnish values equal to any other source of supply, we expect to take down our shingle, close up shop, and go to work for the concern that has so well proven that it can beat us at our own game."

Said Bob Murray as the evening train for Scranton drew up to the station: "I am satisfied that in 1918 we can make our usual record on an expenditure of 1 per cent. for advertising."

It will at once be seen that any adaptation of these ideas should be done in the smaller towns, say up to ten or twelve thousand inhabitants. By a little diplomacy you should be able to train the community into using the names of a few well-known and popular people. Of course it cannot be done to the extent of Mr. Murray's advertising because of his variety of stock. But you could use in toto the illustration of Jake going to the factory to learn about milking machines by sending some one of your staff or yourself to some big shoe firm to see how the shoes were made. And you could arrange some kind of a "Shoe Party" and have on exhibition the various shoes of different concerns and have their travelers there to show the quality and also to assist your help in fitting and selling.

You could even go farther with the personal stuff by obtaining the permission of a few young fellows at first for you to use their names in your ads. For example, something like this: "Bob Wilson attended the ball game yesterday at the park and wore a pair of our ——— brand kid blucher boots. Bob said he enjoyed the game twice as much as usual because of the comfort derived from those shoes. We can fit you just as well."

You could even use fictitious names and in June use such matter as: "The wedding of Miss Jones, which took place last Wednesday, was a very charming affair. The bride and the bridesmaids all wore white satin slippers with Louis heels, etc., etc., which were bought in our store."

Your advertisements could be run as Mr. Murray's. Use part of it for display and the balance set up in columns, the same as the newspaper in which the ad. appears, and the personals set just as if they were news items in the paper.

We will leave further application of the ideas to your own ingenuity.

JULIUS ROSENWALD ATTRIBUTES SUCCESS TO CHANCE

James B. Morrow, in a late issue of the "Nation's Business," furnishes an entertaining interview with Julius Rosenwald, head of the great Chicago mail order house of Sears-Roebuck & Co., Chicago, Ill. Mr. Rosenwald was quoted as expressing original views on man's opportunity for obtaining wealth. He is a believer in opportunity's knocking at the door, and the luck of chance. There are so many people watching and waiting, that there are not enough lucky fortunes to go around, he said, hence many go through life poor or half poor, because the chance has not crossed their path.

Mr. Rosenwald said, "The United States is filled with men who could get rich if they had the chance." He said that General Grant was a leather merchant in a city not far from his own town. The Civil War turned him into a hero, and made him President of the United States. "But you admit he was a great soldier," said the interviewer. "Surely," answered Mr. Rosenwald, "but no one ever would have known it had he been deprived of an opportunity to fight." He said that counsel is useless from a master of money to a candidate seeking a place in the ranks—the commonest thing in the world is advice—but normal men do not need it. Many live on pay envelopes, and die in poverty, who are millionaires in everything save money. He said that the heart of the fortunate should not be filled with arrogance or false pride. We are only the subjects of chance. We should not over-estimate our own ability. Meekly should we walk in the presence of ourselves and our family. "But you have a program," said Mr. Morrow. "None whatever," was the answer. "Had I followed a program, I would still be in the clothing business."

Mr. Rosenwald is of medium stature and weight, and has none of the mannerisms supposed to be acquired with the amassing of large property. He has a friendly eye of brown and gray. He has philanthropic ideas and advises all men of wealth against arrogance. He is a good adviser, and is therefore a benefit to his race. His ideas and advice are good guides to young men—hence we congratulate him on his great success that has not in any way spoiled his gentle nature.—Exchange.

DAVIS LEATHER POPULAR

The Davis Leather Co., by concentration upon their specialties, are not only following the conservation idea, but are incidentally giving great satisfaction to their customers, who say that in quality, appearance and dependability their lines are equal to anything made on the continent. Their five leaders are keeping them busy, and also they claim are keeping their customers busy. They are demonstrating in value of specialization.

Leather and Shoe Trade Notes

What is Seen and Heard Amongst the Trade—Leather and Shoe Conditions in Canada and Abroad—Business Improving and Market Strengthening—Trading Brisk in Some Lines of Leather

BUSINESS is forging ahead. Conditions were such that it only needed the slight impetus given by the increased demand a couple of weeks ago to start prices on the upward turn. The improved conditions in shoe manufacturing, helped by the fact that the British Government were in the market for leather, have provided, undoubtedly, the stimulus that the market needed to harden prices. During the last two weeks there has been a good deal of leather bought, in both upper and sole, and larger operators are still picking up fair-sized lots, and in most cases paying a fair advance on the prices asked a month ago. Meanwhile business continues good with manufacturers, although with some it appears to be still quiet. Sorting trade is already coming in well and is improving with the weather.

American Business.—Reports from American centres indicate a stronger situation all along the line. There seems to be a marked improvement in business, both in civilian trade and for army shoes, but the last large order for the latter has evidently cleared up the situation. The markets have advanced in all lines of leather and large sales, particularly of upper stock, have been made at higher prices. Calfskins have taken a strong upward turn, and side leathers are showing considerable activity. Sole leather is moving quite freely and cut stock is particularly active. Large sales are exported of medium and low grade black side leather, the higher grades being well sold up, but the demand is stronger for the lower grades. Colors are also active and stronger in price. Calfskins have advanced from five to eight cents over the prices of a month ago and some producers are unable to meet the demand. Patent leather is also improved in tone and stronger prices are talked. The kid market has taken an increased activity, the prospect of export business having a great stimulating effect. There is a large demand for browns and grays and colored kid continues very active from a dollar down. Blacks of the 25 cent grade have been well cleaned up and 30 cents has been refused in some cases. Top selections of Patnas and Brazilians are quoted 65 cents.

Hide and Skin Conditions.—Prices have been fixed for hides and skins, although details have been withheld for obvious reasons for a few days. The

effect has been a tendency towards strong prices in selections not known to be wanted for government purposes. There has been a moderate movement in packer hides with a strongly upward tendency. April take-off is all sold up and packers are looking for a greatly increased demand for summer hides. Heavy native steers have not sold as well as some other lines and are held on a 29-cent basis; branded cows are on a 19-cent basis. On account of the price-fixing operations of the government at Washington country hides have not been moving very actively. It is expected that future prices will be on a higher basis and on this account a good deal of quiet speculation is going on. Heavy hides are selling slowly. Country buffs are still on a basis of 19 cents for free of grubs. In calfskins prices have been going up, especially in packers, which show an advance about 5 cents. The New York market is strong, 9-12's selling as high as \$6. Dry hides are quieter on account of the uncertainty of the government attitude, but stocks are well cleaned out.

The Embargo on Shoes.—The budget has been brought down in the House of Commons and the Finance Department's plans for meeting the financial needs of the country have been laid before the people. These do not seem to embrace any purpose to change the tariff policy of the government, and seem for the moment to remove the immediate prospect of any regulations looking to the restriction of imports. Nevertheless the question of the adverse balance against Canada in the matter of trade with the United States has not yet been dealt with. Whether something may yet be done to limit imports, or whether some temporary loan arrangement may be made, does not yet appear. Nothing has been said since the budget plans of taxation were announced, but as it is proposed to place in the hands of the War Trade Board very large authority there may be something done in the near future. As it has been pointed out, something will have to be done to counteract the flow of gold to meet the liability for goods brought into Canada, whether to be permanent or temporary.

Fixes Prices of Hides and Skins.—The Committee of the War Industries Board at Washington has issued its schedule of maximum prices of packer and country hides and skins for May, June and July. The prices of hides and skins are a little higher than April prices but are considered reasonable. The maximum price fixed on heavy native steers is 29 cents, on light native steers 28 cents, on heavy native cows 24 cents, on light native cows 21 cents, on all take off to April 30th. For May, June and July take off prices are 33 cents for heavy and 31 cents for light native steers; for heavy cows 30 cents, for light 26 cents. In country hides the basis for buffs is 20 cents for selected April take off, and 22 cents for May, June and July take off. The prices fixed for New York City calfskins for May, June and July take off are as follows: 5-7 pounds, \$4.00; 7-9 pounds \$5.00; 9-12 pounds, \$6.00; 12-17 pounds, \$7.00; 17-25 pounds, \$7.50. This will give a fair idea of the standards adopted in native hides and skins.

OUR BIG DRIVE HAS BEGUN

After weeks of careful selecting and buying, we have secured—and have at our Montreal warehouse over

ELEVEN THOUSAND DOZEN

Skins in Black, Brown & Grey Kid

In this large stock of leather, manufacturers will find a wealth of goods to choose their requirements from. Every line has been selected with careful attention to every detail of what is wanted by the shoe trade of Canada

Call and inspect our stock. New shipments arriving almost daily.

J. A. SCOTT

218 Notre Dame St. West

Montreal

Phone Main 1087

566 St. Valier Street

Quebec

When it is a question of Patent Leather or Glazed Kid,
we can answer it definitely by supplying
you with

"MAXIMUS"

PATENT LEATHER

Mahogany, White, Drab, Pearl and
Battleship Gray

"PEERLESS"

GLAZED KID

Gray and Brown

"RUBY"

GLAZED KID

PEERLESS MAT CABARETTAS

No order too small to receive our efficient service, no
order so large as to tax our ability
to render such service.

Let Us Quote You on Your Needs

John R. Evans Leather Co.

Of Canada, Limited

Specialists in Glazed Kid and Upper Leathers

214 Lemoine St., Montreal

How can the Retail Shoe Business be Put on a War Basis?

What Economies Can be Practiced?—What Unnecessary Expenses Can be Eliminated?—What Are YOU Doing?—By a Successful Shoe Retailer

POSSIBLY in England, more than in the country, the question of man power has come home to the shoe industries in a way that it has not done here. There many shops have been closed and the owners told their presence in the army was more important than in their places of business, and the latter has been compelled to yield. But even here the foremost question is to "Win the War."

The necessity of man power for the accomplishment of this has been forcefully impressed upon us, and the problem of obtaining this rests with the government. But who is the government? Is it not the people? We elect certain men to represent us in parliament, to make such laws that are necessary to carry out the business of the country, so it is up to every one of us to stand by the government and live up to the demands put upon us during these troublesome days, and thereby helping, in no small way, to win the war.

When the government calls for men it is up to both merchants and, clerks alike, if they are in the class called, to prepare in the shortest possible time to get into training, as it takes a long time to become qualified for the front line trench, so delays are dangerous.

It may seem hard if a merchant is called to the colors and has to dispose of his business in the meantime, but when we go back a few years we find the liberty and security he has had during his lifetime; that made it possible for him to be in business, are the results of battles fought years ago by other men, so why should we not be willing to serve so that peace and happiness will reign in the world once again and that we may be able to carry on our daily work once more, feeling that the security of our business is once more insured?

Now that we have sufficient men at the front how can the general public left behind "carry on?"

As shoe merchants the question will immediately arise: "Where shall we begin?" Why not start right at home in our own household. The merchant who separates his home from his business has not the correct view of life, or he has not a broad view of life, for he is bound to admit that the conditions of his home will affect the conditions of his business. If he doubts this let him have a bad case of sickness in his home and see how it will affect his business. So when a man begins to economize in his home because of war conditions he is beginning to do something to put his shoe business on a war footing. The government, the war board and all people in authority have been calling for economy. Possibly one mistake they have made is in not telling the people HOW they can economize. They are told to economize in the home, but are not told HOW. Possibly they feel that ordinary intelligence should cause people to know how, but ordinary intelligence cannot move people from the old ruts in which they have been traveling. In view of this let us ask, how many people have cut out

sugar in their tea? How many people have cut out tea and drink water? How many have cut out meat to one meal a day? How many have cut down on the little delicacies that have become to them almost as staple as potatoes? When you have answered these questions, then are you in a position to know whether you have really begun to place your business on a war basis, for if you cannot or did not do it in your home you will not likely do it in your business.

Now coming to the store, would it not be possible to economize on unnecessary fads, such as 10 to 12 inch top boots, fancy colors and combinations. Already the government is taking this matter up, but why should we wait for the government to compel us to economize in needless extravagance? Then again, let us be satisfied with less variety from which to choose. We know that the general public has been pampered and spoiled by some of the large merchants, by keeping the same style of shoe in both single and double soles, also in different leathers, whereas the same amount of business could be done on less lines if the merit of them was described by judicious advertising.

How many of us have thought of economizing in the delivery of parcels? Every one knows this is an expensive accommodation of a retail business, and especially of shoes. The delivery of a 25 cent box of blacking in the city, when the delivery will cost at least 10 cents to effect, is one worthy of consideration. True, there is the service to the customer to be considered and many other points about it, but have we not been educating the public too long to be lazy or aristocratic, or whatever you want to call it, and is it not up to us just now, when even boys are hard to obtain, to start in an educational campaign to cultivate the public in the carrying of their parcels? The shoe trade can do this as well, or better, than trade which have bulky and heavy articles. Where it is being tried out shoe merchants report that the results are most gratifying—that particularly among the best trade customers very many are carrying parcels who have not done so before. The advantage of this as an economy is that the work of delivery is distributed over a great number of people and they do not feel the effects of it, on the principle that many hands make light work.

But as merchants we must see to it that our business does not necessarily suffer. It is necessary to push business in a good, live, honest, legitimate way, especially to emphasize the quality of the goods in stock, which will go a long way to off-set the high prices, and also to maintain the volume of business that is necessary to keep down the overhead expenses. With the advent of high prices means a much larger investment of capital in every business, which must be met before you can see any profits, so it behooves every merchant to watch his stock and buying very carefully; if not, he will soon be stock poor. Curtailing of duplicate lines will help him immensely in this respect.

As in the case of cutting out deliveries there is no doubt but every shoe dealer will have some little places he can cut out the expense, that while not amounting to much in itself, will in the aggregate run up to quite a sum. Do not think of doing some big act—think of the little things. Even back in Solomon's time it was the LITTLE foxes that spoiled the vines. It will be for each dealer to see what he can do without, or what he can eliminate in the way of work and expense. It may be that he can do with one less clerk, not that we advocate to discharge anyone you need. But in these days, when labor is so scarce, it is up to each employer to conserve in labor as much as anything else.

To sum up, will we not be putting our stores on a war footing and at the same time be doing a patriotic act when we do all we possibly can do to cut out all waste and unnecessary expenses? Watch your buying, and thereby back up the boys at the front by being patriotic at home, and back up the government in everything necessary to help win the war.

ROBERT H. FOERDERER
PHILADELPHIA INCORPORATED PENN., U.S.A.



How Harper Made Us Fit Women's Shoes

Showing What Tact and Good Salesmanship Will Do in Fitting Shoes and Making Satisfactory Sales—By One of the Clerks

IT was at one of our regular chit chat meetings that Mr. Harper told us just how he wanted us to fit shoes, as well as sell shoes to the women customers. After he had explained the subject he was going to lay before us that evening, and showed us just how very important the fitting of women's shoes was and how emphatic he was in having it carried out just as he desired, he took a shoe journal from his pocket and said: "Now I am going to read to you an article from this trade paper that covers my idea to a dot and I am going to insist that the same plan be carried out here, for I am sure that any store that will adopt this idea will come out ahead every time." So this is the article he read:

In these days of diversified tastes, it is interesting if not refreshing to find a shoe retail establishment with a Mede and Persian law, rigidly laid down, that no clerk must fit a customer with a short shoe.

Immediately you ask: "But suppose a woman demands a certain size and the clerk thinks it too small, how can the sales person satisfy her? Will she sell her the size she desires?"

The instructions are that the short shoe must not be sold. This is where good salesmanship and tact should be displayed. The management recognizes that with many of the present models, especially those with high heels, a foot may be fairly comfortably fitted in the store and the length appear to be alright, but after wearing a while, the tendency will be for the foot to press forward and the shoe become actually too short. Foot trouble will be the result. The purchaser may even blame the shoe, or possibly the clerk from whom the shoes were purchased. She may say the clerk had not sold her the size for which she asked, so to avoid all these possible dangers, the rigid rule is laid down and short shoes will not be sold.

"We are emphasizing more and more the fitting of our customers' feet," said the manager. "We recognize this is the all-important part in shoe selling and shoe service. A high-priced shoe or a stylish shoe, or any shoe, for that matter, that does not fit, cannot possibly give satisfaction, and the fault may be laid upon the quality of the shoe or the workmanship, or many other things, when in reality it was the fit. A very ordinary shoe, if well fitting, will often times give better results and satisfaction than an expensive shoe that is not properly fitted."

"Briefly, the plan we adopt is this. Remember, in most cases, we have no trouble. The public to-day, as a rule, have commonsense. They accept the suggestion and advice of salespeople, and have enough intelligence to know if the suggestion is a good one or not. But let us assume there is an obdurate one—one of those 'I never wore more than a four and a half in my life' kind. The salesclerk has exhausted every means at her command to convince the customer, then finally appeals to me. She says, 'I have a customer over here who insists on purchasing a four and a half size when five is her fit.' I go over and confirm the clerk's position, and if correct, I say something like this: 'The five shoe is really a better size for you, and will give you more comfort and satisfaction than the four and a half in this model.' Please note I do not say that the four and a half is not her size, or is too short or too small, I simply suggest the better results with the five.

'But I never wore more than a four and a half in my life,' she almost snaps at me. 'I can't help that madam, you will see

by this measure that the five will give you better satisfaction.'

'Well, I'll take the four and a half, they're plenty big enough for me.'

'Well, no, I do not think so, and while we are sorry, we will not sell you the four and a half.'

'What!' she exclaims in astonishment, 'do you mean to say you won't sell me the shoes I want?'

'Well, madam, we are positive these shoes will prove too short for you and give you trouble later, and then you may blame us or the shoes. While we are anxious to sell you, we want to satisfy you after you have worn them some time, and not just now while you are making your purchase. We want you for a permanent customer. We, therefore, much prefer that you try some place else, and really, while we regret to do it, we positively will not sell you these shoes.'

"It may surprise you to know that only a few go out without purchasing; a great percentage of them return and purchase that pair, or will come back and purchase their next pair from us. It pays to emphasize the fitting of shoes.

"It seems so reasonable to me that women should be as particular about fitting their feet as about a dress or hat. No woman will choose a dress whose sleeve top comes half-way up her shoulder or half-way to her elbow. Nor will she accept a hat that comes down over her eyes or ears because of its bigness—and shoes are more important than these, for the feet must carry the body all day long, and should be properly fitted.

"There are four doctors who send their foot-trouble patients to us to be fitted with a certain make of shoe. We have never had one complaint either from patients or doctors about these fittings and, as a rule, the patients remain permanent customers. When it is understood that practically all the troubles of the patients sent to us have been caused by ill or improperly fitting shoes, which includes a wrong size, we generally have trouble the first time in convincing them that they need larger shoes than those for which they ask. But we are the more insistent with them because we feel the physicians' reputation is at stake as well as our own, and as their cure of the foot trouble depends on the proper fitting of the shoes, you see how important it is that we give this the strictest attention. But the fitting of the special cases is but a small percentage of our regular trade, of which we make fitting paramount."

A FINE ADVERTISING FLOAT

Mr. H. W. Gilhooly is a hustling shoe man of Brockville. He has one right idea of advertising and that is to take advantage of a situation. Last July 1st, when there was a



Mr. Gilhooly's ad-float on July 1st, in Brockville.

parade in Brockville, he bedecked his auto with flowers in a most attractive way, then placed a large shoe on the top, and signs showed to whom the float belonged. Mr. Gilhooly is shown in the inset of the illustration.



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED

If "Pigs is Pigs" then Hides is Hides

WHEN Mr. Ellis Parker Butler wrote his now celebrated book "Pigs is Pigs," few people knew he was taking a fall out of the railroads. Mr. Butler was traffic man for a big firm in his city, and his experiences with the various officials of the railroads led him to sum up their stubbornness in the Irishman, who was express agent, and insisted in classifying guinea pigs as ordinary pigs, because to him "Pigs is Pigs." And so the general public have no classification for hides beyond the fact that hides are hides, like the Chicago policeman who arrested the wrong negro and gave as explanation that "All Coons Look Alike to Me."

Every week, nearly, clippings come to our office showing that the various newspapers throughout the country are calling attention to the fact that the prices of hides are away down, and this should bring down the price of leather, which in turn should lessen the cost of shoes. It is not the intention of the press to give out wrong information on any subject, but it is unfortunate that this idea has been given so much publicity when it is misleading. We know the press have no intentions to mislead, and we are also aware, that many of these papers are not where they can well verify the correctness of the statements. In fact the statements need a great deal of explanation to make the matter clear. That such misconceptions of the hide market situation should have such widespread publicity is unfortunate. It is an injustice to the public, for naturally they are looking for the prices of shoes to drop when, as a matter of fact, there is no great prospect of such a drop.

Not only is it an injustice to the public, but it may do the shoe and leather industries great harm by stirring up a state of unrest and misconception in the minds of the people. Already it has had its effect upon some retailers who are waiting for the prices of shoes not only to come down, but to really take a slump. And it will take a very great deal of patient educating to get the public to see the real truth of the situation. If an evil and false report should be started about some citizen it will travel like a prairie fire, and it will take a hundred times more effort to correct that false report than it took to start it. So with this matter about the prices of hides, it will take a very great deal of effort on the part of those who know to set the public right.

THE SHOE AND LEATHER JOURNAL has frequently called attention to the trade of the real situation about the prices of hides, but it is not the province of a trade paper to reach the general public. So this educating will have to be done largely by the retailers who come in close touch with the shoe buying public.

Frequently we have such quotations as these appearing in the press: "There is no excuse for the price we are paying for shoes, when the material that goes into shoes, that is the leather, is declining in price. The price of beef hides, which nearly a year ago was 23c. a pound, has now dropped to less than 13c. and in many instances to 10c. a pound, or considerably less than half the former price. A well-known hide dealer says that the reason the prices of skins had declined so much during the past few months was because they were a glut on the market in New York."

Here is another quotation from a western paper: "A shoe manufacturer has told a Winnipeg paper that while hides are almost a drug on the market leather is still climbing in

price. He suggests there is a combine in existence which is "profiteering" on the price of all leather goods. . . . Hides are now, and have been for some time, almost a drug on the market. Early in 1917 they were worth as high as 22c., but now they are around 10c. and sometimes even less than that."

Here is another: "There seems to be something peculiar about the leather market. Hides have dropped to 7c. a pound, or about one-third the price paid last year. As yet there has been no corresponding drop in the price of leather or shoes."

Now in all these reports there is a measure of truth, but the great mischief is caused by the fact that to the general public "Hides is hides" the same as "Pigs is pigs" to the Irish station agent. That is, they do not recognize the wide classification of hides. Another thing that should be considered is, conditions have changed most wonderfully within the last year or more in the leather markets that have most materially affected the hide situation. Over a year ago there was a big demand for leather and tanners were buying, fast and furious, all kinds of hides, both high and low-grade stocks. This naturally forced the prices up, and as high as 23c. was paid for low-grade hides. Then in 1916 retailers, fearing a jump in prices over bought, then followed a wave of economy and stocks of shoes did not go so rapidly as was anticipated. In February 1917 the British embargo went on and no hides nor leather was shipped to England for over a year. England was an immense buyer of all kinds of cheap hide leathers. The result is these hides were left in Canada and the United States. Mark well that these are low-grade hides. Europe is, or was, the great taker of this class of hides. Is it not the most natural thing that prices on these hides would drop? Also please bear in mind that the very high price of over a year ago, on all hides, was an abnormal one caused by a rush on the market, and which would naturally drop or find a normal level under ordinary conditions.

Now the real truth of the hide market at this time is that these prices so quoted all over the country are for low-grade hides, "country take-offs," butchers' slashed (cut) hides and winter and "Grubby" long haired skins, of which mention is made in Mr. Lewis' article on another page in this number. Let anyone who knows where he can purchase one or ten thousand good hides to-day at 10, 12 or 15c. a pound do it as fast as he can, for it means he can place every one of them at a much higher price than even 15c. a pound. That there is a scarcity of good hides one has only to try to buy them, or to try to buy good leather made from good hides, and he will discover some things that will prove a revelation to him. The writer of this article was taken into the warehouse of a large Canadian sole leather tanner one day this week. The manager said to the warehouseman:

"How many first-grade sides have you?" The reply was: "I have just shipped out the last to-day."

"Well, how many seconds can you rake up?" "About 200 or 250," was the answer.

"Well then, how many low-grades, rejects, etc., can you get?" "Oh, we have easily 10,000 of those, but we can't get enough of high-grade stuff," was the quick and decisive reply.

Surely this tells its own story. Here were thousands upon thousands of low-grade leather sides and not one high-grade. Now it should be understood that the hides on which these low prices are quoted in the various papers are hides from which these piled up low-grade leathers are made. And likely the people who are complaining about the low cost of hides, and that they should lower the price of boots, are at that moment wearing shoes made from the high-grade stock, for these low-grades were largely imported to Europe and there has been the embargo on for a year causing these leathers to accumulate.

Then the tanner laid down a high-grade side just being shipped, and beside it he laid a low-grade. The difference



Sole
Distributors
of the
**Ever
Wear
Shoe**

Headquarters
for

**Boots
Shoes
Rubbers
and
Men's
Wear**

THE HOUSE OF PROGRESS

The marvelous growth of the Maybee business is the best evidence of the *confidence* of the Western trade in its Service. From a flat in a small store in 1908 it expanded until the warehouse at 25 High Street became necessary to meet the needs of its ever broadening field.

After two years of steady development in the High Street premises, it was found necessary, in 1918, to move to the present commodious quarters in the Commercial Block. A wonderful record for ten years.

SERVICE IS THE FOUNDATION

MAYBEE'S LIMITED

THE HOUSE OF SATISFACTION

Knowledge of the needs of the West in Footwear and the ability to supply them is the great factor in MAYBEE success.

We have the GOODS the trade want. We have the SELECTION that includes the most profitable SELLERS. We have the STOCK that means EXACT and IMMEDIATE filling of orders. We have the staff that thinks no trouble too great to insure MAYBEE Service. "Ourselves your servants."

SERVICE IS THE SUPERSTRUCTURE

MOOSE JAW, SASK.

LONG DISTANCE PHONE 1410



GEO. A. MAYBEE, PRESIDENT



W. B. RILEY, SECRETARY-TREASURER

could be seen in the dark, for to pass one's hand over the two would show the wasteful condition of one compared with the other. The difference was strongly apparent in the price. The high-grade was selling at 58c. a pound and could not meet the demand, the low-grade at 18c., and over ten thousand sides were in the warehouse. Now the hides from which the low-grade leather was made cost 18c. a pound and the leather was selling at 18c., and it costs from 12 to 14c. to tan it, which means there was the loss of the tanning. How was that to be made up? Very simply, by putting the price on to the good leather, and people were willing to pay 58c. a pound for that which made up the deficiency of the poor grade. It will at once be seen that the fact that these low-grade hides are selling at a low price actually and automatically shoves up the price of the high-grade leathers.

But are these low quotations correct? It will be seen from the above that the whole trouble has been in the general public not being able to classify hides. In other words, if "Pigs is pigs" then to them "Hides is hides," and they are all in one category. If you would really know something of the prices of even these low-grade hides let us quote from the prices fixed by the Price Fixing Committee of the War Industries Board of Washington, U. S. A.

Here are the maximum prices of May, June and July: Native steers—heavy, 33c.; light, 32c.; extremes, 25c. Native cows—heavy, 30c.; light, 26c.; extremes, 25c.

Now here are the country take-offs and low-grades: Buffs, 45 to 60 pounds, 22c.; grubby, long haired poor seasoned, 18c.; partly grubby, 19c.; heavy cows, 25½, 18c. and 19c. respectively; heavy steers, 28c., 20c. and 21c.

True, there are unscrupulous dealers in the hide business as in all other businesses. Prices quoted at 13c. a pound for hides will lead many butchers and farmers to ship small quantities to the market and receive no more than this price, when in reality the tanners cannot secure them in quantities at 18c. A case in point. A harness leather traveler called on a customer and quoted prices. The dealer was indignant and said he could get hides at 10c. a pound. The traveler told him to immediately call the man up and take all he could let him have at this price. He did so, and was shocked to get the reply that he wanted 20c. now, as a hide buyer the day before had offered him 18c. for all he had.

If the prices so quoted in the press are correct would there not be a rush over here to grab up everything in sight for the American market? It should also be noted that in making this list the committee have made fifteen hundred classifications of hides and skins, so it should be seen that great care should be taken in making quotations.

That the leather trades can be greatly disturbed, if not injured, by such reports can be readily seen. Anyone who has considered the question of economics knows that good times and hard times are caused by confidence, or the lack of it. Business is conducted largely on a matter of confidence. False reports may do great harm in destroying that confidence so necessary to a normal condition of trade.

That the price of good leather is not liable to come down may be attributed to several causes. First, there is little demand for low-grade leathers. Second, there is a great scarcity of first quality hides and the prices on these are very firm. Third, South America has always furnished millions of hides for this country and the United States. To transport these required many boats. These boats have all been taken off the route except one a month, which is but a drop in the shipping bucket. So the United States and Canada are left to depend largely upon native hides. To supply the United States army with shoes requires 750,000 bends a month and there are but 400,000, a little over half enough, in sight. There are now on order in the United States millions of pairs of army shoes.

Fourth, on top of all this along comes the British Buying Commission, who are buying up everything in sight in the

shape of leather for European civilian wear. It is also rumored that Canada has a credit for leather that will run up well into the millions.

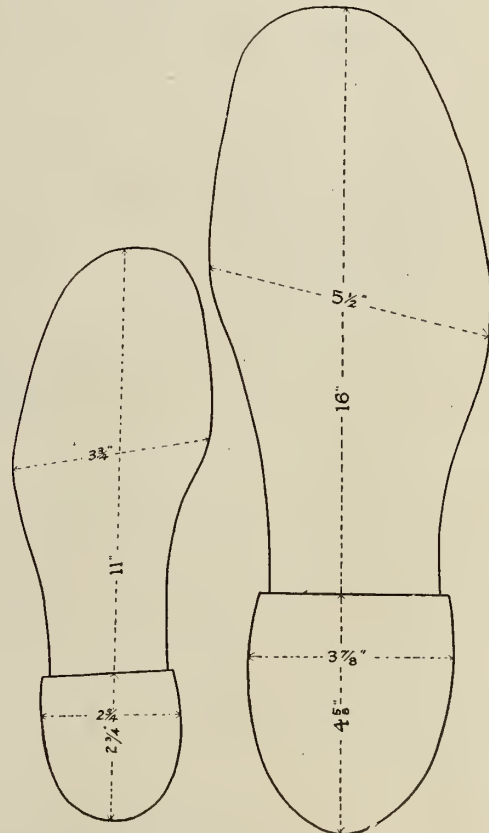
Then there is the extraordinary demand for domestic civilian shoes far exceeding the capacity of the shoe plants to turn them out on time. And these are not made from low-grade leather. And what about French calf? This is a household word in this country, without one person in ten recognizing its significance. French calf is all its name implies. It is tanned calf skins shipped from France, and everyone knows that since the war none has been coming to America, and its deficiency must be made up some other way.

Another important point is that hides are a by-product, though not generally considered so by the average person. But cattle are not raised for the hides. They are primarily raised for meat and the hide obtained therefrom is a side issue. This being a fact, it is well known that all by-products are liable to fluctuate in price more than staple articles.

In giving so much space to this subject we feel that something should be done to correct the error, and possibly mischief, that is being done by the circulation of these misleading reports in the press, not that we blame the press, for it is not in a position to know all the details, and we also feel that the retailer is the man to do the educating of the public in this particular line, and so set the people right as to the condition of the leather and hide industries.

A GIANT SHOE

The shoe of a man who is six feet four inches high came in for repairs to a Toronto shoe store recently. The shoe is of abnormal size, as shown by the two illustra-



tions. The small tracing was made around a man's No. 7 shoe and the actual measurements are marked in the drawing. This will give some idea of the relative size of the big shoe, for the tracing was made in the same way and the actual measurements are given on it. The big shoe is five inches longer than the No. 7 shoe.



SELL A

"NUGGET" Outfit

WITH EACH PAIR OF SHOES

You Should Have "Nugget" Outfits in Your Store

A Nice-Looking, Quick-Selling Line, that shows you an exceptionally good margin of Profit.

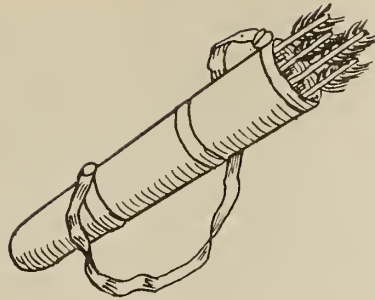
Put up in neat metal and handy cardboard boxes, containing tin of "Nugget" Polish, good Bristle Brush and the well-known "Selvyt" Polishing Pad.

BLACK AND TAN

There is a demand for a Shoe Polishing Outfit in these days of Economising. Order "Nugget" Outfits from your wholesaler, or write us for Samples and Prices.

THE NUGGET POLISH CO. LIMITED
54-56 McMurrich Street
TORONTO

Shafts from the Quiver



"Swifter than Arrows from the Tartar's Bow."

Hit or Miss Sayings of the Business Prophet. Random Shots from a Vagrant Bow.

Sinn Fein—Self First—is the gospel of Cain.

* * *

Cock-sureness is another name for pig-headedness.

* * *

Enthusiasm without aim is like steam without an engineer.

* * *

The man who thinks everybody else is wrong is seldom right.

Intolerance is the child of ignorance.

* * *

It often takes more courage to let go than hold on.

* * *

Listen more, talk less; do more, promise less.

* * *

Clothes do not make the man, but a dirty collar may unmake him.

* * *

Get into tune—there is a chance that you, not the others, are "off."

* * *

"When there is no vision the people perish." When a man sees only his day's work he never gets far.

* * *

Imagination in business is what puts zest into the game.

* * *

The blind are not all sightless. Believing is seeing.

* * *

It is not who you are, but what you are, that matters.

* * *

Killing time is the worst kind of murder—it is self murder.



THIS is a reproduction of a full page newspaper ad run by Kilgour & Chambers, and which explains itself. The management claim it is the largest single shoe ad ever run in Toronto.

Preserving a Shoe-Store's Ideals -by a Bold Policy

IT is perhaps the best-known shoe store in Toronto. Such is its prestige that the name alone has invariably been an assurance of up-to-the-minute quality—even to the most fastidious.

Hitherto you have known this store as the "Regal Shoe Store."

To-day that name is changed—but the men who own the store, the men upon whose ideals and policies its reputation was built are the same. They have simply decided to do business under their own names.

Now when you want the shoe satisfaction you have learned to expect at the "Regal" Store you will go to "Kilgour & Chambers"—the same store in the same location, under the same expert guidance.

For nine years we have sold Regal Shoes. Behind them—in many, though not exclusively—were our ideals. And our business has grown steadily because Mr. G. E. Chambers, the guiding hand in this store, has held consistently to these

—to sell shoes of known serviceability, stamped with the outstanding features of styles that are authoritative, at prices that represent value for every dollar invested.

—to satisfy every fashion whim while serving the actual need of each type of human foot.

—never knowingly to leave any customer dissatisfied with any transaction.

—in short, to sell only those shoes which recommend themselves to us, and enable us to serve to the letter the creed of the square deal.

Thus the store formerly known as the "Regal" shoe store has become an institution—able to serve with equal satisfaction both the customer who demands shoes closely touching the pinnacle of style and quality, and the customer who demands shoes of economical value.

Today's complex conditions of the trade force us to make a change—to go further afield to obtain shoes that answer our ideals and the needs of our customers.

In future all shoes sold in the Kilgour & Chambers store will be branded with the Kilgour & Chambers label.

The wide shoe knowledge we have acquired through years of cumulative experience in the highest class trade is embodied in all our specifications to shoe manufacturers.

It finds expression, we believe, in every shoe stamped with our name.

Warrant of this belief are the names of manufacturers who are making Kilgour & Chambers shoes—firms which by sheer merit have won acknowledged leadership.

They embrace the highest skill and workmanship (that Boston, New York, Buffalo, and Rochester can produce).

Already we are displaying seasonable models in both men's and women's shoes, built by these well-known makers to our own specifications—shoes that reflect the newest touches of the Spring designs.

At the same time there are many genuine bargains among the balance of our stock of Regal Shoes, which we are offering at a 25 per cent reduction to clear.

You'll be pleased with the patient, courteous, expert service accorded you when you call—make your inspection.

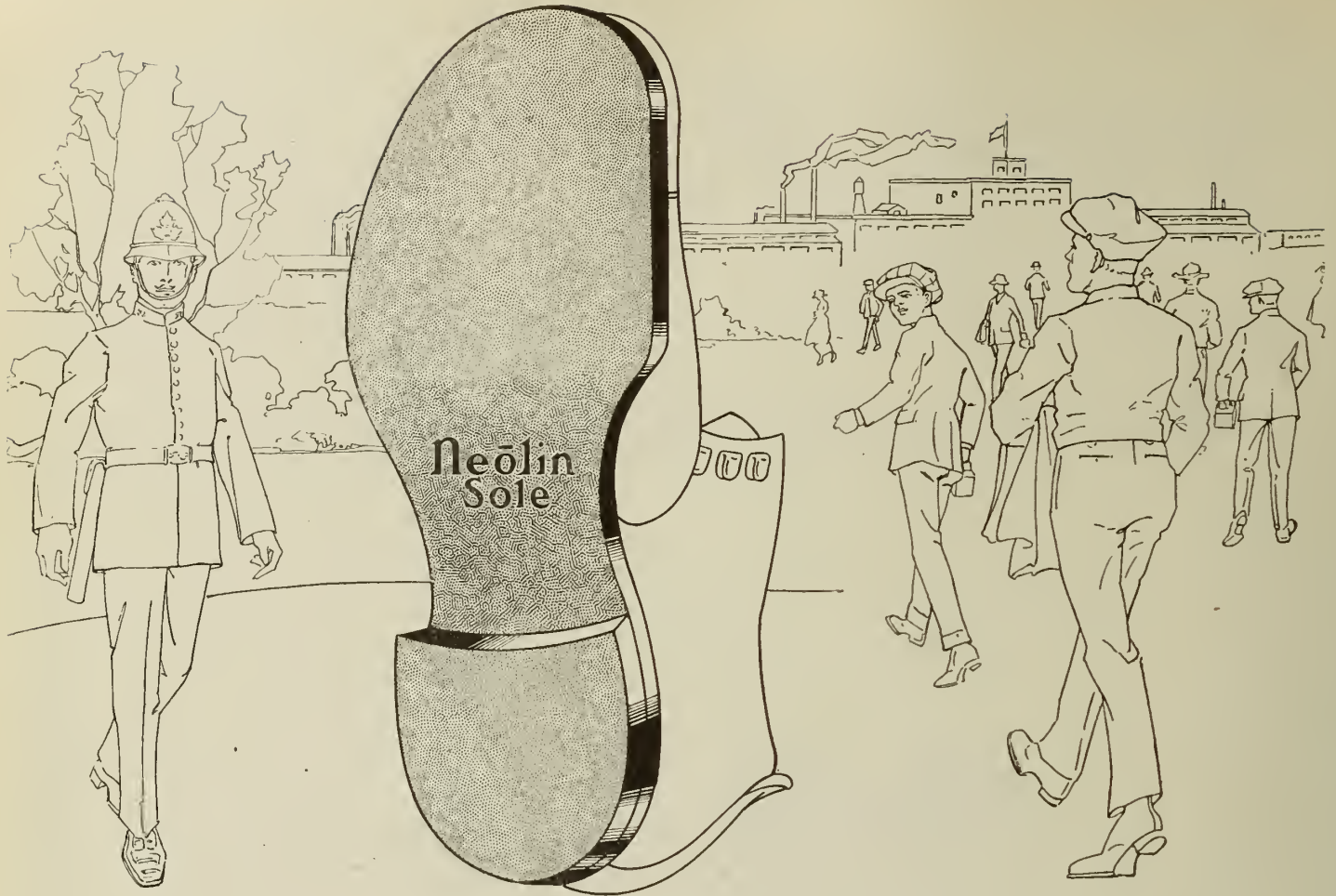


KILGOUR & CHAMBERS

—Smart Shoes—

At 110 Yonge Street





Now in Thicker Sizes for Work Boots

CONSIDER the customer who buys work boots. He works, either on the farm, in the factory, or on the road.

Three things he demands in the boots he buys.

He wants good service—long wear.

He wants economy—reasonable first cost and low cost for repairs.

He wants comfort—boots that are good to the feet, easy to wear, waterproof.

You can now win that man's

satisfaction and permanent custom.

You can now supply him with boots that meet these three needs—at one and the same time—each in a way that he has never before known.

For Neolin Soles are being supplied in thicker sizes, for work boots such as he demands.

He knows Neolin Soles—has tested them on his "best" shoes.

Now that he can buy them on his work boots—extra thick, yet

light, flexible and waterproof—he'll be keen to have them.

And experience has shown that they will satisfy him—around the wet and dirt of the farm, on cement or cinders in the factory, or for hard usage on the road.

If you value your trade in workingmen's boots—and you should—place orders with your manufacturer or jobber for work boots—Welt, McKay, Loose-Nailed, or Standard Screw—supplied with Neolin Soles in the thicker sizes.

THE GOODYEAR TIRE AND RUBBER CO. OF CANADA, LIMITED, TORONTO, ONT.

Neolin Soles



YAMASKA Brand

The Shoes that always wear well

Cote Shoes always uphold their record for wearing qualities. We bend all our energies toward this one line and by specializing we gain superiority. Solid leather shoes of the best grade. Standard screwed and McKay sewn. Buy them from your jobber or write to us for information.

LA COMPAGNIE

J. A. & M. COTE

St. Hyacinthe, Que.

Montreal Sample Rooms - 314 St. Catherine St. West
Mr. Jules Lamothe, Representative

A. DAVIS & SON

MANUFACTURERS OF

High-Grade Shoe Leathers

These leathers are the result of careful selection of hides suited to their particular class, the expert supervision of the newest and best methods of production and a thorough knowledge of the requirements of the Canadian Shoe Trade. DAVIS LEATHERS have the durability that belongs to thorough tannage, the smoothness that means perfect manipulation and the finish that means so much in the shoe.

OUR SPECIALTIES

ELK—Black and Colors

RUSSET—Oil Grain

MENNONITE GRAIN—Black and Red

COMBINATION—Smooth and Boarded Pebble



Russet and Black Collar Leather

Vegechrome—Black and Chocolate

Imitation Gun Metal

Ooze Splits in Black and Colors
Military Leather

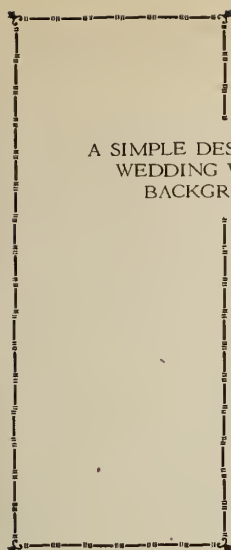
OUR SMOOTH CHROME AND MATT SIDES

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

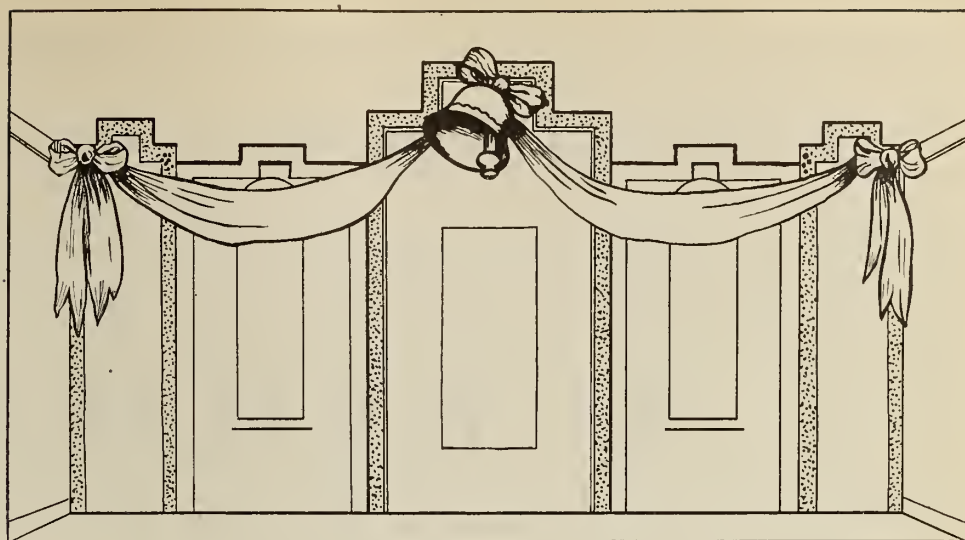
THEY ARE ECONOMICAL IN CUTTING

SEND FOR SAMPLE LOT

KINGSTON, ONT.



A SIMPLE DESIGN FOR A WEDDING WINDOW BACKGROUND



JUNE WINDOWS

Never neglect your windows, is the advice of a retail shoe dealer who has not only made a success of the shoe business, but has always devoted two half days a week to the care of his two windows. He says he has tested the results of window displays and they are big sellers of shoes.

An appropriate display for June will be a wedding window. This will be one in which brides' slippers and "going away" shoes may be shown, as well as footwear for the bridesmaids, groom and groomsmen.

Should your window be large enough, borrow a figure from your dry goods merchant friend and dress it appropriately, showing brides' slippers on it. If it is not large enough for a full-sized figure, very pretty bride dolls are obtainable now that can be used to advantage. Of course on these you cannot show a full-sized slipper, but it will be a novelty, and will attract attention to the window and the fact that you are advertising wedding footwear.

The background suggestion, shown herewith, is designed for a wedding display. The various panels may be made separately or the entire back may be made in one piece and panelled with wall paper and border. This can be made of paper mache and may be bought from window decoration supply houses. If you do not care to go to this expense you may cut a flat bill out of wall board and gild it. You may use ribbons or tissue paper for the festoons to the corner. White flowers, orange blossoms, bridal roses, etc., can be used to good advantage in the decorations.

VANCOUVER SHOE NOTES

The calling to the colours of the Category B men has made the greatest inroad into the ranks of shoe men—up to the present hardly a retail store in the city has escaped, and in some instances it has touched more. At the present time it is proving a great problem to fill their places. It might be well to make a suggestion that women assistants be brought into the stores and trained, for, as a rule, they make very efficient saleswomen with children and their own sex.

The retail generally is normal. The continued fine dry weather is driving many to select white and grey. The sales of canvas shoes are reported to be increasing daily.

Our old and esteemed friend, Mr. J. T. Brown, who has been many years connected with the trade in Vancouver, and who sold out his repairing business a few months ago, has undertaken a fairly long and tedious journey for a man of his age, who has passed the eighty-second milestone of life. Mr. Brown's destination is Philadelphia, and in travel-

ing east he is taking a circuitous route via Prince Rupert and through the Peace River district, and thence Edmonton to Toronto, where he will renew old acquaintances and many friends. We wish him a safe return.

Mr. Skuse, of Standard Repairing Factory, has been on the sick list for several weeks and is not yet around.

Mr. J. Aberson, provincial representative of Messrs. Storey & Campbell, was taken seriously sick in Princeton during his journey and is now slowly convalescing in the city.

Mr. W. Eckels, of Georgia street, has gone East to visit friends and relatives.

Mr. B. Christenson has installed a power finisher.

As coming events cast their shadows before, so do the rumbling and murmurs often denote an eruption. The wage question of the journeymen repairers is likely to be brought prominently to the front shortly.

Wages have been materially advanced of late. \$23.00 to \$25.00 per week is being paid in most all machine shops.

"TRENCH FOOT" MUST GO, SAYS PERSHING

The following is taken from an interesting article in the "New York Journal" of January 23:

"An energetic campaign has been started against 'trench foot' in the American forces. Headquarters is determined that the disease shall be reduced to a minimum. A general order has been issued in which it is said the disease indicates poor sanitary discipline. Commanding officers are made responsible if their men become so afflicted.

"After detailing the causes the order details the remedies the officers are to supply. They are to furnish an adequate number of dry, clean, well-fitting socks, one change of boots or shoes and establish drying rooms for the men's footwear.

"The order prohibits the wearing of rubber boots for more than a few hours at a time. The men at the front hereafter will be required to rub their feet vigorously with oil at least once daily, to massage them with salve and to take active foot exercises.

"Officers are directed to see that all men report any foot ailments promptly and not require them to do duty in mud or water any more than is absolutely necessary."

MEETING THE MAIL ORDER MAN—is a timely article that will appear in next issue and is written by a man who has written mail order ads for a big mail order house.

A Good Name

The value of a good name cannot be too highly estimated in these strenuous times. The name

ACKERMAN

has come in a short time to mean much to both jobber and dealer when associated with

MEN'S, BOYS', YOUTH'S AND LITTLE GENTS' SHOES

It is the synonym of honest value.

B. F. Ackerman, Son & Co.

LIMITED

Peterboro, Ont.

Regina, Sask.

THESE SHADES ARE LEADERS

They give to the goods that distinction that commands attention, and that lustre and softness that appeal to the buyer.

COLLIS LEATHERS

They hold their shape as well as their color. They keep their appearance longer than other leathers.

Collis Colors

Collis Khaki Brown
Collis London Brown

Collis Toney Red
Collis Mahogany Brown

All manufactured and finished to meet the exacting requirements of high-class trade.

Ask your manufacturer and jobber for COLLIS LEATHERS.

There is Nothing Too Good for a Good Shoe

Collis Leather Company, Limited

Send for Sample
Book of Colors

Aurora, Ont.

A THOROUGH SHOE MAN

(See Front Cover)

Theo. Galipeau, whose portrait appears on the front cover of this issue, is a man known to almost the entire shoe trade, which fact makes it necessary for us to say very little.

Mr. Galipeau started his career in the shoe field as a retailer in the town of Sherbrooke, Que. Later he joined the staff of Daoust, Lalonde & Co., of Montreal, which firm he served for ten years in the capacity of salesman. He resigned this position to take up his duties as a partner in the firm of Dufresne & Galipeau. Messrs. Dufresne and Galipeau have made wonderful strides during their ten years in the wholesale shoe business. Their success has been well deserved, as is any success derived from hard, sincere and thorough work.

There could be no more pleasant man to call on in the shoe trade, having been for many years a salesman himself, and he knows how other salesmen like to be treated and is right there with the "glad hand."

THE FIXED PRICE OF HIDES IN THE UNITED STATES

The Price Fixing Committee of the War Industries Board at Washington have fixed the prices of hides, which means that for the first time in the history of the United States raw material is under the control of the government. Just what effect this will have on the hides and leather market remains to be seen. These, it must be understood, are maximum prices and tanners may refuse them if they wish, and the law of supply and demand will have a great deal to do with fixing the minimum price.

These prices fixed are for May, June and July take-offs. It is reported that the fixing of leather prices will be done in a short time also. The one important point that should be learned by everyone, and especially the general public, in this price-fixing matter is that the purpose is not to lessen the price of shoes, but to prevent profiteering. These maximum prices are fixed with the idea of "thus far shalt thou go, but no farther." There is plenty of latitude for the hide and leather market to decline, but that fixed line prevents prices from soaring out of all reach.

There is a little feeling of resentment on the part of tanners that they were not consulted nor represented on the price fixing committee. It is reported that it was composed of representatives of the packers, country hide merchants, hide and skin reporters, live stock dealers and the food conservation service. Hides being a by-product, it has been demonstrated time and again that the price of any standard article never has any connection with the price of a by-product of that article, and this has been proven in the case of hides and beef. There is no connection so far as prices are concerned.

We are not publishing the entire list as fixed by the committee, as there is a classification of a hundred and fifty grades, and it is understood that the prices are soon to be revised anyway.

Packer Hides

Maximum prices for May, June and July Take-off, 1918. The prices named below shall apply to the best standard of packer hides; all other packer hides shall sell at relatively lower values:

	Per lb.
Heavy Native Steers.....	33 c.
Heavy Native Steers, spready.....	34 c.
Heavy Butts and Heavy Texas.....	31 c.
Heavy Colorado Steers.....	30 c.
Light Natives and Light Butts, Light Colorado and Light Texas 1c. per lb. under price for heavy.	
Branded Cows.....	25 c.
Extreme Light Natives.....	25 c.
Heavy Native Cows.....	30 c.
Light Native Cows.....	26 c.
Extreme Light Texas.....	25 c.
Native Bulls.....	23 c.
Branded Bulls.....	21 c.
All Koshers ½c. discount.	
Kip.....	27 ½c.
Overweight Kip.....	26 c.
Branded Kip.....	23 c.
Calf Skins, Chicago and other large city out of first salt.....	44 c.
New York City Calf Skins 5/7 pounds	\$4.00
7/9 "	5.00
9/12 "	6.00
12/17 "	7.00
17/25 "	7.50

Butter milk Calf 25c. discount.

Country Hides

Maximum prices for May, June and July take-off 1918. The prices named below on country domestic green salted and dry hides shall be based on carload lots point of shipment.

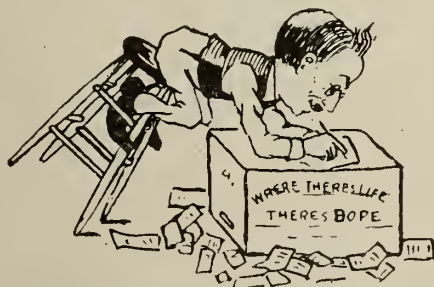
	Per lb.
Heavy Native Steers.....	28 c. Selected
Heavy Native Cows.....	25 ½c. Selected
Bufs—45/60¾.....	22 c. Selected
Extremes—25/45¾.....	22 c. Selected
Kips—Untrimmed.....	24 c. Selected
Northwestern Country Branded.....	16 c. Flat
Country Native Bulls.....	17 c.
Country Branded Bulls.....	15 c.

Southwestern hides, which include Louisiana, Texas, Oklahoma and Arkansas, the maximum flat price shall not exceed 19¾c.; kips 21½c. flat for untrimmed; calf 30c.

Southeastern hides, which include South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, Kentucky, Virginia and North Carolina, ticky hides 18¾c. flat; free of ticks 21¼c. selected; kip 21½c. flat; calf 30c. flat.

New England Country 25 pounds up, 21c. flat.

Western and Southwestern domestic dry hides 35c.; kips 39c.



RALPH WRITES:—There's a fellow named J. Elsie who comes into my office and pulls out that little board in my desk that the stenographer takes my dictation on, then reaches for a pad and scribbles off some dope. Here's his last one:—

“Drive it through! When plans suggest themselves choose the best.—Don't try to work 'em all and end in nothing.—Lay your plans, concentrate your forces, pass the order to your men, turn on the big guns and drive it through!”

J. Elsie is some dope fiend.

LEATHER FOR THE NEW PERSHING BOOT

Specifications for the leather in the new Pershing Boot are contained in a communication from the Tanners' Council following the meeting in Washington:

"Good, sound, dry, or green-salted, fine-haired hides to be used; to be firm, solid, and well rolled; the leather to be properly tanned and filled with a good vegetable tannage,



Photos of the Pershing shoe that caused such a flurry in shoe circles in the United States and for which very large orders have been placed there.

and when finished to be acceptable to the Government. No leather containing an excessive amount of glucose, sugars, salts or other weighting materials to be accepted."

The leather is to be supplied to shoe manufacturers in the form of bends and to cut sole manufacturers in the form of backs. A detailed description of the bends and backs will later be forwarded. However, as regards the bends, it is stated at this time that they are to be a straight, oak trim, the maximum not more than 52 inches long from the root of the tail and not more than 28 inches wide; the shoulder cut off at the back of the break of the front shank and the belly trimmed through the upper point of the break of the hind shank (the belly trim of the backs to be the same as the bends). It is particularly noted that the leather must be firm, solid and well rolled, similar to what is known as finders' leather. Either hemlock, union or oak tannage may be used. The new army shoe known as the "Pershing Boot" will be metal fastened, and a firm and solid leather is wanted therefor.

The Hide and Leather Control Board desires immediately a report showing the number of bends or backs that can be supplied during the coming months, including all the leather that can be produced from stock in process and hides on hand. Will you please advise this office promptly as to the kinds, tannage, prices and the quantities of bends and backs you can deliver weekly? Offerings should be made (in duplicate) in two weights, namely, 9 iron and over and 7 to 8½ iron. In the case of firms offering leather from more than one tannery, a separate offering for each tannery should be made. The figures thus furnished will be translated to the Hide and Leather Control Board. The tanneries that are approved by the Hide and Leather Control Board will in turn be submitted to the shoe manufacturers. As soon as contracts for the boots are let the shoe manufacturers will be required to immediately place contracts for the sole leather therefor with firms producing approved tannages.

Inasmuch as there is need of haste in building and sending abroad the new Pershing Boot, the Hide and Leather Control Board will decide promptly on the list of approved tannages and it will, therefore, be necessary for all who desire to furnish the leather in question to submit their offerings at the earliest possible date.

TRAVELING GOODS PROFITABLE FOR RETAILERS

There was a time when trunks, valises and other traveling goods were carried almost exclusively by shoe stores and harness shops, but there have been many factors which have worked together to change this arrangement. The larger stores have gradually taken this class of merchandise into their stocks, and in many cases shoe store space was so much at a premium that the large trunks could not be handled profitably. In the days before cartons were as general as they are now, shoes were frequently shipped in trunks, thus killing two birds with the one shipping stone. This, of course, has been done away with for a number of years.

But there seems no logical reason why many shoe stores should not still carry small lines of traveling bags, suit cases, etc., even if they do no more than carry the attractive bag which has become so popular of late. These do not take up much room and are certainly attractive in appearance. They will relieve the plainness of a window which is dressed with all shoes if they are displayed attractively.

Another line of goods which may be introduced, and seems to be quite in keeping with traveling bags, is umbrellas. These do not take much space, and a rack placed on the floor will show up very nicely. You can carry one high grade line and then a cheaper grade and meet pretty nearly all demands for these goods. Canes, too, may be carried, because these seem to be first cousins to the umbrella.

It is not necessary to mention hosiery, because a great many up-to-date stores have been carrying these goods for a number of years, and some of them report very satisfactory results in both men's and women's lines.

Limitation of baggage carried by travelers, and particularly the number of sample trunks for salesmen's use, is being considered as another war time economy in the United States, according to current reports. That the idea originates from transportation sources is significant, and is therefore more likely to be put into effect, unless improvement in the railway situation results before long. It is suggested that commercial travelers be limited to one trunk. Such a ruling would be unfair to many business firms, because of its discriminating effect. Some salesmen can carry all the samples necessary in one trunk. Others could not show a complete or comprehensive line in so limited a space. The average bag and suit case salesman couldn't do much business with a single sample trunk.

Aside from the direct effect on the sample trunk industry, such a ruling is undesirable, as it further restricts business and would be justified only because of actual necessity as a war measure.



Acme

Deeds of the Sole

“Acme” Soles look at you through their pictures.

“Acme” Soles speak to you through these words.

“Acme” Soles appeal to you through *deeds*.

And *deeds* are what count.

The deeds we refer to are those of Service.

It costs money and entails many worries to stick to a high standard; yet any other standard would naturally be unsuitable for any product Dunlop-made.

We have camped on all the trails that lead to the finished “Acme” Soles. The system by which they are made is as pliable as the sole. The result is a satisfactory product that can be successfully manufactured in large quantities, as well as in small ones; and, judging by the record of service, is unbeatable.

Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories, TORONTO

Branches: Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, Halifax.

AMERICAN STYLE PREDICTIONS FOR FALL

In women's shoes for fall, Mr. Scates, President of the Massachusetts Retail Shoe Dealers' Association, says that tans will go big, also tan vamps, gun metal, and patent with cloth tops in the order named. Buck tops on black and tan, colored kids in gray, field mouse, brown. In these colored kids, they will be shown not only in the single color for the entire shoe but with cloth top.

Don't overlook black. Sensible heels will predominate. For an advance guess: Tan and tan combinations, 35 per cent. Black and black combinations, 50 per cent. Colored kids, 15 per cent. Spat pumps, Louis heels and sensible heel oxfords will sell on the price basis.

DID THIS WOMAN HAVE A KICK?

The writer happened to be in a Western shoe store, the other day, when a woman came in and planked herself down in a chair with such a suddenness that it was apparent something had gone wrong. A salesman went forward to wait on her, and she kicked off her rubber. "See that rubber," she demanded, "do you think that is good for anything? I have had it a little over four weeks, and the heel is off it entirely now."

The clerk examined the rubber carefully and said "Madam, there is nothing the trouble with the construction of the rubber and the bottom of the heel seems to be nearly

as good as new. If you would take a little more care in taking off your rubbers you would not have this trouble."

"Well," she retorted, "how do you want me to take them off?" A woman's rubber is not supposed to be kicked off in the same manner as a man's," replied the salesman. "It is not made as heavy, and has no kick-off like a man's."

"I never kick my rubbers off," replied the woman.

There were three other men in the store, all shoemen, and every one saw her kick off the rubbers, but nothing could convince her that she had kicked it off with her other foot the minute she sat down.

The salesman did his best in a gentlemanly way, and while it is always well to cultivate that manner, there are times when a clerk sure does feel like ironing off some persons. Rather than have any further trouble, the salesman gave the woman another pair for half-price, but it was establishing a bad precedent, as that woman will always believe the clerk knew she was right in her demand and wrong in the matter of her kicking off the rubber.—Shoe Retailer.

MORE FEMALE HELP

It is the intention of the Hartt Boot and Shoe Co. to take on more female help at their factory this season. The uncertainty of male help, because of the demands of war, cause the management to look to the future and fortify themselves with competent female help, in order to care for their increasing business. "To be prepared" is the slogan of big manufacturing concerns, and the local concern is abreast of the times.

GOING BARE FOOT IN GERMANY

Here's what the Frankfurter Zeitung has to say in its effort to make bare feet become popular in Germany:

"In the large towns going barefooted is a thing which has to fight against social prejudices, and even in war-time it is difficult to establish the habit, although it would be wise to save up stockings and shoes for bad weather, when we shall need them. People wait for one another to begin—wait until the warm summer has passed. It is really stupid, and we ought not to be stupid in matters which are connected with our immense struggle for existence. But in this matter, as in others, the young are quicker to find the right course than the cautious and timorous old ones. In the streets of our great cities there is now an increase in the number of stockingless wearers of sandals—mostly of the female sex. This method of economizing our supplies is more appropriate to a large town than the more radical method of going barefooted. And it really does not look bad. Perhaps the sandal-makers could take more account of feminine coquettishness, and produce really pretty "dressy" samples. But even as the sandals are they do quite well. Three young maidens—as a matter of fact they are already young ladies—have just clattered by in stockingless sandals. Two old gentlemen stand at the corner of the street and watch the merry young ones. Of course they are ill-humored old people who are grumbling at this "modern sandal." Not a bit of it. They nod to one another, and it is easy to read their satisfaction in their movements. The three maidens, moreover, were not beauties; they were just young and bold and had risked it. When people saunter through the town without hats—who still wears a hat?—why should they not go without stockings?"

\$40,000 FIRE IN QUEBEC

Quebec, May 11.—Fire breaking out about two o'clock this morning in the large wholesale stores and showrooms of the Louis Beaubien Company, dealers in boots and shoes, badly gutted the place and threatened half a score of large factories in the neighborhood. The damage is estimated at \$40,000.

CONDENSED ADVERTISEMENTS

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

WANTED—Salesman for British Columbia to carry a line of women's fine McKay shoes. Commission basis. Apply Box 30.

WANTED—A shoe manufacturer making men's and boys' goods, requires a traveler on commission for Ontario. Reply by letter to Box 22.

WANTED—At once, good window man, advertising man and card writer for clothing, furnishing and shoe store. Not liable for military service. Returned soldier preferred. Apply stating experience, references and salary. Rutledge & Jackson, Limited, Fort William, Ont.

WANTED—By representative of well-known establishment, having first-class connection with Canadian wholesale shoe jobbers, an agency to sell on commission. Advertiser has centrally located office and sample rooms in Toronto. Best of references. Address, Box 500, SHOE AND LEATHER JOURNAL, Toronto.

WANTED

The names of merchants who desire to dispose of their stock, in bulk, with a profit, or of merchants who may be anxious to turn the undesirable portion of their stock into cash.

A prominent Shoe Merchant for whom we conducted a ten days' sale says of our system:

"Scepticism in your method of doing business is forever banished from my mind.

"The ten days' reduction sale, conducted by your Mr. Beadle, has been eminently satisfactory, not only has the stock been reduced at a fair margin, but many undesirable lines have been cleared, leaving the stock in a healthy condition. I am a BOOSTER for your system."

For full particulars of our service write or wire at our expense.

E. & B. SALES SERVICE
229 College Street, Toronto

The Shoe Repair Man

EUCHRE PARTY BY THE HAMILTON REPAIR MEN

The Hamilton repair men held another very successful euchre party on Thursday evening, May 2nd, in their rooms. In addition to a good number of the local boys being out there was also present Mr. Angus, of the Charles Tilley Co., Toronto, and Mr. McVine, of the Gutta Percha and Rubber, Limited. The first prize was won by Mr. A. R. Wilton, and the second by Mr. L. Plumb, both of the Hamilton Association. Then Mr. Fred Tebbs was handed a box that was well wrapped and inner wrapped with tissue paper and other wrapping material. When Fred eventually got to the bottom, there snugly lying was a toy pistol, the Booby Prize. Then he laughed that same good old smile that he always wears.

The pistol caused much amusement, as it was wrapped in numbers of pieces of papers and took considerable time to undo.

Songs were sung by Mr. Wilman, Mr. Vine, Mr. Fountain and others, while A. Wilton gave a piece out of Drummond French's Canadian poems. Mr. J. Jarvis officiated at the piano. Mr. Vine and Mr. Angus both gave a box of cigars, which were smoked appreciatively by the members. Soft drinks were supplied by the Entertainment Committee.

BIG AT-HOME AND DANCE OF TORONTO REPAIRERS

Did the Toronto Shoe Repairers have a dance? Was it a big success? Did everybody enjoy themselves? Did they have some time? Ask any one of the more than one hundred and twenty-five who attended and they will all shout: "YOU BET!" When this organization takes hold of anything they usually make it a success, and so when they held their dance on Wednesday evening, May 8th, they had a big crowd who came out to have a real nice time, and they had it. The Foresters' Hall at 22 College street, Toronto, was nicely decorated and the music was

fine, and the crowd didn't let any dances go by without getting all out of them that was to be had.

In addition to the splendid program of dances Mr. Smallwood, the energetic entertainment committee man had



"Bert" Wallace winning the prize waltz at the Toronto Shoe Repairers' At Home and dance, May 8th.

a little surprise up his sleeve for those present in the way of a little musical treat. At various intervals these musical numbers were called. Those who provided these were Mr. Chas. Wren, who gave a very entertaining number of the Italian piano accordion. Mr. Irwin Johnston sang

THE happy group at the Toronto Repairers' At Home and Dance, May 8th



a solo that pleased greatly, and Mrs. Izaard rendered a very pretty vocal solo in a charming manner. All of these artists were rousinglly encored.

Following this musical treat came light refreshments in the basement and the committee showed here that it had everything well in hand so that everyone enjoyed to the full the good things provided.

Returning to the dance room everyone danced until the caretaker reminded them it was time to leave, by turning out the lights.

On Thursday evening, May 9th, the Association held their regular meeting and decided to hold a euchre and dance on Wednesday evening, May 29th, in the Foresters' Hall, 22 College street.

SHOULD WE DISCONTINUE THE WORD COBBLER?

There seems no reason at all why the shoe business in all its branches should not be considered as important and elevating as any other legitimate occupation, and those who engage in it should feel that way toward it. The letter from "Nero," of Vancouver, B.C., seems to hit the mark pretty well, and his suggestion for the repair men to give the business an up-lift by practicing tidiness and cleanliness is timely and to the point. The letter follows—

"To the Editor of THE SHOE AND LEATHER JOURNAL.

"Dear Sir,—I trust you will excuse me taking the liberty of asking for a small space in your valuable paper, but I feel I cannot let the following incident pass without registering my protest.

"Taking up one of the local papers a few nights ago I came across the following advertisement in its columns: Cobbler wanted. Apply, etc., etc.

"I would like to ask, Mr. Editor, what class of a tradesman this can be that should want to advertise for a man in such a degrading manner? I fail to see why anyone connected with the trade can bring before the public such a lowering epitaph as to describe a member of what was at one time one of the highest and most respected callings of all trades by such a name, and I honestly fail to see to-day why everyone connected with the shoe business and the repairing trade cannot use all their influence and energies to promote a better understanding and give proper respect to those men who prefer to work as journeymen.

"Anyone who has any knowledge of the trade and knows anything of its history can look back with pride to those fine old craftsmen in the Old Country who were at one time the leaders of society, some of the finest of politicians, and looked up to and respected by everyone.

"On the other hand, it requires a lot of reasoning to understand why, to-day, those who are working in the repairing trade are looked down upon as mere nobodys and as tradesmen of little count.

"Personally I think much has to do with the dirty and untidy manner so many keep their stores and to the slovenly, untidy appearance of themselves. There is no reason why a little more dusting, cleaner windows and methodical daily cleaning of stores could not be exercised, which would command far more respect from the general public than is given to-day.

"Let everyone who should read this look at himself and his store and see if it is not possible to help uplift the tone of the repairing trade and put it on a plane with a jeweller, plumber or carpenter, and so command that respect that is due to a practical tradesman, or profession, and not be called a cobbler.

"Probably, Mr. Editor, our friend advertising does not know the exact definition of what a cobbler is. I would be pleased to tell him should I ever have the pleasure to meet him. I enclose my card,

"I remain,

Yours truly,

NERO."

Vancouver, B.C.

A COBBLER PATCH—OF POTATOES

It is a strange coincidence that a plot of potatoes is called a "patch," and there is a certain potato called the "cobbler." Whether we realize it or not this country faces a shortage of food that should be taken seriously. The one great difficulty in Canada, and Mr. Hoover, the food commissioner of the United States had the same great difficulty, is to convince the people that the food shortage is serious. Both here and the United States the people go on living just as they did in pre-war days.

One cause of this is that human nature is hard to remove from ruts. Another cause is that the same human nature always despises small things. People say, "Oh, if I could do some big thing I would not mind doing it." These same people fail to realize that life is made up of little acts, not one big act, just as a house is built of many little bricks and not one big brick. Following this instinct of wanting to do big things and letting the little things pass people dream that if they had an acre of land to put into potatoes they would accomplish something. They feel they would be doing something if they could do it on a large scale. This is a serious mistake and its principle is applicable to every kind of human endeavor.

Our object in calling attention to this is that with the serious food situation in Canada, there seems no reason why the shoe trade cannot help out a little if not on a big scale. In the rear of many stores, and especially in the smaller towns, there are vacant bits of ground that could be converted into a "cobbler patch" of potatoes by the retail merchants and their clerks. There are also many manufacturing plants with bits of ground that could be utilized for the same purpose. And in cases where there may not be sufficient ground at the rear of the stores there may be various lots in close proximity to the store that could be secured for this purpose and worked by the retailer and his clerks. There are slack periods of time during the day that could be devoted to this work, or the evenings, now the daylight saving is in force, could be partly given to this work.

In the case of manufacturing plants no time need be lost, for there are plenty of employees with families who would be glad of the opportunity of working such a plot.

But the plea will immediately come, "Oh, the patch is so small it is not worth bothering with." Same old idea of despising small things. Let us analyze this excuse, for that is all it is. Five ounces of potatoes is sufficient for the average person for one meal. If eaten twice each day that would be ten ounces. A bushel of potatoes weigh sixty pounds, or nine hundred and sixty ounces. Nine hundred and sixty ounces at the above rate would supply two meals a day with potatoes for the average person for ninety-six days. Is that worth anything? Will that be of any assistance? If a thousand shoe retailers in Canada would grow a bushel of potatoes each it would feed one thousand people for three months with this much used food. A thousand people is a good-sized village.

There is plenty of time. Get your spade and fork and get to work. Don't dream about it, DO IT. You are urging people to "patch" their shoes, why not put on the potato patch? We shall be glad to hear from every retail shoe man who is doing a little bit along these lines, and when the patch has come along far enough we shall be pleased to have a picture of it with you standing in the centre. Send it along.

CAN CANADA MAKE HER OWN SHOES?—Was crowded out of this issue but will appear in the next.

PUTTING PULL INTO YOUR ADVERTISING—will appear in our next issue, and has some real good talk in it.

CLAIMS \$1,000 FOR BOOTS

In the Non-Jury Assizes in Toronto, Mr. Justice Middleton tried the suit, on May 2, of Harry Nathanson against the G.T.R. for \$1,000, the value of four cases of boots alleged to have been lost from a consignment shipped from Aylmer to Jim Nathanson, Toronto, April 30, 1917. The company pleads that the goods were sent "shippers load and count," and that all the cases shipped were delivered.

NOTES FROM THE MARITIME PROVINCES

Mr. D. R. Sutherland, of Picton, N.S., has recently had news of the death of his son, killed in action.

Mr. Lindsley, representing Minister Myles Shoe Co., was in Fredericton this week.

Mr. Quigley, an old member of the Amherst Boot & Shoe Retail staff, has received word of the death of his brother in Southern California.

Mr. Miller, Manager of Amherst Boot & Shoe Retail Store, who devotes no little part of his time towards patriotic and local interests, is presenting the Amherst public soon with the very interesting play "It Pays to Advertise." Mr. Miller certainly shows up the local talent at its best.

The Hotel Dufferin has opened new sample rooms on King street, St. John, just opposite McRobbie's, Limited, which, if not the finest, ranks among the finest in the Maritime Provinces.

The premises of the Union Boot & Shoe Co., Limited, of Amherst, N.S., has lately undergone repairs and shows a very modern interior, as well as front. Mr. Steen, late of the McKay Co., of Fredericton, N.B., is the new manager.



Mr. L. L. Ward, the genial manager of the In-vic-tus Boot Shop, on Yonge street, Toronto. Mr. Ward has had a wide shoe experience, having been with several big shoe houses before coming to Geo. A. Slater with whom he has been associated for the past five years. He has been manager of the above store ever since it opened.

Among the travelers showing footwear in St. John the past week were: W. J. Gard, Eagle Shoe Co.; Hazen McGee, Clark Bros.; Frank Laskey, Tetrault Shoe Co.; Mr. Plummer, of Hamilton Shoe Co.; and H. D. Lewis, representing Chas. A. Ahrens, Limited, and Lady Belle Shoe Co.

Wiezels, Limited, of St. John, are showing a four-window display of footwear, which gives them a very imposing front.

The two additional windows are devoted to children's lines and women's low-priced McKays.

Mr. P. M. Levine, of St. John, expects to move into his new premises about May 18th.

Among the Maritime houses who are getting out their samples this week are: L. Higgins & Co., Moncton; J. M. Humphrey & Co.; Ames-Holden-McCready, St. John; and The Robert Taylor Co., of Halifax.

Mr. Geo. Gray, of Gray Bros., has been confined to his home for some time, due to sickness.

ANOTHER PROMOTION FOR T. W. HART

Friends of the former western representative of the Nugget Polish Co., Limited, of Toronto, T. W. Hart, will be more than pleased to learn that he has been promoted on



Company Sergeant-Major T. W. Hart, Toronto

the field to Company Sergeant-Major. Good for Tom! He has been in France now nearly two years, having enlisted as private in the 95th Battalion. He was made sergeant before leaving for overseas, but reverted to private to go to France with his chums of the 95th. He has been promoted steadily to corporal, sergeant and now sergeant-major. He has been through all the Canadian big battles and so far has come through without a scratch. More success to you Tommy old boy, and come back to us whole and hearty.

WELL-KNOWN SHOEMAN DEAD

John Vincent Flannigan, one of London's foremost businessmen and well known as a horse judge and breeder, died Wednesday, May 8th, from heart disease. A citizen of Boston, Mass., for the greater part of his life, Mr. Flannigan came to London about five years ago. He was interested in the shoe business and bought the interest of Mr. Cook after his death, of the Cook-Fitzgerald Company, upon his arrival, subsequently selling the same concern to the Scott-Chamberlain people of Galt. Mr. Flannigan was a lover of horses. He and his brother of Boston kept a number of stables, and shortly after his arrival in this country Mr. Flannigan purchased a horse from near St. Johns. He retired from active business about three years ago. Surviving him are his widow, Mrs. Mary Flannigan; one son, Jack, of the Royal Flying Corps, now in England, and one daughter, Miss Moyar. Mr. Flannigan was in his 63rd year.

AMONG THE SHOE MEN.



Mr. Peter A. Doig, who has transferred his shoe selling love from the Star Shoe Company of Montreal, to The Tetrault Shoe Manufacturing Co., was in Toronto during the week of May 6 finishing up some business with the samples of his old firm, whom he leaves on the best of terms. Somehow Peter is one of those fellows that shoe men like to see around, whether he is talking shoes or any of the other subjects on which he is so well posted.

Mr. Ben Martin, that fellow with the thousand dollar smile that sells the John Ritchie shoe around Ontario, has been calling on his customers recently in Toronto. He says business is good and it looks as if Ritchie shoes and Ben make a happy combination.

Mr. Nap Tetrault president of the Tetrault Shoe Mfg. Co., Montreal, has been making a business trip to Toronto and other Ontario leather centres, during the week of May 6th. Mr. Tetrault is optimistic about two things, business and Tetrault Welts.

Mr. L. J. Breithaupt and Mr. L. O. Breithaupt, of the Breithaupt Leather Co., Kitchener, Ont., were in Toronto recently on business. The Messrs. Breithaupt report the demand for sole leather on the increase and the supply of hides on the decrease, with prices ascending, all of which is making it more difficult to supply the demand of the Canadian shoe trade.

Mr. Harry McMurray, of the W. Marsh Co., Quebec, has been calling on the trade in Toronto and vicinity recently.

Mr. Jas. Buchanan, the worthy representative of Smardon Shoe Co., has been in Toronto during the week of May 6th.

Mr. W. F. Martin, of the Kingsbury Footwear Co., Limited, Montreal, has just returned from a visit to the principal shoe centres of the United States.

Changes are announced in connection with the retail shoe business of Bedard Bros., of Ottawa.

Changes in connection with the retail shoe business of Kells & Co., Ottawa, are announced.

As an illustration of peculiar percentages the sub-committee of the agricultural committee appointed at Ottawa to see where more men could be obtained, reported among other industries that 25 per cent. could be let out who worked at millinery and 100 per cent. who worked on fancy shoes. Just how this great difference between men working on millinery and men working on fancy shoes is worked out is hard to explain.

Mr. J. M. S. Carroll, Sales Manager of the Canadian Consolidated Rubber Co., Limited, recently spent several days in Detroit and New York. Mr. Carroll has received the sad news that his brother-in-law, Flight Lieut. R. E.

Caverhill Cameron, of the Royal Air Service, has been injured in France during the recent severe fighting. He is now in a French Base Hospital. He was born in Pembroke twenty-four years ago.

Proprietors of shoe stores and men's furnishing are co-operating with the Hamilton Garden club with regard to the advisability of early closing on Wednesday afternoon half-holiday. The majority still favor the half-holiday, and that is what will probably be decided upon.

It is now reported that the British Government has limited the height of women's shoes to 7 inches. This will cause another little upheaval in shoe trade in England.

A New York shoe store has adopted a novel idea in offering fifty cents credit on every pair of old shoes brought in, the credit to apply on a new pair of shoes. These old shoes are to be sent to France and Belgium for the needy there. It is said quite a number are being received, and some people come many miles to help in the work and purchase shoes.

The National Shoe will be on sale in France about the 1st of October. Retailers must bind themselves not to charge more than the fixed price.

There is a move on in Toronto to have a shoe collecting day for the French refugees who need footwear. The Girl Guides are to assist in the work.

A Tanners' Union was organized in Kingston recently.

It is reported that an order for one thousand pairs of shoes with wooden soles have been placed with a Brockton, Mass., shoe firm for experimental purposes with the army. It is claimed that if workable they will save two dollars a pair.

The cost of army shoes: Some little idea may be gained of the enormous cost of conducting a big war by the following report from Washington regarding shoe contracts. Contracts have been let for the manufacture of 3,500,000 pairs of metallic fastened field shoes for the army overseas at an average price per pair of approximately \$7.75, and for the manufacture of two million pairs of field welt shoes at \$6.50.

James Hurley, retailers and shoe repairers, of Fredericton, N.B., has recently made some alterations to his store interior, which add very materially to the appearance.

According to an official cablegram received by the Elgin Patriotic Association, St. Thomas, Sergt. Gordon Stafford, whose father, G. Stafford, resides in Toronto, had died of wounds. Sergeant Stafford was one of St. Thomas' best-known young men, although prior to enlisting he had been representing the Consolidated Rubber Company for some time in Calgary. He was twenty-seven years of age.



Some telling display cards advertising Fleet Foot lines, furnished retailers by the Canadian Consolidated Rubber Company, Limited

It is reported that the American soldiers in France are using English boots, as the ones provided in the United States were too light. It will be some time before the new Pershing models will be available, and until then they will continue to wear the British boots.

Mr. H. G. Fester, of Hamilton, makes a strong plea in the "Spectator" for a by-law for early closing of the shoe stores in order that the clerks may benefit thereby. The Shoe Retailers' Association, of Hamilton, took this matter up when they organized a short time ago, and a great number of them closed their stores early. The time for this trial closing expired some time ago, and we were told those who went into it intended to stick, irrespective of the few who would not go into it. There seems no legitimate reason why a city the size of Hamilton should not have a by-law making it compulsory for the stores to close if the association cannot accomplish it with mutual consent.

A newspaper reports that a heel has been invented and patented that can be attached to shoes without tools. The new heel is to replace worn ones. Now if someone will invent a heel that will not get old and not become worn it will save all this new non-tool heel attachment worryment.

The Footwear Reform League, of Toronto, have issued a little four-page circular entitled "Proper Boots and Stockings a National Necessity." It is an extract from one of the health bulletins issued by the Department of Public Health, Toronto. It deals with children's feet largely, and takes the view that all attention should not be given to the head and its education and absolutely nothing given to the feet. It works on the prevention of feet troubles rather than the cure, and claims that the foot of childhood is the place to begin.

The Waker Parker Shoe Co., Limited, of Toronto, has had a number of shoes stolen and the man who did it, being out on parole from Kingston, will now go back to complete his term.

Mr. Lessard, Province of Quebec representative of the Tetrault Shoe Mfg. Co., Limited, was in Quebec City last week on business. He reports business in that province as being exceptionally good.

S. H. Parker, Manager of the Solid Leather Shoe Co., of Preston, Ont., has just returned from Winnipeg, Man. J. E. Warrington, Secretary-Treasurer of the John

Ritchie Co., Limited, of Quebec P.Q., left this week for a ten day chase of the elusive trout at Lake Edward, in Northern Quebec. He is confident he will bring home something that will make some of the shoe trade "step" to land the SHOE AND LEATHER JOURNAL Trophies this year.

W. B. Fryer, Ontario representative of Scott Chamberlain, Limited, of London, Ont., who has been in Toronto during the past two or three weeks, was in Galt, Kitchener and other Western Ontario points this week. He is showing an exceptionally fine line of men's welts this season.

The many friends of Billy Matthews, Superintendent of the Tetrault Shoe Mfg. Co., of Montreal, will be glad to know he has completely recovered from his illness and is back on the job again.

Chas. A. Blachford, of the Blachford Shoe Mfg. Co., Toronto, has just returned from a very successful six weeks' selling trip through the western provinces. Mr. Fred Beemer, their western representative, accompanied Mr. Blachford throughout the entire trip.

Paul Roy, the prominent leather and shoe cloth merchant of Montreal, has just left for Riviere aux Pierre, to secure some entries from the SHOE AND LEATHER JOURNAL fishing contest.

W. E. Woelfle, of Kitchener, was in Montreal recently looking over the markets.

Richard Staunton, recently of the Montreal Standard, has joined the Montreal Selling Force of J. A. Scott, under Mr. W. A. Lane. He is a live energetic young man and should be an acquisition to the Scott staff.

It is rumored around Quebec that the Quebec City shoe manufacturers may open joint permanent sample rooms in Montreal at an early date.

Mr. Inrig, of the Lady Belle Shoe Co., Kitchener, Ont., was in Montreal recently on business.

The many friends of Mr. James Robinson, Montreal, will be glad to know that he has returned to his home on Lake St. Louis, after having spent the better part of the winter in Florida. He is once more at his garden, or better still, his farm in the interests of the "Greater Food Production" Campaign.

Dupere & Garant, of Quebec, P.Q., have installed and started a school for training shoe repairers to operate repairing machinery.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS

W. H. Staynes & Smith,

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester.

**HIDE and LEATHER
FACTORS**

and at Kettering, Northampton
Bristol, and Norwich.



The Only Thing

For use in the trenches to ensure warm, dry feet under all conditions. Absolutely reliable in leather and shoe-making.

Our Own Make

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

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, 45 Front St. East, Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

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*



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.**

Mr. Lepinay, of Legace & Lepinay, Quebec City, was in Toronto this week.

Mr. Marois, of Tourigny & Marois, of Quebec, was in Montreal on business last week.

Mr. Armbrust, of Lady Belle Shoe Co., Kitchener, Ont., has returned from a trip through Western Canada.

Mr. Francis, Sales Manager of Gale Bros., Quebec, P.Q., is in Vancouver, B.C. this week on business.

G. H. Ansley, Manager of the Perth Shoe Co., of Perth, Ont., has just returned from a selling trip to the Pacific coast. He reports business in general in the West is the best he has seen in his experience in the shoe business.

Mr. Jno. Perkins, of Duchaine & Perkins, Quebec, P.Q., was in Montreal last week.

Chas. Albee, Vice-President of the Perth Shoe Co., Perth, Ont., was in Montreal on business last week.

Mr. Young, of the Cobourg Felt Co., Limited, Cobourg, Ont., was in Montreal on business last week.

Mr. Waller, of the Shoe Department of the Robert Simpson Co., Limited, Toronto, was in Montreal recently.

Mrs. Evalina McLaughlin, dealer in shoes, Toronto, has sold out to A. Crysler.

Mr. J. J. Kilgour, of Kilgour Rimer Co., Winnipeg, has been in Ontario on a buying trip.

Mr. C. E. Fice, Toronto, representing the J. and T. Bell Company, met with a distressing accident recently

that has taken for the time that ever-pleasant smile from his face.

The Royal Shoe Store, Toronto, are now located in their new premises.

Mr. Merner, of the Hamburg Felt Co., Hamburg, Ont., was in Toronto recently purchasing supplies.

Mr. Robt. Simpson Shoe Department, is back at his business after five days of indisposition.

Ed. R. Lewis & Co., have added more floor space to their warerooms on Front street east, Toronto.

J. Zilevansky, dealer in shoes, St. Marys, Ont., has sold out to Jacob Bobman.

Mr. David Marsh, of the Wm. A. Marsh Co., of Quebec, has just returned from a business trip through the Maritime Provinces.

The Thompson Shoe Co., Limited, are now located in their new offices in Montreal, near the Windsor Hotel, and are selling goods in case lots only to jobbers and large retailers.

Mr. John Ganten, formerly eastern representative for Beardmore & Co., has severed connections with this firm and has opened an office and warehouse at number 43 St. Sacramento street, Montreal, where he will carry a full supply of belting, mill supplies, leather and rubber fabric, as well as shoe supplies for the manufacturer.

How is the Health of Your Business?

Are you able to meet all your bills as they fall due?
 Are you able to take the cash discount on all your purchases?
 Are the profits from your business going into stock or into cash in the bank?
 If not, consult the business doctor.

A. C. CLARK
 491 Brunswick Ave. Toronto, Ontario
 Diplomas from all over Canada

JOHN McENTYRE, LIMITED
LEATHER and SHOE GOODS
 28 St. Alexander Street
MONTREAL

PLANTS
 Rubber Cement Factory
 26 Gladstone Ave.

TANNERY
 1704 Iberville St.

An all "Canadian" Company At Your Service

Mr. Merchant, are you on the Safe Side of your Banker and Wholesaler?
 Why not Reduce Your Stock for Cash, and Play Safe?

THE BUSINESS SALES SYSTEM
 SUCCESSFUL RETAIL SALES MANAGERS
 285 Salem Ave., Toronto Telephone Junction 5668

Write for "Personal Interview" It's The Best



“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

Aird & Son.....	6	Evans, John R., & Co.....	44	Nugget Polish Co.....	52
Ackerman, B. F., & Co.....	58	E-Z Walk Mfg. Co.....	68	Perkins, McNeely & Co.....	70
Ames-Holden-McCready, Limited.....	48	Edwards & Edwards.....	18	Parson, C., & Son.....	18
Bell, J. & T., Limited.....	7	Foerderer, Robt. H., Inc.....	46	Regal Shoe Co.....	9
Breithaupt Leather Co.....	11	Fry, Joseph S.....	18	Robinson, James.....	19
Beardmore & Co.....	15	Getty & Scott, Limited.....	12	Robson Leather Co. Limited, The.....	17
Beal, R. M., Leather Co.....	68	Goodyear Tire & Rubber Co.....	54	Scott, J. A.....	43
Brandon Shoe Co.....	14	Hartt Boot & Shoe Co.....	22, 23	Scheuer, Normandin & Co.....	25
Business Sales System.....	69	Humberstone Shoe Co.....	18	Sisman, T., Shoe Co.....	8
Can. Consolidated Rubber Co.....	26	Independent Rubber Co.....	4	Schmoll, Fils & Co.....	70
Cote, J. A. & M.....	56	Johnston, H. B., & Co.....	10	Slater Shoe Co. Limited.....	I.F.C.
Collis Leather Co.....	58	Kingsbury Footwear Co. Limited.....	20	Staynes, W. H., & Smith.....	67
Cobourg Felt Co.....	67	Lewis, A. C., Leather Co.....	69	Star Shoe Co.....	23
Clarke & Clarke.....	68	Logan Tanneries.....	18	St. Hyacinthe Soft Sole Shoe Co.....	70
Clark, A. C.....	69	Martin Corrugated Paper & Box Co.....	8	Tetrault Shoe Mfg. Co.....	21
Clarke & Co., A. R.....	O.B.C.	Maybee's Limited.....	50	United Shoe Machinery Co.....	16, I. B. C.
Davis Leather Co.....	5	McEntyre, John.....	69	Woelfle Shoe Co. Limited, W. E.....	3
Davis & Son, A.....	56			Wright & Co., E. T.....	13
Duclos & Payan.....	68				
Dunlop Tire & Rubber Co. Limited..	61				



Pan American
KID

Grey Seal
 Brown Black

Perkins & McNeely
 Philadelphia

Ed. R. Lewis, Toronto



ST. HYACINTHE SOFT SOLE SHOE
 COMPANY LIMITED
 63 LAFRANCOISE ST. ST. HYACINTHE QUEB.

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



Your Guarantee of Quality

MACHINERY AND SUPPLIES

**FOR THE UP-TO-DATE
SHOE REPAIRER**

SHOE REPAIRING OUTFITS

SUPPLIED WITH OR WITHOUT

THE GOODYEAR RAPID LOCKSTITCH MACHINE

EQUIPMENTS for the largest shops with a large staff.

Smaller OUTFITS suitable for the busy little shop.

Rolling Machines

Skiving Machines

McKay Sewing Machines

Skate Sharpening Machines

Machine Supplies

FINDINGS

HAVE YOU HAD OUR NEW CATALOGUE YET?

United Shoe Machinery Co. of Canada, Limited

MONTREAL - - QUE.

90 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



PATENT LEATHER PROPOSED



More extensive use of Patent Leather is strongly advocated by experts dealing with the matter of leather conservation.

Moreover, as this Leather occupies a leading position among materials for dressy shoes, it is pointed out that its more general adoption might readily be brought about.

Clarke's Patent Leather is Preferred

because of its length of life in a shoe, its exquisite finish and manner in which it lends itself to finest modelling.

A. R. CLARKE & COMPANY, LIMITED
TORONTO

Branches - Montreal and Quebec

**CLARKE'S
PATENT
LEATHER**

The
Thirty-First
Year

THE SHOE & LEATHER JOURNAL

TORONTO
June 1
1918



Shoe Store of Mr. George
Nickle, Calgary, Alta.



Showing exterior and interior
—Inset, Mr. George Nickle

Is Canada Able to Produce Her Own Footwear?

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

ATTRACTIVE



FOOTWEAR

Good Shoes for Your Business

We Sell Only
to
JOBBERs

We specialize on the manufacturing of a first grade line of shoes in McKays and Turns for Women, Misses, Growing Girls, Boys and Little Ones. These shoes are sensible in style and much above the average in the quality of leather and work we put into them. Our success is the direct result of giving VALUE and we firmly believe that this is the only permanent success possible. Jobbers will do well to call on us in Montreal.

An Extensive Range Including Many New Models
:: for 1919 Ready for Inspection June 20th. ::

AIRD & SON (Registered)
MONTREAL

“Classic” Shoes



OUR Styles reflect the most exacting demands of a particular trade.

Getty & Scott, Limited

MAKERS OF THE CLASSIC SHOE FOR WOMEN

Galt, Ontario

SERVICE



815—Gunmetal Blucher, Mat Calf Top
801—Gunmetal Button, Mat Calf Top
"Pla-Shu" Last

Mr. Shoeman, — You have a right to ask, What guarantee have I to give to the consumer that Hewitson Welts will give service?

Here's the secret.

The foundation is a solid leather insole, then the upper is fastened to an oak grain sole. In order to ensure Maximum wear, the shoes are further reinforced with another oak grain sole, making three solid leather soles.

It is next to impossible to outwear Hewitson Welts, but any amateur can repair them.

Write your jobber for samples and prices.



809—Mahogany Calf Button
"Pla-Shu" Last



813—Mahogany Calf Blucher.
"Pla-Shu" Last



805—Patent Button, Mat Calf Top
811—Patent Blucher, Mat Calf Top
"Pla-Shu" Last

J. W. HEWITSON CO., Limited

Shoemakers to Children
Brampton, Ontario

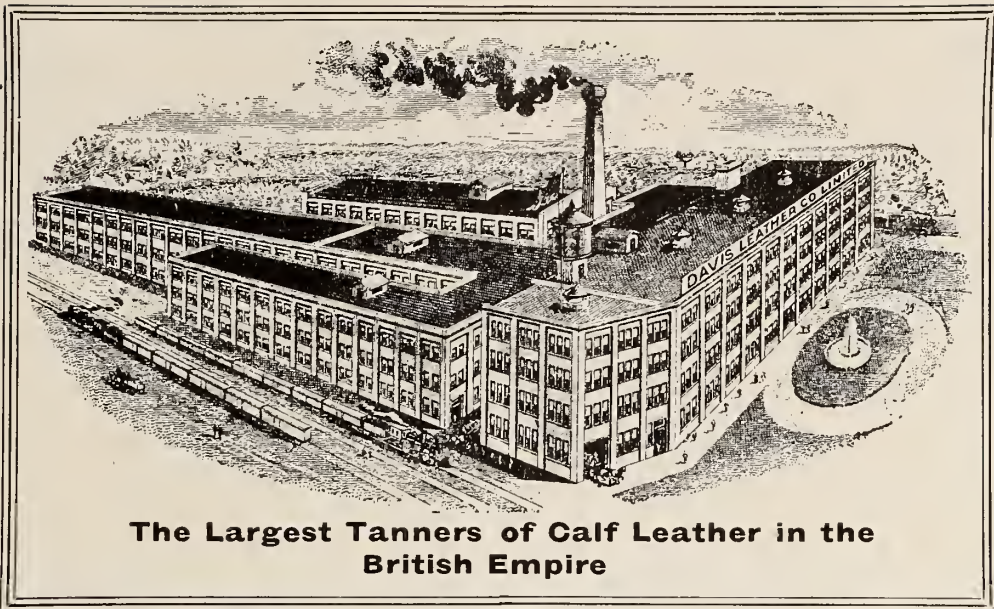
In Stock with the Following Houses:

- F. & F. Henderson, Vancouver, B.C.
- A. McKillop Co., Ltd., Calgary, Alta.
- Maybe's, Limited, Moose Jaw, Sask.
- Harley Henry, Limited, Saskatoon, Sask.
- Dowling Shoe Co., Brandon, Man.
- Kilgour Rimer Co., Ltd., Winnipeg, Man.
- Congdon, Marsh, Limited, Winnipeg, Man.



819—Patent Mary Jane Pump
821—Gunmetal Calf Mary Jane Pump
"Pla-Shu" Last

- Coates, Burns & Wanless, London, Ont.
- London Shoe Co., Ltd., London, Ont.
- John McPherson Co., Ltd., Hamilton, Ont.
- McLaren & Dallas, Toronto, Ont.
- A. W. Ault Co., Ltd., Ottawa, Ont.
- A. L. Johnson Shoe Co., Ltd., Montreal, P.Q.
- J. M. Humphrey & Co., St. John, N.B.



The Largest Tanners of Calf Leather in the British Empire

DAVIS LEATHERS

DURABLE
In Quality

ACCURATE
In Shade

VELVETY
In Texture

IDEAL
In Touch

SUPERIOR
In Cutting

Made from the
Best Raw Skins
Only.

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.





Canadian Soldiers Are Making Good

It's in their *blood*. They can't fail.

BENNETT Counters are a success, because it's in their *fibre*. We **MAKE ALL** our counter fibre, selecting raw materials only from the best vegetable fibre stocks.

Counters are moulded by our own process in the *finest* equipped counter factory in Canada, with a capacity to meet any demand promptly.

Quality maintained by careful and constant testing of all materials in the *various stages* of manufacture. We have for this purpose a fully equipped research laboratory in charge of a chemical engineer specializing in fibre manufacture.

"Complete Counter" is an exclusive **BENNETT**
TRADE MARK feature. Made by the largest fibre manufacturers in Canada making *exclusively* high grade fibre for shoe trade.

MADE AND SOLD ONLY BY

BENNETT LIMITED

Makers of Shoe Supplies

CHAMBLY CANTON - QUEBEC

Sales Office, 59 St. Henry Street
Montreal, Quebec





THE individuality of J. & T. Bell Shoes has given them an enviable place in the high esteem of the Canadian people. Always distinctive as to style—reliable as to service. We have a most careful regard for the Standard which has been

established for over a century of Bell Quality Shoemaking, and our supervision aims to constantly uphold that standard.

Your enquiries will be appreciated.



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





Every effort—human, mechanical and chemical—is put into the production of “Star Brand” Soles, to the end that they shall not fail to render in full the service required of them by the customer and, also, by the conscientious repairman.

BEARDMORE & CO.

Established 1844

TANNERS AND SOLE CUTTERS

Toronto, Montreal, Quebec, P.Q.

Tanneries: Acton and Bracebridge

McLaren & Dallas
Toronto



DISTINCTIVE FOOTWEAR

"IMPERIAL SHOES" are the carefully selected fine footwear products of the leading manufacturers, embracing staple lines and newest creations in Women's and Men's Shoes.

OUR WOMEN'S RANGE includes 8" and 9" High Cuts, Pumps and Oxfords, in Havana Brown, Mahogany and Gun Metal Calf, Vici Kid and Patent Leather; Goodyear Welt, Turn and McKay.

OUR "LITTLE CANADIANS" are chosen lines of Misses' and Children's Footwear.

"MAPLE LEAF"—Staunchest Heavy Shoes, Men's, Boys' and Youths'.

"THE SPORTSMEN"—Hunting Boots; "WITCH ELK"—Prospectors' Boots.

"SPEED KING" Tennis and Sporting Shoes.

INDEPENDENT RUBBERS—We carry a complete range of this satisfaction-giving Rubber Footwear.

—In Stock—Ready for shipment on briefest Notice.—

McLAREN & DALLAS

Wholesale Shoe Distributors

30 Front St. West

--

TORONTO





Charles E. Slater

10 High Street 491 St. Valier. 3 Regent St. S.W.
BOSTON QUEBEC LONDON

Quebec, June 1st, 1918

SEMI-READY ADVANCE STYLE SERVICE

Announcement
Re
Extending
Service

In March 1915 we inaugurated what we called our special Semi-Ready Advance Style Service. We have since decided to extend the service to admit of filling orders from our Canadian Headquarters, 491 St. Valier Street, Quebec, as well as from Boston. In future for all Canadian Trade prices will be quoted for shipment from Quebec Duty paid. Where large quantities are wanted to be shipped direct from Boston special quotations may possibly be made. The following are some of the essential features in connection with the Semi-Ready Plan.

Reason
for
Semi-Ready

Our reason for calling it Semi-Ready is because each offer is intended to be sent out in advance of the completion of the goods or their delivery from the Factory, so that the styles in most cases will be advanced styles. You will receive the first Bulletin in a few days and one each week during the season once your name is on our mailing list (see special offer).

Advance
Styles
at
Popular
Prices

From our long experience in the Canadian market we know that (outside of certain standard known brands) it is largely the advance styles at popular prices that will find a ready market against such a heavy customs duty. It is our idea to keep in close touch with the market and keep our customers posted as to the best selling novelties.

Style
the most
Essential
Feature

We might say right here that style is becoming more and more an essential feature in this market, and the merchant who does not keep up-to-date in that respect soon begins to lag behind and wonder why his sales do not keep up.

Novelty Footwear, Case Lots Only at Factory Prices

CHARLES E. SLATER

Quebec

All correspondence re Canadian Trade should be addressed to CHAS. E. SLATER, 491 St. Valier Street, Quebec



Charles E. Slater

10 High Street 491 St. Valier 3 Regent St. S.W.
BOSTON QUEBEC LONDON

SEMI-READY ADVANCE STYLE SERVICE

Bargain
Price
Prompt De-
livery Basis

No Charge
for
Carrying
Stock

The
Manufacturer
who
quotes
the
Lowest
Price

Samples
on Request
But

Our
Say-so

Having been located in the Boston market now for over five years we are in close touch with the manufacturers who are looking for immediate business, enabling us to try out this Semi-Ready plan on a bargain price Prompt Delivery basis.

These goods will be offered to you on a basis of no charge for carrying stock, as we expect to practically sell out each lot (unbroken cases only) by the time they are ready to ship.

The basis this plan is to be worked out on is offering orders to the manufacturer who will make the lowest price for a large quantity of any one particular shoe. It is easy to find some manufacturer who wants business bad enough occasionally to make a much lower price than he can afford to sell his regular trade. You get the advantage of getting quick delivery when you want the goods.

It is our intention and desire to try and establish the confidence of the trade in our judgment as to values (the styles they can see for themselves from the illustrations) to such an extent as to satisfy them to intrust us with their orders without the delay and inconvenience of waiting to get samples. The sending out of sample pairs means the breaking up of sizes in cases, and we would prefer sending sample cases, taking our chance of their not being suitable.

If you will take our say-so we will always be prepared to adjust any reasonable claims if made before putting the goods into stock. We can afford to take the chances of trying it out on that basis.

We trust that we may have your co-operation in this Semi-Ready Proposition which will work to our mutual advantage.

To every merchant doing enough business to enable him to buy in case lots we will send on request a handsome and useful pocket Ready Reckoner of the scale of duty on shoes. Send for one.

Novelty Footwear, Case Lots Only at Factory Prices

CHARLES E. SLATER

Quebec

All correspondence re Canadian Trade should be addressed to CHAS. E. SLATER, 491 St. Valier Street, Quebec



OUR LEADER

200 CASES IN STOCK
and in Transit of the Celebrated

LADY WHITE BOOTS

FOR IMMEDIATE DELIVERY

A Pleasing Announcement

to the many enthusiastic dealers in LADY WHITE BOOTS.

This Best Looking, Best Fitting, Best Selling canvas boot, the same style and shape so popular previous years, can still be had at practically the same price, in spite of the doubled cost of Sea Island Duck, as well as the more pointed toe lasts with higher heel, also the lower 12/8 heel; but the SURE SELLER will still be the original LADY WHITE made on identically the same Lasts and Patterns as before.

LADY WHITE stands high in the Jobbers' estimation. Read opposite.



1918 LADY WHITE

Made of Sea Island Duck. Exactly as illustrated. Thirty-six pairs to the case, assorted as follows: 2 to 5; 2½ to 6 and 3½ to 7.

We have the same boot in Grey and Champagne colors. Write for Lady Grey proposition.

REMEMBER—If you don't get the style of a boot right, you can't give it away. Women are paying for the style of a shoe more than the wear, and LADY WHITE gives them the wear as well. If your jobber don't keep them

WRITE US FOR SPECIAL INTRODUCTORY OFFER

CHAS. E. SLATER

491 St. Valier Street, QUEBEC

10 High Street, BOSTON

Novelty Footwear in Case Lots Only at Factory Prices. Quotations by wire at our expense. See Semi-Ready Plan, page 10

A Jobber's Opinion of "Lady White"

An anxious appeal that LADY WHITE is made the same exact style and shape as last year and an offer of a 50-case order was his best recommendation for the original LADY WHITE Boot. His customers liked them. Their clerks found them the Best Fitters and Best Sellers.

"A TREMENDOUS SALE and a largely increased demand for the better grades of White Canvas Boots up to \$5.00 a pair," is what H. B. Scates, of Filene & Son, prophesied at the Boston Style Show.



Dolly Varden Shoe



A Dainty Shoe for Dainty Women

Semi-Ready Style Service

In Stock and "In Transit for AT ONCE Delivery"

**50
Cases**

**\$5.50
A Pair**



The leather used in these White Boots is the best of the kind made in America. We have sold many hundreds of cases of them the past few years with universal satisfaction. You take no chances under our plan to send you a case on approval.



**50
Cases**

**\$5.50
A Pair**



The U.S. Government have requisitioned all this class of leather, and after our present supply is exhausted chances are we won't be able to get any more.



Ladies' High-Cut White Kid Boot, Wood Covered Heel at

\$5.50 A Pair

36 Pairs to the Case, D Width Only Assortment.

Same Boot in Brown and Grey Kid with Leather Vanity Heel, \$6.00.

Sample cases sent on approval conditional upon being returned promptly without breaking bulk if don't open out satisfactorily.

CHAS. E. SLATER

10 High Street, Boston

491 St. Valier St., Quebec

Novelty Footwear Case Lots Only at Factory Prices.

Business is War

WHEN great fortunes are made in war—war is a business.

When great fortunes were made in business—*Business was war.*

One of the disadvantages of war is that you cannot fight on both sides at once, and make a success of it.

Then a half-hearted soldier with a rusty old gun may be least dangerous when on the enemy side.

Also a man may be a holy terror to shoot and yet carry too little ammunition to shoot a chipmunk.

No merchant can sell enough "Tally-Ho Shoes" to make it worth while unless he keeps enough "Tally-Ho Shoes" in stock to sell.

He cannot fit six shapes of feet with one shape of shoe—nor can he fit a number 8 foot with a 7½ "Tally-Ho Shoe" without hurting the foot, the shoe, his own trade and the repute of the "Tally-Ho Shoe."



But—most merchants would gladly put in a few pairs of "Tally-Ho Shoes" in order to get the benefit of "Tally-Ho Shoe" reputation, which would bring customers to their store, whom they induce to buy other shoes which they say are "just as good."

(N.B. Stick a pin here at "Just as good.")

Sometimes the "Tally-Ho Shoe" customer will be easy and buy the "just as good" shoe, but sometimes he'd be wise and "pass it up." In any case he would ask himself why in thunder we sell to a store that does not carry enough "Tally-Ho Shoes" to fit a one-legged man. We don't want a comrade-in-arms who won't carry enough of our bullet shoes to win a "scrap" with an unknown shoe.

Yet we've known little men do some tall shooting, though they were not strong enough to carry much surplus ammunition, but made up in hustle what they lacked in capital. These are the Big-little-men who know a good thing when they see it, and appreciate it sufficiently to enthusiastically push it forward.

We would rather have with us one of these big-little-men who would buy and sell "Tally-Ho Shoes" up to the scope of his market than a little-big-man who falls asleep in a city and has to be "disturbed" by customers for "Tally-Ho Shoes."

You may reckon on us with your fighting forces, for we get up pretty early and work with the hustler to help you sell all you buy from us. One of the helps is this attractive 3-leaf window display screen, 4 feet wide by 3½ feet high, and which we give as a premium to every dealer putting in a representative assortment of "Tally-Ho Shoes." Included with it is a set of cards descriptive of the special features of "Tally-Ho Shoes."

Business is business where there is only one firm doing business. But "Business is War" where there is a "Tally-Ho Shoe" market with the right kind of a dealer behind it.

THE TALLY-HO SHOE CO.

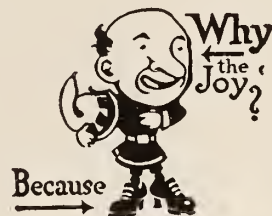
491 St. Valier Street, Quebec, P.Q.

10 High Street, Boston



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.

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—guaranteed service—finishes like leather.
4. Authentic Styles—Originated in American Tally-Ho Shop.
5. No-jar Rubber Heel—springy—resilient.
6. Sani-tex Health Lining, a ventilating feature.

The Tally-Ho Shoe will be a big money maker for you. Ask your jobber—or ask us.

Tally-ho Shoe Co.

491 St. Valier Street, Quebec, P.Q.

Boston Office: 404 Rice Building, 10 High Street

*See Business in War special Window display proposition on Page—
and illustration in this number. Let us send you on
approval a sample Box of our new Tally-Ho
Army Dress Boot.*



Adams Shoes

The demand for these Young People's Lines, springing up everywhere, like fire on the prairie, made increased capacity imperative.

It went sorely against the grain to turn down good business; so we have met the condition forced upon us—with larger premises, additional plant and skilled labor and more extensive, most efficient, organization throughout.

Now, let the sale go merrily on!

The Adams Shoe Co., Limited

284 King St. West :: TORONTO



Adams Shoes

Any wonder these Misses' Shoes Sell?

Is it surprising that they get the girls and the girls get them?

Is it any trick to figure why men in the trade, who have acquired the psychology of selling appeal, pick Adams Shoes to do the work?

The reason—They have a maximum of surface attraction, and a maximum of substantiality beneath it.

The Adams Shoe Co., Limited

284 King St. West :: TORONTO



IN STOCK NOW!



No. 580
 Fine White Canvas Bal., 10" wave top, white welt.
 Price, \$4.50
 C and D Widths

Fine
 White Canvas
 Lines

Packed Ready for
 Shipment

9, 12, 15, 30 Pair
 Assortment

C and D Widths



No. 583
 Fine White Canvas Bal., 8" top, white welt.
 Price, \$4.25
 C and D Widths

All Made
 Goodyear Welt
 Process



No. 586
 Fine White Canvas Bal., 8" top, white welt.
 Price, \$4.25
 C and D Widths
 Also with white Neolin sole and rubber heel.
 Price, \$4.50



No. 601
 Fine White Canvas Oxford, white welt.
 Price, \$4.00
 C and D Widths



No. 584
 Fine White Canvas Bal., 8" top, white welt.
 Price, \$4.25
 C and D Widths

PERTH SHOE COMPANY, LIMITED

Largest Manufacturers of Women's Welts Exclusively in Canada

PERTH, ONTARIO

IN STOCK

For Immediate Delivery



REGAL
"Pall Mall"

Royal Purple or Black Calf
Blind Eylet Bal.



REGAL
"Briton"

Royal Purple Calf Bal.



REGAL
"Clog"

Black Vici Kid, Whole Quarter Blucher



REGAL
"Penn"

Black Calf, Whole Quarter Blucher

All Regal Quality.
Made in all sizes and
widths. Write or
wire us at once to in-
sure your protection.



REGAL
"Banker"

Black Kangaroo Bal.

The
Regal Shoe Co., Limited
472-474 Bathurst Street
TORONTO



"EAGLE" HEMLOCK



Is produced from selected dry hides. Eagle tannage is a mellow, long process, well tanned Hemlock Sole Leather especially adapted for sewed work. Bends, backs and crops in this brand are in constant demand for high-class McKay work as well as for the jobbing and repair trades.

In view of the many obstacles that are in the way of manufacturing "Oak" Sole Leather, and these are becoming more numerous every day, Canadian Shoe Manufacturers are becoming more and more obliged to utilize the available hemlock

SOLE LEATHER



Eagle Tannery at Kitchener, Canada

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, Ontario

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

Representatives: Montreal, R. M. Fraser and John McEntyre; Quebec, Lucien Borne





WILLIAMS SHOES WILL—When you are offering Williams Shoes, you can unhesitatingly answer the buyer's inevitable questions, spoken or unspoken, with the absolutely truthful affirmative—**WILLIAMS SHOES WILL!**

WILLIAMS SHOES ARE BUILT TO PUT YOU IN JUST THAT POSITION.

WILLIAMS MEDIUM FINE AND WORK BOOTS—WILL.

They are in Black Mennonite, Black, Tan and Mahogany Elkolas, and Black, Tan, Mahogany and Smoked Elk.

WILLIAMS STORM KIP SHOES—WILL.

These in a strong range of colors.

WILLIAMS WET-WEATHER BOOTS—WILL.

They are of Chrome Waterproof and Colorada Oil Tan Leathers.

WILLIAMS BOX KIP, DONGOLA KID AND BOX CALF—WILL.

WILLIAMS OUTING SHOES—WILL.

In Tan and Black Ooze, Tan and Black Elk and Mahogany Elkola.

WILLIAMS "YOUNG CANADIAN" SHOES—WILL

For Boys and Girls of all ages.

WILLIAMS HOCKEY BOOTS—WILL.

Men's, Women's, Boys' and Youths', in a variety of leathers.

WILLIAMS COMPLETE RANGE—WILL.

It covers everything from Infants' Shoes to Trench Boots.

WILLIAMS SHOES WILL WEAR BECAUSE THEY ARE POSITIVE VALUES.

IN STOCK AT BRAMPTON, ONT., AND REGINA, SASK.

WILLIAMS SHOE, LIMITED
BRAMPTON, ONT. REGINA, SASK.

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.





The Testing Season

Just now is the testing time for the shoe retailer. He will run shy on this or that line and the manufacturer will be cleaned right out. It is here that the

Robinson Service

steps in and supplies the retailer with his every need in

Footwear

For Every Age and Requirement

That's where you can test us and we can prove to you the big advantage of buying from the Jobber.

James Robinson
Montreal

Kingsbury Welts

KINGSBURY Shoes are absolutely a revelation in footwear for women that command attention of both merchant and wearer.



C552. Mahogany Calf Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.35.

C554. Black Vici Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.15.

C555. Gun Metal Calf Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.00.

C556. Clark's Patent Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.00.



C577. Clark's Patent Pump, Goodyear Welt, 68 Last, 13/8 Heel, A to D. Price, \$3.35.

C576. Vici Kid Pump, Goodyear Welt, 68 Last, 13/8 Heel, A to D. Price, \$3.35.

C578. Mahogany Calf Pump, Goodyear Welt, 68 Last, 13/8 Heel, A to D. Price, \$3.80.

ALL Kingsbury representations embody the highest style ideals of the season.

As we anticipate difficulty in meeting the demand we suggest that you order at once.

Kingsbury Footwear Co.
Limited
Montreal

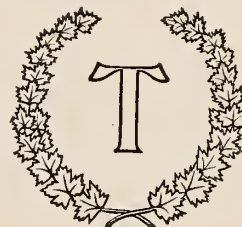
TETRAULT

Best and Most Profitable

WELTS



There are thoroughbreds in horses and shoes—easily distinguishable from the common herd. No one questions the natural inherent Quality in either. Such shoes as



TETRAULT WELTS

for men are far above the regular run. Can be proven quickly by sales volume. Tetrault is the largest manufacturer in this country working exclusively on Goodyear Welts. Tetrault Welts have the largest sales and are steadily increasing in volume.

Your business will grow like
Tetrault's, when you handle
Tetrault Welts.

Tetrault Shoe Manufacturing Co.

LIMITED

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse at
9 Rue de Marseilles
PARIS, FRANCE

MONTREAL

SOLD BY ALL FIRST CLASS
JOBBER IN CANADA



FLEET FOOT

*For Every Sport
and Recreation*

*For Every Member
of the Family*

THOUSANDS of Canadians, who are reading the "Fleet Foot" advertisements in the daily papers, will be buying and wearing "Fleet Foot" this summer. The shoe dealer who is prepared to meet the big demand is sure to reap the benefit. It is not too late to stock-up. Your orders sent to our nearest branch will receive better attention now than later on, when our reserve stock is nearly depleted.

Don't delay. Write to-day.

**Canadian Consolidated Rubber Co.
Limited**

Head Office - Montreal,

Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton,
Kitchener, London, North Bay, Fort William, Winnipeg,
Brandon, Regina, Saskatoon, Calgary, Lethbridge,
Edmonton, Vancouver and 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

Subscription in Advance
\$1.50 Per Year
Foreign, \$2.00
Single Copies, 15 Cents

CRITICAL CONDITIONS IN SHOE TRADE

THE shoe trade of Canada has only begun to realize the danger of the position into which the industry has drifted through the conditions that have arisen through the war, and more especially during the past few months. We are to-day facing a situation that calls for united and decisive action if serious results to the trade is to be averted in the immediate future.

Already an embargo has been placed in the United States upon the export of hides and skins that will mean a marked curtailment of leather production here, and there is not the least doubt but that should occasion arise or any sufficient excuse be available there will be legislation on the other side of the line that will cut off our access to finished leather in that quarter. All kinds of leather are now only exportable under license, and no one can tell how soon the time may come when the final step of prohibition may follow. Already it is impossible to import raw calfskins of any kind, and if imports of this class of finished stock be absolutely cut off, what will happen shoe production in this particular line may be conjectured. It seems only a question of time when other classes of raw materials will be eliminated and we will be left to shift for ourselves.

It looks as though Canada were in for a solar plexus blow that will seriously cripple one of her natural, as well as her most important industries. It has been felt all along that tanners on the other side of the line have been annoyed at the inroads made by Canadian leather producers upon their market and would use the war, if possible, as a means of cutting short our supplies both of raw stock and tanning materials.

The Tanners' Council in Canada has been quietly but persistently endeavouring to meet this situation by united effort through Ottawa and Washington, but so far have only been able to partly obviate conditions that hamper not only their own industry but the shoe trade as well. It looks as though in sheer self-defence Canada will be compelled to put an embargo on hides and skins to retain what raw materials she can, although this will not begin to meet either in quantity or quality the necessities of the country in leather production.

The shoe trade has been practically "asleep at the switch." Although we have two local branches of the Manufacturers' Association, one at Montreal and another at Toronto, there has so far been no united action to meet the serious conditions which have arisen. If our leather supplies are to be cut off, there ought to be some action to conserve that portion of the shoe trade that is at present going abroad. It is most unfair to the shoe industry that their production should be seriously impaired and American leather in the shape of shoes be still allowed unrestricted access to this country. If conservation alone be the object of the embargo on raw materials exported to Canada, either the United States should prohibit the exportation of shoes or the Canadian Government should assist them by preventing their coming into Canada. The suggestion made a month or two ago to restrict shoe imports would have suited both manufacturers and dealers here, but some silent influence seems to have been at work which prevented this plan being carried out.

Just now would seem a good time for a general meeting of shoe manufacturers to discuss the present situation as well as the outlook for the next few months, which is admitted to be anything but reassuring. The calling together of the principal shoe distributors, both wholesale and retail, to a general conference on shoe conditions might result in a permanent Council being appointed to see that Canada does not suffer and an industry that has been developed to its present prosperous position with so much pains and expense be not swept away by war exigencies within the borders of our larger neighbor.

Are Canadian Shoes as Neat Fitting as American Footwear?

[This article, from the pen of a well-known Canadian manufacturer, may be a little hard on the Canadian retailers, but sometimes the severe methods bring good results. That is why we publish this.]—EDITOR.

THERE is a prevalent idea among a certain class of people that shoes made in the United States are neater in fit and appearance than those made in Canada. There must be some reason for this idea, or it would not have such a hold on even a small number of the Canadian people. It is a known fact that very much of this feeling is one of sentiment and purely a mental caprice, rather than an actual fact. It is also a fact that about ten years ago a young man opened a shoe store in an Ontario town and called it "The American Shoe Store." He even went so far as to use a name of a well-known maker in the United States on his shoes and cartons, and had the bulk of his stock made by a Canadian manufacturer and stamped with the name of the United States maker. The result was he did a splendid business, for he could cater to the whim of those who preferred United States made footwear, as well as supply Canadian lines. I mention this merely to show how far the mental attitude of an individual will affect a situation or condition.

If there is a reason for the claim that shoes made across the line do fit neater than Canadian-made shoes, I want to lay much of the blame on the Canadian retailer and not on the manufacturer. For years many manufacturers have been urging a greater variety of widths. But it is difficult to convince the retailer of the necessity of this, and if he will not stock them why should the manufacturer make them?

If the wearer of shoes, in purchasing footwear, would demand more time on the part of the retailer in being fitted, it would be better for the customer, the retailer and the manufacturer. Unfortunately, with a very great many retailers the object has been to spend as little time as possible with a customer. The motto seems to be: "Get 'em in, get the money, get 'em out." In other words the test of good salesmanship is speed. The more pairs of shoes a salesman can sell in a day the better salesman he is considered.

To my mind this is a mistake. I consider the fitting of shoes is the all-important thing. To obtain a proper fit and the best results the average shoe wearer should have a shoe from three-quarters of an inch to one inch longer than his foot. By wearing such lengths it enables the retailer to fit with narrower shoes, which give a much neater fit and pleasing appearance.

Do Retailers Try to Secure as Good Fit as the Retailers in the United States?—Should More Time be Given in Fitting Customers?

The fitting of shoes has been the subject of much discussion and criticism by people in general, and the average shoe wearer has come to believe that Canadian manufacturers cannot make shoes so neat fitting as are made by

the United States manufacturers. This is a mistake. The difficulty is in the demand, not in the ability to do. If the retailer will measure his customers' feet, both for length and width, he will be able to obtain much better results. By measuring instead of taking a customer's word for the size he will be in a position to do some educational work, and possibly sell the customer what he needs rather than what he wants.

It has been customary to ask the purchaser what size is wanted instead of measuring to see what size is really required. Especially is this true in selling women's shoes. I have little hesitancy in saying that the average woman who asks for a three and a half shoe should really have four and a half or five. This is where measuring will decide and make no mistake.

By wearing too short shoes the results are sore and ill-shaped feet, while shoes that are long enough not only give more comfort, but look neater and retain their shape much longer and give better satisfaction in every respect. This rule applies both to men's and women's footwear.

As mentioned above, manufacturers have been trying for years to induce the retailers to fit long and narrow widths, which, if done, would give the manufacturer the opportunity to show shoe wearers that Canadian manufacturers can make as neatly fitting, fine and better wearing shoes than those made in the United States. The Canadian manufacturers are equally well equipped and efficiently organized as the manufacturers across the line. If retailers will stock the narrower widths and take the trouble to explain to the public the reason they will obtain more value and better service from a long and narrow shoe, they will be correcting a misconception many have about American-made shoes. Leading retailers and heads of shoe departments in the United States instruct all clerks as to the proper method of fitting shoes. Only a few do this in Canada. There are in the market good devices for measuring feet, showing the proper sizes and enabling the staff to fit customers much easier and quicker than by the old method of asking a customer "What size do you wear?" By the

(Continued on page 32)

The Position of the Manufacturer of To-day

**He is Confronted With Abnormal
Conditions That Make Deliveries
Difficult—Co-operation is Needed
Between Him and the Retailer—By
A. A. ARMBRUST**

THE manufacturer of to-day has a great many things with which to contend that do not appear to the average person nor the shoe retailer. There are two outstanding difficulties, namely: lack of material and labor. These are not given the attention and study by the consumer or the retailer that they deserve. We are not trying to excuse the manufacturer, as he may be, to some extent, guilty, possibly due to being anxious to give his customer, the retailer, as prompt delivery as possible. We should, however, not forget the fact that we are at war, and that the present conditions are abnormal, and that our first consideration should be the aid in bringing this war to a successful termination, and that we must give and take and adjust ourselves to present conditions.

Let us first look at the condition of raw material from a manufacturer's standpoint. Fine leathers to-day are exceedingly difficult to obtain owing to the scarcity of raw skins, as we are practically dependent upon South American skins for kid. No doubt the retailer has been acquainted with the fact that the South American skins are not clear cutting owing to their many imperfections, and it is almost impossible to procure these suitable to supply the present demand for colored stock. The market, too, has been advancing steadily, due to the increased demand and the scarcity of satisfactory raw skins. Nor should we overlook the fact that we are facing an embargo on goat and sheep skins which will not improve present conditions.

The manufacturer to-day is also handicapped owing to the fact that express shipments are delayed, to a considerable extent due to congestions, which fact should be given due consideration by the retailer, as well as the new regulations which have been enforced by the United States government, making it necessary for the manufacturer to make application for permit to import raw stock from the United States. This has delayed incoming stock which is required for immediate deliveries. There will need to be considerable patience exercised on the part of the retailer in the matter of deliveries. He should consider this fact, that no manufacturer will willingly and knowingly neglect his customers, who are the retailers. They are his most valuable asset and he is more than anxious to serve and pro-



A. A. Armbrust, Kitchener, Ont.

tect them. But exigencies will arise over which the manufacturer will have no control that may delay shipments, and it is here the retailers are asked to exercise patience, for it is as big a worry to the manufacturer as to them.

We also have the labor problem to consider. It should not be necessary for me to say anything regarding shortage of labor, which can readily be realized by those who are employers. We just wish to draw the retailer's attention to the fact that the manufacturer finds it necessary to-day to instruct most of his new help, as it is impossible to obtain experienced labor to meet the present demands. It is also a well-known fact that in teaching new help the production suffers until such time as the inexperienced workmen have become sufficiently well acquainted with the particular line of work at which they are engaged to be of real value in the way of rapid and efficient production. There is therefore a double difficulty in using and instructing inexperienced labor.

The retailer when placing his orders for spring and fall, places them under certain prices based on certain manufacturing cost, and that any advance in manufacturing cost between the date of placing the order and receiving the goods would mean a direct loss to the manufacturer, and that he, the retailer, knows exactly what his goods are going to cost him and also the profit which is necessary for him to add giving him the selling price, and he is in a much better position than the manufacturer from this standpoint, as it is almost impossible for the manufacturer to procure sufficient raw stock to meet his requirements for both sorting and placing orders. In taking up the question of labor and the possible advance of manufacturing cost before delivery of orders booked for placing business, the retailer should not overlook this, and that he has the decided advantage over the manufacturer. I would

(Continued on page 30)

The Woman in Business

The War Has Revolutionized Many Industries by Forcing Women Into New Occupations—Even Forcing Some Into Business for Themselves.—By a Woman Shoe Retailer.

YOU ask how I came to own a shoe store? Possibly I could truthfully say the war did it. Still that would not be telling the whole truth. Nor can I say it was the real cause. It was rather the culminating or final contributing cause.

As I look back upon my life since leaving school there seems to be a succession of ordinary events that have eventually worked out in me having a retail shoe business of my own. I mean by this statement that it was not so much any special efforts on my part, it was more a matter of circumstances that came my way.

When the time arrived for me to leave school it was necessary that I should seek some employment. In my small home-town there was little choice in the way of positions for girls of my age. I had a preference for "clerking" and as there was an opening in one of the shoe stores I applied for and obtained the position. As time ran along I grew to like the business and applied myself diligently to it. I never sought a position at any other business and have never worked at anything but shoes.

Very soon after I took this position I became desirous of some day owning a shoe store of my own. I reasoned that there would be a certain novelty in a woman owning and managing a shoe store. I did not entertain the idea very seriously, for at the wages I was receiving I realized it would be practically impossible for me to ever save enough money to secure a stock sufficiently large to open a place of business of my own.

After working for three or four years with my first employer I decided to leave my home-town and obtain a position in some other locality. I had no difficulty in securing this, so moved to the other place. Here things moved along in the usual routine that goes with a shoe business in a small town, and my old desire to get into business for myself grew more intense. If there is anything discouraging in this world it is to have ambition to do something and have every obstacle in the way to interfere with the realization of that ambition or desire. It is something like that hoping against hope that we read about. I could see no possible way whereby I could entertain even the slightest hope that I could ever realize my ambition. My wages then would not permit of it, nor could I ever hope to receive sufficient from which I could save enough to become the owner of a business. But one never knows what may be in store for a person. I do not know if persistently thinking about this had any effect upon me or the situation. I do not think it had. I am more inclined to think it was a case of circumstances.

Every one knows how the present war's coming

has upset many theories—has completely topsy turvied many traditions and cherished views. How woman's field has been widened. How she has come to do things it was never dreamed she could do, much less would do. So when the war came my employer, who was a soldier at heart and in practice, immediately began to prepare to go. He had a family, and it meant much for him to give up his business and his home. But he was determined to do both. He had little trouble in disposing of his men's stock of shoes, and when it came to the women's wear he said to me: "Miss Moore" (that is not my real name, but it will serve here), "why should you not take over the women's lines I have on hand? There seems no reason to me why you should not make a success of a shoe store in your own name, for you have managed mine quite well."

As he had been a traveling salesman for two or three years previous to the outbreak of the war, I had the sole management of his business while he was on the road.

I was delighted with the idea, but there was one big barrier loomed up before me—the money. He then offered me the stock of women's shoes at a most reasonable figure and on terms that would do credit to a philanthropist. Here was my opportunity and I could not refuse it, so I purchased the stock and became the owner of my store, and I understand I am one of the few women in Canada who are running a shoe business of their own. There are a number who have fallen into their fathers' businesses and have continued the trade their fathers had established, but few have ventured out on their own hook and started a new business.

I rented another store, had it decorated and fixed up as I wanted, and have been running now nearly three years and am well satisfied with the results. I sell only women's footwear, and purpose adding a line of dressings and polishes and a stock of hosiery. I keep one boy to deliver parcels after school and all day Saturday, and have a young woman to help me on Saturdays and evenings before holidays. I find it very interesting and enjoy the work very much, and as I have never sold anything but shoes I feel perfectly at home as the owner of a retail shoe store.

POSITION OF MANUFACTURERS TO-DAY

(Continued from page 29)

again draw attention to the fact that present conditions are abnormal, nor should we lose sight of our first object, namely, to win the war, and that we must bear unavoidable conditions and make the best of the present difficulties with which we are confronted. The manufacturer and retailer should study each others requirements, and should work hand-in-hand. We are not co-operating to the extent that we should in order that we may obtain the best results possible. As stated above, the manufacturer as well as the retailer are confronted with problems that will have to be worked out to mutual benefit, and that as the manufacturer is doing his best to serve the retailer there should be a closer relation between them in order that the difficulties which may arise may be discussed and arranged satisfactorily.

Meeting the Mail Order Man

Do Not Fight Him—Go Him One Better—Advertise and Give a Better Service

SOMEWHERE in a corner or in the more remote recesses of my brain there is a memory that someone once told me, or I read in some book, that when the spinning jennies were invented and first put into operation the spinners broke into the factories and destroyed the machines, fearing they would take away the employment of the hand spinners. And I have a faint and filmy memory that I heard how, when the first locomotive and train was set running in England, the farmers tore up the tracks because this new-fangled railroad would kill the teaming and horse raising industry.

Coming down to our own times the auto came in, but so gradually that no one thought of its killing the horse raising and driving industry. Still it remained for one of the provinces to exclude the auto for this and other reasons, but it is falling into line, and now the motor car is becoming a part of the private and commercial life of that province.

As we look back on these developments of past years we ask: Did any spinners starve because of the innovation of the Jennies? Would spinners to-day think of going back to the old hand processes? Could our country exist without the railroads, and did the railroads and autos kill the horse industry? Are the prices of horses less or more to-day, or let us say before the war, than they were before the days of the railroads and autos? All these things were but the natural products of the advancement of civilization.

It is well within the memory of many people to-day when a Canadian merchant deputed one woman to look after a few small orders that came to him by mail. He decided to enlarge this business, and for a long time this woman was the whole mail order department. She opened all the mail, kept account of the money, bought the goods in his store that were ordered, had them parcelled and shipped and took care of the whole trade. To-day that same business employs an army of people in its mail order department, and it is estimated that the annual receipts run well over the million.

Why this wonderful growth within so short space of time? Simply the demand for it by the progress and advancement of civilization. If there had not been a need for it, it would not have come into existence, or if it did it would not have survived. This being the fact it is as useless to combat it by antagonistic methods as it was to destroy the spinning Jennies and first railroads and legislate against the introduction of the auto into any province or state.

That the mail order house exists is not the fault of any one person, nor can it be said to be the fault of a community or number of persons. It is but

the result of conditions. It is not the fault of the small town merchant that he is not in a position to buy in tremendous quantities so he may command a lower price—that is the result of conditions that will not permit of that extensive buying. The question then is: How shall the small town merchant meet the mail order man?

To seek to destroy him or heaping a tirade of abuse upon him will do no good, except to advertise him. The only way to meet him is to meet him on his own ground. This the small town merchant sometimes feels is difficult when it comes to price, but if you will take a mail order catalog and go over it carefully you will find the prices are not so tempting, on the whole, as the people have in mind. And it is well that you should acquaint yourself with the prices, so that if you can you may meet them. There will always be a leader or two or a feature article that the mail order house may use that may be hard to meet; still it will be possible to make some kind of a compromise, even though you may have to cut your price on that article pretty fine.

But the greatest weapon with which to meet the mail order man is ADVERTISING. And you should look upon advertising as a service to the public. If you have value to offer and sell to the public you should consider it your duty to acquaint the public with that fact, and the only way to do that is by advertising. I have always contended that the professional ethics of the physician which prohibits him from advertising is wrong. If a doctor has a remedy for some ailment and there should be a man suffering around the corner near him, does he not owe it as a service of duty to make that fact known to that man for humanity's sake, if not for business reasons? It is claimed by the profession that advertising promotes fakirs. Not so, any more than advertising of merchandise promotes fakirs. If all advertised, only the reliable would survive.

I would not advise the crying of "Patronize your home-town" simply because it is your home town. Why should a man buy an article from you and pay more for it simply because he may live on the same street you do, or may be a friend of yours or may live in your town? Would you do it? I know merchants in a town of 12,000 who actually patronize the mail order houses for articles they do not handle. I also think there is no such thing as patriotism when it comes to spending money. When the public want to purchase anything the guiding incentives are quality and price, and these are what determine value. It cannot be emphasized too strongly that the small town merchant must give service to his trade to overcome the influence of the mail order house. He has the advantage of being on the ground and people like to see what they are buying, so if he will look after the interests of his customers give them real courteous and obliging service and good value for their money and he will find there will be little to fear about the big mail order house.

Just in this connection it may be well to quote from an article by Mr. A. W. Stillwell in the "Adver-

tising Age and Mail Order Journal." The article follows:

"The 'Patronize Home Industry' Fallacy"

"Patronize Home Industry! 'Don't send your money out of town!' are samples of the expressions used. In using such exhortations editors are asking for charity for home merchants, for certainly there is nothing of business about it, as I shall endeavor to set forth herein. Not business, but a sickly sentimental plea! Why not talk business?"

"One of the familiar illustrations used in such articles is about the dollar that passes from one hand to another; like the grocer, the druggist, the dentist, the doctor, the tailor and finally back to the man who started it. "See," exclaim the writers, "all the good that dollar did. It paid all those debts and landed right back to the Johnnie Jones who started it. If it had gone to one of the mail order houses it would have gone out of town and never done all that work."

"Rot! Certainly not, but another dollar would. And if it had gotten to the local bank in the course of the transaction it would probably have been sent out of town instanter. Do the country banks keep all the money that comes across their counters in their vaults? I should say not! They loan it out promptly wherever they can and the balance they ship to New York, Chicago, or the nearest banking center, where it will be working for them. As a matter of fact the dollar is merely a symbol of value. It is what it is because the people have confidence in the government which is behind it. That confidence lost, it is worth just what it will bring. Confidence is the basis of all business and credit is its symbol. There isn't enough real money in the world to transact the business done in one day in these United States, if the actual money had to pass between buyer and seller in each instance. Think it over. It's credit that does the business, and credit is the confidence that an individual, a business firm, a corporation, a state or nation has in another individual, firm, corporation, state or nation.

"Suppose the idea of patronizing home industry exclusively was worked out to its logical conclusion. Why, every village, every hamlet, every crossroads junction would have to produce everything it consumed. If you can conceive of this in these days of sanitary living and "all modern improvements" you have me beaten. I can see how it was done in the Stone Age, but not in the twentieth century. Could a village produce coal by which to heat the house or electricity to light it? Could it produce iron and steel? Where would you get your running water without pipes and pressure? Where would you get bathtubs or gasoline? Where, indeed, would you get lumber, cotton, wool? What about the metals—copper, zinc, nickel and all the rest? These few questions show how ridiculous the idea of home trade is if the phrase is to be taken serious at its face value. People can exist in a state of autonomy, which is what home trade would amount to if carried to its logical conclusion, but they cannot live as we live now. An autonomy is pos-

sible; that was demonstrated, of course, centuries ago—but it means bare existence.

"Here is another angle! Supposing everything was on a home trade basis, where would the manufacturer of locomotives get off—and freight cars, and suspension bridges, and steamboats, or a million and one other things your imagination will readily suggest? The answer is that he wouldn't, because no town could support any manufacturing plant. Put that in your old jimmy pipe, you who are inclined to talk about patronizing home industries. The point is that there is no such thing as home industry. Industry to-day is world-wide—distances are nothing—and just as soon as we discover life on some of the other planets, notably Mars, we'll be doing business with them. Maybe the cost of living will go down then, because probably the good people there can produce more cheaply than we can. Then the political spellbinders will begin to talk about putting up a tariff wall.

"Just to return for a moment to our old friend, Home Industry, and I shall have finished. The reason the mail order business has succeeded, in spite of all the agitation against it, is that it fills a real economic need. As one writer has ably expressed it: The permanency of any economic institution is directly dependent upon the reality and value of the economic service rendered. And there you have the reason in a nutshell!"

Now it will be up to the merchant who thinks he is being encroached upon to devise a way, not to destroy the mail order house, but to convince the people of his district that he can render them just as good service and give as good value as can be had from houses situated farther away. And he must advertise to let them know of your offering and then render a service a little ahead of the mail order house.

ARE CANADIAN SHOES AS NEAT FITTING AS AMERICAN FOOTWEAR?

(Continued from page 28)

old method from five to fifteen pairs of shoes would be pulled down before a decision would be made. Mark, I say a decision, for often times—very often—a fit is not obtained. This old method is a sort of what a carpenter calls "cut-and-fit" rather than being exact by taking the correct measure. By this method the selling cost is higher than by the more exact and scientific way of measuring.

My suggestion is that retailers will carefully consider this matter and stock widths on a similar basis as is done in the United States—that is, buy the narrower width, A's to D instead of D to E, as is the general practice now. They will then be able to please customers, which means better business and more business, and more satisfaction.

Prince Rupert, B.C.

Gentlemen:—

Please find enclosed \$3.00 for the "Shoe and Leather Journal." Please send it regular, as I cannot do without it.

Respectfully yours,

M. M. A.

What I Would Do If I Were a Shoe Clerk

Should a Shoe Clerk Consider His Work Dignified?—How Can He Best Apply Himself to the Work?

THE first thing I would do, were I a shoe clerk, would be to make myself realize that the shoe business was not only a legitimate business, but was one worthy of having expended upon it the highest business ideals. I should not consider it on a lower plane than other commercial trades or businesses, but would look upon it as being just as dignified, honorable and important. With this opinion of it I would approach my task with a dignity and respect I could not otherwise do did I not feel that it was on a par in every respect with other trades.

I would then learn everything I could about the shoe business, its history, the materials employed in the manufacture of shoes, the process of making, the wholesaling and jobbing trade and how they were conducted. I would learn all about important leathers, from which countries they came, etc. In fact, I would set myself diligently to the task of becoming proficient in every detail of the business.

My object in doing this would be that I might talk intelligently at all times on shoes and shoe-making, and also become enthusiastic over my work; for enthusiasm is an important element in the success of any business.

I would not look upon myself simply as a shoe clerk. I would consider my position, as mentioned above, important and responsible, and as such I would want to have confidence in the goods I was selling. By thoroughly acquainting myself with the business as I have outlined, I would soon be in a position to judge the quality of the shoes my employer was selling. If they did not measure up to the standard I considered they should in relation to the prices asked, I could not then have confidence in them, and if I could not have confidence in the stock I certainly could not in the store and in my employer. The moment I arrived at that point I would resign, because I would consider if I remained I would be doing an injustice to myself and to my employer and to the business in which I was engaged. How could I conscientiously expect our customers to believe in the goods they were purchasing if I lacked faith in them? How could I become enthusiastic about goods in which I had little confidence.

When I had found employment in a store in which I had perfect confidence I would then strive most earnestly to establish the store in the confidence of the people. I would never over-estimate any goods I would offer for sale, for over-estimating

goods is a great destroyer of confidence, and business is run very largely on confidence, which, if destroyed in the public, will take a long time to reinstate. I should always feel that no sale was so needed nor important that it required an overstatement of the goods. But this would not deter me from being a booster of the goods I was selling, a booster of the shoe business and a booster of the store in which I was employed. Booster is but another word for being optimistic, and the optimistic spirit is one to cultivate.

I would make my own word as good as gold, so that the customers of the store would know that any representations I made concerning shoes they were purchasing could be relied upon. This would establish a confidence in the store as well as in myself.

I would study what would be the best means of advertising the various lines of shoes which we sold. I would lay out ad. suggestions and hand these in to my employer. He might not accept them, but in all probability I would sometime hit upon an advertisement that would appeal to him and he would adopt it, and even if he did not, I would be obtaining a practice and experience that would stand me good later.

I would also study how best to display shoes, both in the store and in the window. I would not be afraid to spend money in purchasing books on window trimming, salesmanship or any other thing that I thought would advance me. I would forget that I was doing all this for my employer. I would make myself realize that I was doing it for myself, and I would keep pressing myself into the business so hard and try to make myself such a factor in the store that my services could not well be done without.

Someone will say, "But this is a very selfish way of looking at it," to which I will reply, "Are we not in business for ourselves? This is, to a great extent, a selfish world, and everybody who works, works for himself. By becoming so familiar with the business that I would be a potential factor in it, I would have in mind that just as soon as possible I would engage in business for myself, and the moment I opened the door of my own store to the public, then all that I had learned and to which I had applied myself when I was a shoe clerk would stand me good when I owned my own store."

I have not said one word about the all-important thing of a shoe salesman. At least it is the most important to my employer; that is—SELL SHOES. All that I have said above is secondary. I would do my very utmost to make records every day in selling shoes. I would study every phase and feature of the selling game that I might become the most proficient salesclerk in my town. And this, too, would stand me in wonderful stead when I opened my own doors.

WILL THE JOBBING HOUSES BE ELIMINATED?

—Will appear in our next issue—This is an important question to every man in any phase of the shoe game.

Leather and Shoe Trade Jottings

What is Doing in the World of Leather and Shoes—The Hide and Leather Problem—Are We To Be Up Against a Material Famine?—Conservation of Canadian Leather and Shoe Materials

THE shoe and leather trades of Canada have up to the present been following a drifting policy, although some months ago the tanners bestirred themselves and inaugurated a policy of "watchful waiting." Within the past two or three weeks, however, there have been developments that have caused alarm not only amongst the leather men but amongst shoe manufacturers, who are beginning to fear that their policy of holding off in buying leather is not only likely to cost them dearly, but even hamper them in getting out their fall goods. Some lines of stock are now so scarce that it looks as though there would not be enough to go around. Some who sensed the approaching situation claim to have covered themselves, but even these see the possibility of a short-ened supply in the near future.

The Hide Question.—Tanners in Canada are going to have a time getting the hides they need for certain grades of leather. Calfskins are cut off and the better grades of hides can only come in by license, and it seems only a question of time when it will be impossible to get any raw stock from across the line at all. In the meantime the tanners of this country, in their fear of disturbing the *status quo*, have taken no steps to protect themselves in the matter of native hides and skins, which have in the past few months been cleaned up by American buyers. It looks as if something would have to be done immediately if our tanneries are to be kept going. It is true hides are still allowed to come in when leather is for army purposes, but anyone can see that the ring is steadily tightening, so that Canada will soon be left to shift for itself. The war is made the excuse, of course, for the extreme conservation policy being followed across the border, but those who are familiar with leather and shoe conditions over there claim it is merely a piece of self interest on the part of leather producers that is at the bottom of the drastic action being taken.

Leather Imports.—A report appeared in the New York Times of May 16th stating that finished leather in goat, kid, sheep and lamb had been put upon the "embargo" list, and the SHOE AND LEATHER JOURNAL received many anxious enquiries from shoe manufacturers. A wire from a well-known New York leather concern seemed to confirm the report, so the War Trade Board was asked

to follow the matter up. The result is that the Times report was found to be in error in that these lines were put upon the "conservation" list, which simply meant that henceforth they could only be exported under license. Of course this means that at any time permission may be refused for the exportation of these lines, but meanwhile shoe manufacturers are assured of their supplies for the current season.

Boot and Shoe Trade.—Business has improved considerably and prices have taken an upward turn on account of the leather market. Manufacturers have been scurrying around endeavoring to protect themselves in staple and special lines, but find they have to pay a substantial advance on quotations of a month or six weeks ago. Some of them have had, as a consequence, to revise their prices, and jobbers who have recently been East and have tried to increase their orders for immediate delivery have had to face the question of increased prices. A conservative manufacturer in Quebec says he believes that before fall shoes will have to be advanced considerably, and that if leather supplies are to be assured there will have to be a decided curtailment of lines.

Policy of Conservation.—In the United States the wholesale and retail trades are co-operating in the effort to conserve leather. So far there has been no marked necessity for curtailment of lines, but within the past two or three weeks there have been quiet conferences between manufacturers themselves, as well as retailers, looking to a more decided curtailment of lines. The question of a "national shoe" similar in idea to those in use in France and Great Britain is being discussed, although so far most manufacturers as well as dealers do not admit the necessity for such a course and point to the dissatisfaction and loss that have been entailed, particularly in England, through this course. It behoves us in Canada, nevertheless, to look ahead, for if we are to experience a real shortage in leather such as must undoubtedly occur with the impairment of our available supplies of raw materials, we will certainly be compelled to cut out a large number of the lines at present made, if only to meet the shortage supplies, not to speak of keeping down the cost of footwear.

Liberty Shoe with Maximum Price.—The First National Bank of Boston sends out a weekly letter, the most recent of which says:—"Government control of leather and footwear is coming nearer. Prices for hides have been officially fixed for an experimental period of three months, and the next natural move would be in the direction of establishing maximum prices for leather, which, in turn, would pave the way for the appearance of the "Liberty shoe," which some manufacturers believe to be inevitable. The establishment of a standard national shoe, with a maximum price, accompanied probably by the fixing of maximum profits on other shoes, has been the subject of various conferences recently. These drastic regulations, of course, will affect the several hundred shoe manufacturers of New England to a greater or less degree, but the more far-sighted manufacturers appear to be of the opinion that the creation of a "Liberty shoe"

(Continued on page 59)

Retail Store Methods— Expense of Operating and Synopsis of Buying Methods.

Figures Collected and Compiled by the Bureau of Research of Harvard University.

WE give here a summary of cost of operating shoe stores as collected by the Bureau of Business Research of Harvard University. The various tables are self-explanatory. The maximum and minimum figures are, of course, those found among all the groups, while the common figure may be considered as a standard or average of the entire number of stores. The percentages are all based on net sales.

OPERATING EXPENSES IN RETAIL SHOE STORES SELLING LOW-PRICE* SHOES

ITEM	Net Sales: 100%		
	Lowest %	Highest %	Common %
Gross Profit on Merchandise	18.3	40.4	25.7
Salaries and Wages of Buying Force	0.24	2.16	0.9
Other Buying Expense	0.03	0.13	0.08
Total Buying Expense	0.45	2.16	0.98
Salaries and Wages of Salesforce	4.9	14.2	9.4
PM's	0.0	1.96	0.25
Advertising	0.15	7.65	1.3
Wrappings and Miscellaneous Selling Ex.	0.06	0.92	0.15
Total Selling Expense	7.7	18.68	11.1
Delivery Expense	0.0	0.57	0.15
Management and Office Salaries	0.62	4.4	1.7
Office Supplies and Expense	0.02	1.18	0.2
Total Management Expense	0.71	4.6	1.9
Rent	1.51	10.75	3.7
Heat, Light and Power	0.36	1.35	0.65
Insurance on Stock and Equipment	0.12	1.16	0.35
Taxes	0.06	0.98	0.35
Repairs and Renewals of Equipment	0.06	0.55	0.15
Depreciation of Equipment	0.15	0.83	0.3
Total Fixed Charges and Upkeep Ex.	2.85	12.7	5.5
Miscellaneous Expense	0.04	2.92	0.6
Losses from Bad Debts	0.0	0.87	0.27
Total Expense	13.3	32.33	20.5
Net Profit from Merchandise Operations	6.5 Loss	18.5	5.2
Repairing	1.33 Loss	6.53	0.9
Total Interest	1.52	6.9	4.0
Stock-turn	0.6	4.77	1.6

*Price of men's shoes up to \$3.00, typical \$2.50 (before the war).
Price of women's shoes up to \$3.50, typical \$3.00 (before the war).

OPERATING EXPENSES IN RETAIL SHOE STORES SELLING MEDIUM-PRICE* SHOES

ITEM	Net Sales: 100%		
	Lowest %	Highest %	Common %
Gross Profit on Merchandise	14.23	42.8	26.6
Salaries and Wages of Buying Force	0.18	6.75	1.0
Other Buying Expense	0.03	0.38	0.14
Total Buying Expense	0.18	6.75	1.14
Salaries and Wages of Salesforce	5.65	16.86	8.5
PM's	0.0	0.88	0.35
Advertising	0.17	5.25	1.5
Wrappings and Miscellaneous Selling Ex.	0.05	4.18	0.17
Total Selling Expense	5.5	19.62	10.52
Delivery Expense	0.02	1.12	0.3
Management and Office Salaries	0.33	6.65	1.75
Office Supplies and Expense	0.01	0.74	0.2
Total Management Expense	0.33	6.98	1.95
Rent	1.19	14.7	3.3
Heat, Light and Power	0.27	2.4	0.6
Insurance on Stock and Equipment	0.11	1.74	0.38
Taxes	0.03	1.99	0.37
Repairs and Renewals of Equipment	0.02	1.13	0.12

ITEM	Lowest %	Highest %	Common %
Depreciation of Equipment	0.05	2.08	0.4
Total Fixed Charges and Upkeep Ex.	2.03	17.8	5.17
Miscellaneous Expense	0.02	3.38	1.0
Losses from Bad Debts	0.0	1.2	0.17
Total Expense	13.3	34.66	20.25
Net Profit from Merchandise Operations	7.55 Loss	27.43	6.35
Repairing	0.98 Loss	3.86	0.2
Total Interest	1.3	9.04	3.5
Stock-turn	1.7	5.14	1.7

*Price of men's shoes \$3.00-\$6.00, typical \$4.00 (before the war).
Price of women's shoes \$3.50-\$7.00, typical \$5.00 (before the war).

OPERATING EXPENSES IN RETAIL SHOE STORES SELLING HIGH-PRICE* SHOES

ITEM	Net Sales: 100%		
	Lowest %	Highest %	Common %
Gross Profit on Merchandise	21.3	41.5	34.8
Salaries and Wages of Buying Force	0.56	1.99	1.2
Other Buying Expense	0.07	0.88	0.28
Total Buying Expense	0.74	2.06	1.48
Salaries and Wages of Salesforce	7.02	11.65	10.25
PM's	0.41	1.28	0.85
Advertising	0.98	3.57	2.0
Wrappings and Miscellaneous Selling Ex.	0.08	0.63	0.17
Total Selling Expense	9.31	18.1	13.27
Delivery Expense	0.0	3.2	2.6
Management and Office Salaries	1.67	7.58	2.7
Office Supplies and Expense	0.16	4.3	1.1
Total Management Expense	1.83	9.4	3.8
Rent	1.98	5.82	2.8
Heat, Light and Power	0.16	0.45	0.28
Insurance on Stock and Equipment	0.43	1.41	0.5
Taxes	0.02	0.38	0.3
Repairs and Renewals of Equipment	0.36	0.39	0.38
Depreciation of Equipment	0.33	1.33	0.54
Total Fixed Charges and Upkeep Ex.	3.74	7.74	4.8
Miscellaneous Expense	0.38	3.76	2.0
Losses from Bad Debts	0.0	1.34	0.85
Total Expense	23.43	32.85	28.8
Net Profit from Merchandise Operations	10.14 Loss	18.22	6.0
Total Interest	2.86	2.91	2.9
Stock-turn	0.92	2.33	1.5









*Price of men's shoes \$6 and over, typical \$7.00 (before the war).
Price of women's shoes \$7.00 and over, typical \$8.00 (before war).

Gross Profit.—For the retail shoe stores selling chiefly low-price shoes the common figure is 25.7% of net sales; for medium-price stores 26.6%; and for high-price stores 34.8%. The higher gross profit in the high-price stores is necessary because of the higher expense involved in maintaining their service.

Salaries and Wages of Buying Force.—The common figures for this item are 0.9%, 1.0%, and 1.2% for low-price, medium-price, and high-price shoe stores respectively. The buyer or manager of the high-price store generally spends somewhat more time in the selection of merchandise because of the care required in sensing style tendencies.

Salaries and Wages of Salesforce.—Salaries and wages of salesforce is the largest single item of expense in operating retail shoe stores. It varies in the low-price stores from 4.9% to 14.2% of net sales, in the medium-price stores from 5.65% to 16.86%, and in the high-price stores from 7.02% to 11.65%. The common figure in the low-price stores is 9.4%, in the medium-price stores 8.5%, and in the high-price stores 10.25%. The common figure—7.8% of net sales—for the most efficient medium-price stores is lower than that shown by the most efficient low-price stores, which is 8.9% of net sales.

PM's.—The expense of this item ranges from nothing to 1.96% of net sales. The common figures for the different groups of stores are 0.25% for the low-price stores, 0.35% for stores selling medium-price shoes, and 0.85% for stores selling high-price shoes. The increase is due to the more frequent use of PM's in the high-price stores in which several clerks are employed.

	Low-Price Stores	Medium-Price Stores	High-Price Stores		Low-Price Stores	Medium-Price Stores	High-Price Stores
 Cost of Merchandise Sold.....	74.3	73.4	65.2	 Total Management Expense	1.9	1.95	3.80
 Total Buying Expense	0.98	1.14	1.48	 Total Fixed Charges and Upkeep Expense	5.5	5.17	4.80
 Total Selling Expense	11.1	10.52	13.27	 Miscellaneous Expense and Losses from Bad Debts	0.87	1.17	2.85
 Total Delivery Expense.....	0.15	0.30	2.60	 Net Profit.....	5.2	6.35	6.0

Key to operating expense diagram shown above.

Advertising.—Retailers of high-price shoes show a higher common figure for advertising than retailers selling other grades. The common figure for the low-price stores is 1.3%, for the medium-price stores 1.5%, and for the high-price stores 2.0%. It is interesting to note that the high-price stores have higher common figures both for salesforce expense and for advertising.

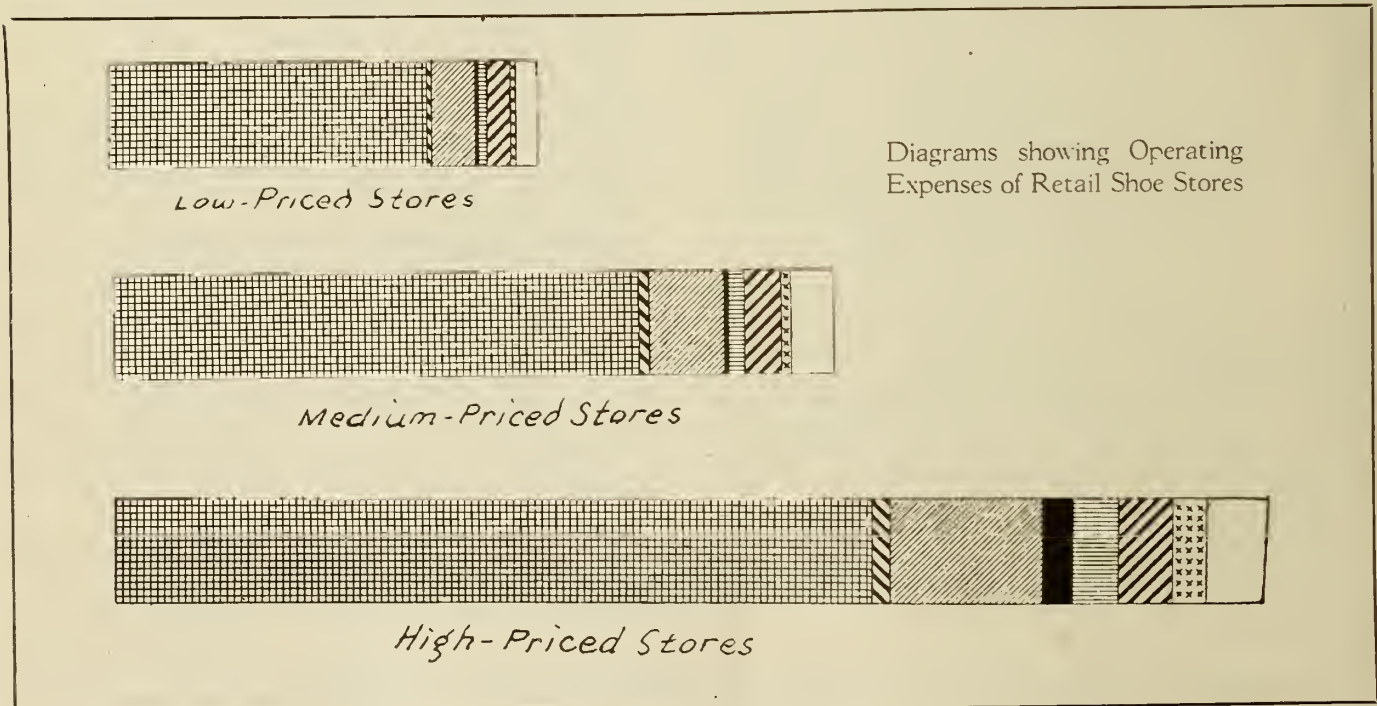
Delivery Expense.—The common figures for this item are 0.15% for low-price stores, 0.3% for medium-price stores, and 2.6% for high-price stores. These figures indicate the extra cost for the more extensive delivery service provided by the high-price stores.

Total Management Expense.—In low-price shoe stores the common figure for this item is 1.9% of net sales; in medium-price stores it is 1.95%, and in high-price stores 3.8%. The increase in this expense probably results, in large part, from the fact that the service demanded from the high-price stores increases the management problems. A greater amount of labor is involved to provide proper clerical assistance to look after the charge accounts, and also to the fact that in many of the small stores, which are especially numerous among stores selling low-price and medium-price shoes, less attention is given to managing the business.

Rent.—Low-price shoe stores have rent figures varying from 1.51% to 10.75%, with 3.7% as the common figure. In medium-price stores the lowest figure for rent is 1.19% and the highest figure 14.7%. The bulk of the figures range from 2.6% to 3.7%, with 3.3% as the common figure. Rent in the high-price shoe stores ranges from 1.98% to 5.82% of net sales; the common figure is 2.8%. Although the high-price stores usually have expensive locations in order to be advantageously located to attract trade, their rent expense is less in proportion of sales than for the other two groups; in the low-price stores it is highest. In other words, the high-price store generally uses its available space most economically, and the low-price store uses its space least economically.

Total Expense.—In the low-price stores the figures for total expense range from 13.3% to 32.33% of net sales, 20.5% being the common figure. In medium-price stores 13.3% is the lowest figure, 34.66% the highest figure, and 20.25% the common figure. Stores selling high-price shoes show 23.43% as the lowest figure 32.85% as the highest figure, and 28.8% as the common figure. It is to be noted that no figures for interest are included in the expense statement of this accounting system for shoe retailers. The

(Continued on page 45)



The Many Uses of Sheep Leather and the Condition of this Market



Courtesy Canadian Farm

The animals whose skins are now in great demand

POSSIBLY not ten per cent. of the leather buyers in Canada know with what the Canadian sheepskin tanner has to contend. The numerous kinds of leather that they are compelled to manufacture make the problem a very serious one to them. It is in this respect that the average buyer of the various kinds of leathers made from sheepskin does not realize the great difficulties that confront the tanners in producing so many different kinds. Compared with the tanners in the United States Canadian tanners are decidedly handicapped, for there the market is so large that each tanner may specialize in some one or two particular lines of leather which can be made from sheepskin, but here, the market not being so large, each tanner must make many varieties of leather that are in demand for the various products manufactured from it. He is also called upon to make sheep leather imitate better and higher priced leathers, which is a very difficult task and makes the work exceedingly hard to bring inferior skins up to a point where they will look like higher quality leather, and oftentimes he is called upon to imitate real kid or genuine walrus.

The many different uses to which sheepskin leather is utilized are really too numerous to mention, but here we will mention a few of the most general ones. They are used for shoe linings, facings and socking purposes, also for making children's shoes and slippers in various fancy colors. Much glove leather is made from sheepskin and coarse mitts, for workmen are also made from this material. Women's gloves oftentimes sold as kid gloves are made from sheepskin, and this leather is very much in demand now on account of French kid being almost impossible to obtain. The furniture trade use many thousand dozens of skins in various antique colors for upholstering and decorative work. Much sheep leather is also used in the harness trade for the lining of saddles, collars and back bands, as well as for various trimmings of harness. Book-binders also use a considerable quantity, and for them it has to be specially prepared, imitating the different grains as well as being in a great variety of colors. The trunk, bag and suit-case trade use a very great deal, and it is used considerably for outside work as well as the lining of the various traveling cases which are in use.

In fact, the sheepskin tanner has to imitate the leather that is made from the hide of pretty nearly every animal on the globe, but it remains for the pocket book and fancy goods trade to demand the greatest number of grains and colors. Possibly the reason of this is that these goods are sold to women, and the fancy and caprice of women seem to know no bounds. A great number of articles are made into souvenirs and sold to the traveling public during the tourist season at the various centres, and many of the so-called Indian articles are made from sheepskin that are tanned by tanners who are white men, and worked up into the Indian designs by girls and children who are also white people.

All of this is but part of the sheepskin tanner's trouble. Sometimes he is called upon to tan skins so sheer in texture that one can almost see through them. It will at once be seen that the tanner who is compelled to make so many varieties of stock has a much harder problem on his hands than he would were the market large enough so he could push one particular line vigorously, in which he would be more apt to excel and also make more profit.

To be able to manufacture all these various lines means that the skins from which they are made have to be imported from various parts of the world, as skins from one country are more suitable for a certain line than those from another, and just now, with embargoes and shipping facilities almost completely out of order, the sheepskin tanner is at his wits end to know where to obtain raw material sufficient to meet the increasing demand for leathers made from the skins of sheep. At the present time we are able to obtain shipments only when a boat is not loaded with war materials and the allies feel disposed to issue permits to allow stock out of the various countries from which we are compelled to buy. The sheepskin tanner is in a very difficult position, as most of our foreign connections are shut off by the lack of ship space and by embargoes, and the American Government have just commandeered all skins suitable for army coats for the soldiers. These will be utilized in the coming winter's campaign, taking all skins from 75 feet to the dozen up to 110 and 120 feet, and leaving only light skins and

(Continued on page 57)

The Cause of Grubby Hides

A Fly May be a Small Creature But It Can Affect The Price of Leather

THE word WARBLERs may have more meanings than one. To the average mind it suggests something in the way of music or bird singing—but from a veterinary point of view it has another meaning, and even more than one meaning. It may be that it originally referred to the lumps made by the galling of a horse's back by a poorly fitting or ill-padded saddle or back band of a harness.

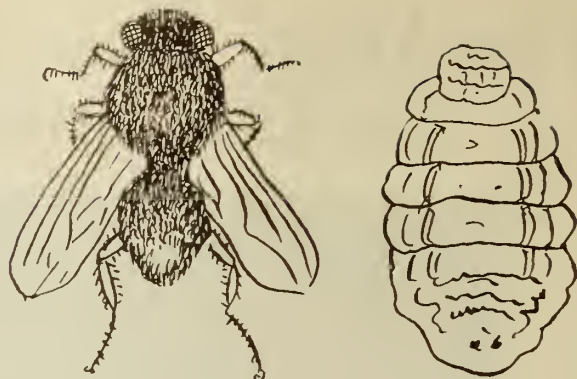
Veterinary works give very little information about warbles in relation to their effect upon hides and leather. It must be remembered that works of the character are written more about the animal itself and the symptoms and treatment of diseases that affect the animal. The hide is a secondary consideration in the cattle industry—a by-product that receives little consideration from the rancher and the cattle man, and writers on veterinary subjects.

In view of this fact it is remarkable that a small fly should play so important a part in the leather industry, and to a certain extent ultimately have some effect on the price of shoes. This very annoying little creature is called technically *æstrus boris*, or more commonly known by the title, gadfly. In seasons when it is particularly pestiferous, during the late summer and early fall, cattle may be seen running about the pasture as if pursued by some imaginary peril. It is the work of lady gadfly. There is a portion of the back where the cow is not able to reach with its tail or tongue that is safely assailed by these pests. Not being satisfied with laying its eggs anywhere on the cow's back it first pierces the skin, then into this orifice deposits its eggs. In a short time a small swelling occurs, and increases in size by the accumulation of lymph and growth of the larvae from the egg. In time this larvae may be discharged by the process of suppuration when it is ready to propagate. It may fall on the ground or elsewhere and if the temperature be favorable it will mature and take wings and be ready in turn to deposit more eggs in the skin of other animals. If farmers could cover their animals with a jute covering during this season it would prevent the fly from depositing its eggs in their backs.

Sometimes these pierced places may be seen to exude pus before the escape of the larvae, and at times they will become as large as a walnut, and if in considerable numbers will cause the animal much pain and even fever. But if they are not in great numbers they will not particularly affect its well-being. These larvae can be removed by pressure of the thumbs, and there is no treatment necessary beyond washing the parts with some astringent lotion.

All that has been said above relates to the effect of the work of the gadfly upon the animal in whose hide, or beneath whose hide, the eggs have been laid and the larvae hatched. In fact, it is but a setting forth of the veterinarian view of the matter. But the veterinary stops right there. It is at this stage that the shoe and leather man becomes interested and the veterinary's interest ceases.

It is this gadfly that makes what the tanner and hide man know as "grubby" hides. The piercings of the fly in the skin of the animals seldom heal sufficiently to prevent holes appearing in the leather after it is tanned. Sometimes these holes are fully one-eighth of an inch in diameter and over a hundred will appear in one hide. These will be right in the centre of the back, on the choicest place, and make that portion of the leather a complete waste. If the



Warbles Fly and Larva.

piercings should not be right through they will be sufficiently deep to cause scars that will make that portion of the leather worthless.

So this is what causes "grubby" hides, and as these eggs are laid during the late summer or early autumn, they remain in the animal all winter and are discharged in the early spring, and in addition to these, the hides that come from animals killed in January, February, March and April will be long haired and stable dirty, all of which lessen the value of the skins and their leather-making qualities. These are the hides about which so much is said in the public press during these months and wonder expressed that leather does not come down in price. But this explanation will help to explain the true conditions of what grubby hides mean in the leather industry, and how they affect the quality and price of leather.

CONVENTION OF U.S. TANNERS AND CHEMISTS

The big convention of the Tanners' Council and allied organizations was held at Atlantic City, N.J., on May 17 and 18. The present unsettled condition of the hide and leather industries and the unfinished work of the Price Fixing Committee showed its effect on the convention, for it left the members and delegates in a position that they did not know exactly where they were at, and could take little definite action. Still much business was done and many suggestions proposed.

The keynote of the Council's aims seem to be to co-operate with the government in the prosecution of the war. The matter of after-war trade with foreign countries came up importantly. It was shown that many kinds of leather were finding their way into foreign countries. Calf, kip, goat, kid and belting leathers were going to thirty-five countries; patent leather in twenty-five countries and sole leather into twenty-three countries. The elimination of German leathers from the world's markets is accountable for much of this increase. It was suggested that some general plan of organization be adopted to preserve this trade after the war is over.

THE UNITED SHOE MACHINERY CO.'S BIG WIN

To be compelled to defend oneself against a big government like that of the United States, for over seven years, is no small task. Yet that has been the experience of the United Shoe Machinery Co. To come out victorious in such a fight must be most gratifying, and that also is now the experience of the United Shoe Machinery Co. It was sought to dissolve the company under the Sherman Anti-trust Act, and while the magnitude of the company was admitted and the "tying leases" were the biggest point of attack, it was clearly proven to the mind of the Supreme Court of the United States that this company did not infringe on this Sherman law. It was even shown that the leasing was an advantage to many small manufacturers who had not the capital to purchase such equipment.

Is Canada Able to Produce Her Own Footwear?

Presenting Some Diversified Opinions of Manufacturers and Retailers of This Important Question

IN the consideration of this question both style and amount of production are taken into consideration. It is truly remarkable the diversity of opinion both of retailers and manufacturers on this subject.

Viewed from a production point of view, one retailer replied in answer to the question: "Most emphatically, No! Why, we import millions of dollars worth of shoes, and as our Canadian manufacturers are all behind with their orders, how can it be expected they could take care of this extra load if importations were cut off? To me it seems that my question covers the situation and answers the subject fully."

"Canada will have no difficulty in making all the men's shoes she requires," answered another retailer, "but when it comes to women's footwear, I doubt very much her ability to do so. The class of women's shoes imported from the United States are of a type that the Canadian manufacturer does not seem to have the knack of producing. There is that hard-to-define-something about the style and finish of them that is not obtainable in Canadian shoes. You will ask me why the Canadian manufacturers cannot make them or put that hard-to-define-something into them, and I will answer I do not know, and while they may be able to do so they have not, up to date, done it."

Another very optimistic retailer replied, when asked the question: "Sure, sure, why shouldn't she? We have the factories, many of which are not running on full capacity, and as for producing the fine styles that is largely a matter of designs and lasts, which are easily obtainable from the other side. It may be at first, and for a little time there will be a little difficulty in getting on to the knack of the fine shoemaking that characterizes some of the imported lines, but this will soon be overcome and a really fine and high-grade product will be the result. Oh, I have too much confidence in the Canadian manufacturer and Canadian workmen to ever doubt our ability to be able to produce our own footwear."

"Yes, Canada is able to produce her own footwear," began another retailer, "except in the finer lines, evening slippers, novelties and those ultra types for which there will always be a limited demand. I am not able to tell you why we cannot obtain these in Canada, but the fact remains we are not. In the general trade there can be no doubt but Canadian-made shoes have now reached that very high state of production that they need not take a back seat from any imported lines. I regret there are many people, both men and women, with whom sentiment is the compelling factor in their choice of footwear, and by this standard they prefer imported goods to home products. When I know these persons I show them our best Canadian-made lines and obtain an expression of their opinion before I tell them they are Canadian-made goods. When I have them thus committed I have little difficulty in selling. I also tell them of some New York stores who sell Canadian-made shoes as imported Paris models, which is also a matter of sentiment. This is a factor in shoe selling that will never be lived down. There are always those who will believe the shoes made on the other side are preferable to those made here. But, as I said, I do not think Canada can make the very extra

fine slippers and ultra novelty effects that are obtainable on the other side."

"Yes, Canada is able to produce her own footwear," another retailer answered, "but do you think it would be a good thing? It will only be done by the government restricting importations, and so sure as that is done then it is but human for manufacturers to lose their heads and up will go prices. Apart from this, importations are needed to keep up the quality of our Canadian-made shoes. Competition is the life of trade and is applicable here as in any other case. I cannot see that it would be good business to confine the footwear product of any country strictly within the confines of its own border. I am aware that I am going beyond the limitations of your question, which really asks if it be possible for Canada to make all the footwear needed for her populace, but I feel the subject is so important I may digress from the bare yes or no answer of the question and state my feelings beyond a negative or affirmative answer. If we import a number of really fine lines it will act as a spur to induce our home manufacturers to emulate these and produce as good, if not better, lines. It will also act as a deterrent against high prices. So this is quite another way of looking at it; but to my mind it is an important way. I am a great booster of Canadian-made shoes. I sell no imported lines. There are Canadian manufacturers who are making shoes equal to the best imported lines, and I am so convinced of this I handle these in preference to imported goods and they meet every demand of my trade, which is very high class."

"No, sir, Canada is not in a position to produce her own footwear," was the emphatic reply of a large retailer. "In men's wear and the medium grades of women's wear there will be little or no difficulty in supplying the demand, but in higher priced lines of women's shoes, how can she do it? There are imported into Canada from the United States upwards of two million dollars worth of shoes annually. There are very few factories in Canada making the very fine grades such as are imported. This being true, tell me, will you, how Canada will be able at this present moment to supply that extra amount that is now imported? I am speaking now entirely from a production point of view."

"Canada should be able to produce her own footwear," was the reply of a manufacturer, "at least she can make all the shoes needed for these war times. She may fall down in some of the very finer lines of women's wear, but certainly not in any lines of men's wear. It may be interesting to know that importations of these goods have dropped off. Shortly after the war started about four million dollars worth of shoes were imported into Canada—to-day about two and a half million. The reason can be ascribed to this fact. After the war started many young women engaged in work who had not done so before, with the result that they purchased with the newly earned money many articles which they had long desired to possess. Among these were fancy shoes. The first pair satisfied their cherished desires, but did not come up to expectations in service. The result was that many dropped back to the more standard lines after having been satisfied with the one or two pairs of novelty types."

"But to return to the question of whether Canada is able to produce her own footwear, I say yes. In men's shoes she can equal any imported lines considered from any viewpoint. For a time she may have difficulty in producing the finer lines of women's. It will only be a question of a very short time, however, until the finer grades will be made in quantities in Canada. Naturally the tone of quality will spread from manufacturer to manufacturer until a certain amount of trade rivalry will cause to be produced shoes equal to the best imported lines coming into Canada to-day. The materials are obtainable and the training of workmen is a matter of but a short time. Oh,

(Continued on page 57)

The Responsibilities of Employees

Learn to "Fit in" and to Do One's Work Cheerfully—If an Employer Pays You to Work for Him, Why Not Do It?

A FRENCHMAN once said to his son when he had finished his schooling and started to work: "George, whenever you work for a man, for God's sake work for him." There is a wealth of meaning in that terse statement which, if properly understood and sincerely acted upon, would remove every labor difficulty so far as an employee is concerned. But, unfortunately, the labor and help problem has always been mixed with more or less difficulty, and probably always will be. It may be that our educational system is at fault in this particular. Can any reader of this article remember having been taught at school anything about how he should act toward or what attitude he should manifest toward his employer when he became engaged in business? You were taught at school all kinds of mathematical problems and grammatical and other subjects, but the problem of what your responsibilities should be to your employer was never hinted to you. The more advanced courses to-day take this matter up some, and even though dealt with indirectly, have had the most beneficial results.

It matters not what the nature of the work may be in which you are engaged, it should have one's whole-hearted support and sympathy to such an extent that one should do all in his power to further the advancement of his employer. There is a saying that has really more truth in it than one is willing to believe. This is it: "The man who does not do any more than he is paid for, usually does not get paid for any more than he does." The employee who cannot see that to further and advance the interests of his employer will further and advance his own interests has not the right viewpoint of the labor question. There is every reason to believe that the majority of employees to-day realize their responsibility to a great or lesser extent. The time-killers and the men who do just as little as they can and draw their pay for it are fast passing away, still the question will always be in order as to how great an extent the employee realizes his responsibility.

Let us assume that a young man enters the employ of a merchant as salesman. There are one or two different attitudes from which he can look at the matter that should help him to realize his responsibility. If he will consider himself not as an employee but as a partner in the business, or owner for that matter, it will give him a new outlook, and such a view should make him exceedingly anxious to make the business pay. He will study every trade condition in order to advance HIS business. He will watch every leak, he will seek for improvements, in fact he will neglect no detail that will boost the business and increase trade. Then let him assume that he has hired a man to work for him and that man is himself. Now, as a partner in or owner of the business he should know how he wants that man—which is himself—to work for him. Looked at from this viewpoint he should have no trouble in seeing and understanding what his responsibilities should be toward his employer. This is but another way of putting into effect the rule of doing unto others as you would they should do unto you.

Let us view the situation from another angle. We shall assume that the employee has an investment in the business,

and this investment yields him the amount of his weekly wages. When a man has money invested in an enterprise it is the most natural thing that he is jealous of that investment and anxious that it should pay. If within his power he will look after it in every way possible and leave no stone unturned to make the investment pay a bigger rate of interest; if, therefore, he looks at his employment in the way of an investment, he will certainly do all in his power to make it pay, which will give him a right view of, and help him to realize his responsibility toward his employer.

It will also be a great help to an employee in realizing his responsibility if he will learn to "fit in." This is a splendid axiom in every walk of life—to be able to fit into your place, or to adapt yourself to a situation so long as it is legitimate and honorable, rather than make the situation adapt itself to you. Not infrequently an employer may do, or want to do, things quite differently from the way the employee would do. It may also be that the employee's way is the best, or may even be the correct way. If he realizes what it means to fit in he should remember that even though the employer's way may not be the right way, nor the best way, he has been hired to do as the employer desires. In other words it is the employer who is asking that his work be done the way he wants it done, and that as he is paying for it he has a right to expect that it shall be done the way he directs. A very great deal of friction and unpleasantness can be avoided if an employee will drop into line and do as his employer requests.

The real faithful employee will even go out of his way, or at times disoblige himself, in order to oblige his employer. It is such a type as this that employers can have confidence in and feel justified in advancing. In these days of short-handedness men are often asked to work overtime, which, may include a Saturday afternoon. The Saturday half-holiday is comparatively a new idea in the labor world, yet so deep rooted has it become with many workmen that they feel it an imposition to be asked to work, even when paid for it. If an employee has a correct view of his work he will understand that his employer will have a better command of the business than he, and should he be asked to do some things that may not seem just necessary he should accept it with grace and "fit in."

Any reasonable employer will listen to any suggestions that an employee may offer, but should he decide against these suggestions it will at once be the duty of the employee to fall in line and perform his duty cheerfully along the line his employer may direct. This is another phase of fitting in.

To be able to do one's work cheerfully means a very great deal. It means that better and more work can be accomplished with a given effort. It means that the effect on the employee in every way will be wonderfully beneficial, and thus will be reaped a two-fold benefit by fitting in and working cheerfully.

WHITE FEET EVERYWHERE

All of a sudden, some manufacturers say, has come a big demand for white shoes for summer wear. A considerable sale of white shoes was expected, of course, and manufacturers made up a good many white shoes on advance orders. But the demand for white shoes has begun to jump and many makers of women's shoes are now busy on white shoes, and some are making more than ever before. The variety is greater than ever before, for manufacturers are making boots, oxfords and pumps, high heel and low heel, white buck, white kid and white cabretta leather, also of many varieties of white fabric. Women want white shoes for summer wear, and that is a primary reason for the big demand for them. Another potent reason is that retailers in several sections are now making a specialty of white footwear, and are proclaiming "White Shoe Days."—Exchange.



Stray Shots From Solomon

*Wisdom crieth without;
she uttereth her voice in the street.*

A lecherous Nero is not half so sad a spectacle as a grovelling Seneca. When righteousness clings to the chariot wheels of corruption the heaven weeps and hell shouts for joy. The climax of human depravity is reached when goodness stands hand-in-hand with iniquity. "A righteous man falling down before the wicked is as a troubled fountain and a corrupt spring." If it were not for the weakness and failure of those to whom the world looks for moral strength, sin would not raise its brazen chin so high. The most potent agency for evil in this world is the man who knows and professes to do good and does it not. The number who have gone down in the fight because of "stumbling blocks" eternity only will show. "It must needs be that stumbling blocks come, but woe unto that man by whom the stumbling block comes!" Woe to the man who fails to stand in the breach but lets in the flood of offence upon the weak that stand behind him. Stand in the gap! When you are tempted to give up remember those behind. Oppose your whole force to wrong of any and every kind, and die rather than yield. "No man liveth to himself and no man dieth to himself." In the terrible massacre in India some years ago a British regiment formed a hollow square, and placing its women and children in the centre fought till the last man went down before the overwhelming odds that surrounded them. It was a splendid stand of the strong for the weak. When tempted to run up the white flag remember the weak.

* * *

"Go not forth hastily to strive." Be the last in the quarrel and, like the man whose quarrel is just, you are thrice armed. It takes two to make a quarrel—in most cases two fools. By holding off and keeping cool you give your adversary a chance to come to himself and yourself an opportunity for preparation should the contest be necessary. Three-fourths of the differences amongst men can be adjusted with the exercise of forbearance and business sense. It never pays to quarrel, so that whether you win or lose you are the loser. Don't be like the churls whom boys love to torment. It never seems to dawn on some men how ridiculous they can make themselves by "touchiness." Show people that you will not be led by the nose by every fool that throws stones at you or shakes a red rag in your face. Every time you lose your temper and fly off the handle you are dissipating moral force. Don't throw away your self-control any more than you would your money.

This type is the product of twentieth century conditions. In business and politics the man who can turn a corner or do the transformation act without making a vulgar mess of it is apt to be held up as a very model of shrewdness. The fellow who can fool the people the longest and make them laugh the loudest when they discover his legerdemain is considered greatest in the kingdom of political or trade necromancy. The same spell which holds an ordinary crowd open mouthed at the sword swallowing, hat-emptying feats of the ordinary fakir seems to give the commercial charlatan abundant chance to prove the truth of Barnum's maxim, "the world loves to be humbugged." There are men who apparently prefer dealing with these sleight-of-hand gentry to those whose yea is yea and nay is nay. Be sure of this, the clean skater will leave you the occupant of a cold icy seat some day. There is not one of those rascals who would not sell his mother's honor for gain. Look out for the "clean skater."

* * *

"If thine enemy be hungry give him bread to eat." If his credit is suffering put in a good word for him. If you have a chance to send a little trade his way turn it over to him. If it is in your power to save him from loss, warn him. Do it for your own sake though he be the meanest pimp that disgraces the name of man. Make up your mind that one of the biggest things you have to fight against is that mean, small self that is trying to pull you down to the level of the Devil. There is a story told of a parsimonious fellow who became converted and joined the church. He was a farmer, and in the country districts the preacher is often paid "in kind." One morning the minister called, and at the conclusion of his visit the farmer went to the smokehouse and got out one of his best hams. On his way back the "old man" asserted itself and he began to argue with himself that a smaller ham would have done the preacher quite as well. He put down the ham and started back to the smokehouse for another and put it alongside the first. "You are not surely going to give the preacher these two beautiful hams?" said the tempter. He promptly walked back and got a third, and when he felt another protest arising he turned and, addressing himself audibly to the adversary of his soul, he said: "You mean, old Devil, if you don't leave me alone I will empty that smokehouse and put the contents in the preacher's buggy." He had peace. He won the victory that is spoken of by the Wise Man as greater than that of the man who takes a city. "Go and do thou likewise." Get square with that pin-headed adviser that is always trying to get you to "do up" your neighbor. If you want genuine fun just try "overcoming evil with good." Talk of coals of fire! Most men would rather be prodded with a red hot poker than have the man they have wronged go out of his way to return good for evil. The next time you are tempted to roast your rival in print or with your tongue try the other tack, and as a matter of mere philosophical fact note the results.



*Georgina and Onyx
Shoes*

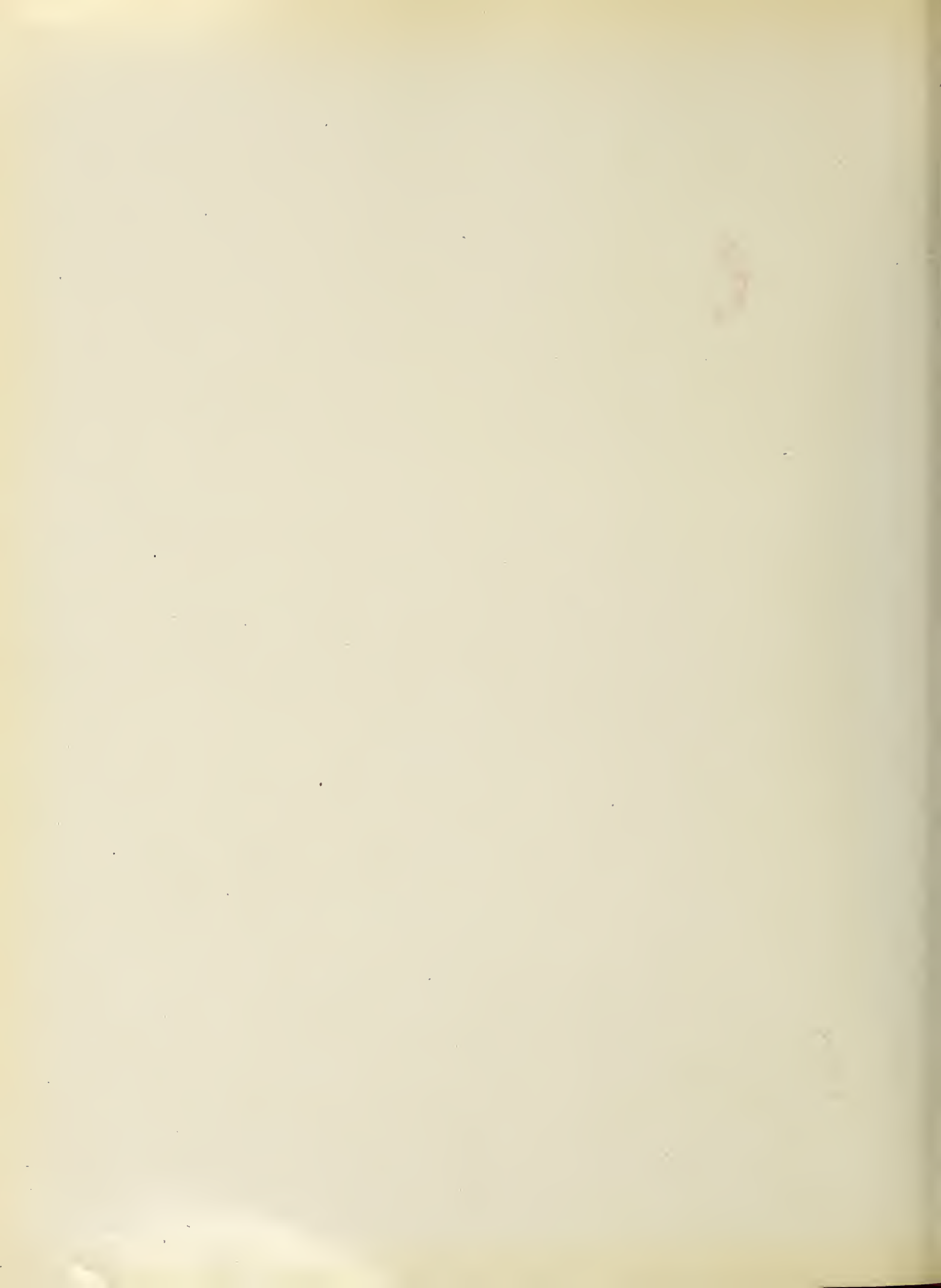


The Lady's Choice

BUILT BY

*Blackford Shoe Manufacturing Co., Limited
92-94 Sherbourne Street Toronto*

Blackford



RETAIL STORE METHODS—EXPENSE OF OPERATING AND SYNOPSIS OF BUYING METHODS

(Continued from page 36)

reason for the difference in the common figure for the different grades of stores is accounted for in the separate items explained above.

Stock-Turn.—A good stock-turn is one of the surest indications that a retail shoe store is successful. To obtain a figure for stock-turn the cost of merchandise sold during the year is divided by the average inventory of merchandise. This average inventory is found by adding the inventory at the beginning of the year and the inventory at the end of the year and dividing the sum by two. The figure for stock-turn is based on cost of merchandise sold and not on net sales, because inventory is taken at cost. A stock-turn as high as 4.7 times a year has been attained by stores selling low-price shoes. Some retailers of this grade, however, turn only a little over one-half of their stock during the year. The common figure for stock-turn for low-price shoe stores is 1.6 times. In the medium-price shoe stores the lowest figure for stock-turn is 0.7 times, the highest 5.1 times, and the common figure 1.7 times. In high-price stores stock-turn ranges from 0.9 to 2.3 times a year with 1.5 times as a common figure. This lower figure for stock-turn is probably due to the fact that more novelty goods and extreme styles are sold in the high-price stores.

Relation of Cost and Expense to Selling Price.—The following chart shows, by means of the three bars, how retail selling price is low-price, medium-price, and high-price stores is divided in each case between cost and various classes of expense. This shows graphically the information given in the summaries contained on pages 38, 39 and 40. The length of the bars is proportional to the typical price of the shoes sold in these three groups of stores and indicates just what proportion of the price in each case covers cost of merchandise, total buying, selling, delivery, management, fixed charges and upkeep, and miscellaneous expense and also net profit, which is shown in white at the end of each bar. This chart emphasizes the importance of selling expense and fixed charges and upkeep expense in operating each group of retail shoe stores. It also shows the marked increase in expense in the high-price shoe stores which is occasioned by the extra service—especially delivery service—demanded by their trade.

Operating Expenses for 1916 and 1917.—The statements that the Bureau has received from retailers show that the retail shoe business was unusually profitable in both 1916 and 1917. The gross profit in stores of all classes averaged about 6% higher than in previous years. This was due to general business activity, which stimulated sales, and to the effect of rising prices. Most of the retailers were able to dispose of stock carried over at selling prices that were moved up in accordance with the general upward tendency of the shoe market.

Total expense was somewhat higher in proportion to sales in 1916 and 1917 than in previous years, but generally this increase amounted to only about one-half of one per cent. This increase was shown chiefly in total management expense and total fixed charges and upkeep expense. Inasmuch as gross profit increased substantially more than total expense, shoe retailers showed a net profit in 1916 and also in 1917 that was almost double that of previous years and a much smaller number of stores than usual showed a loss.

Operating Expenses in Shoe Departments of Department Stores

All the statements received from department stores for their shoe departments are included in the tabulation of operating expenses summarized in the following table irrespective of the grade of goods carried. The stores from which the statements have been received were located in cities with a population of from 3,000 to 700,000, but the

majority were located in the large cities. Since not as many statements have been furnished by department stores as by specialty shoe stores, the comparisons that are made regarding the following items are possibly subject to a somewhat greater degree of error.

OPERATING EXPENSES IN SHOE DEPARTMENTS OF DEPARTMENT STORES

ITEM	Net Sales: 100%		
	Lowest %	Highest %	Common %
Gross Profit on Merchandise	12.6	39.1	28.1
Salaries and Wages of Buying Force	0.39	3.44	1.15
Other Buying Expense	0.01	1.92	0.25
Total Buying Expense	0.67	3.67	1.4
Salaries and Wages of Salesforce	4.92	13.5	8.4
PM's	0.07	2.5	0.65
Advertising	0.49	7.3	1.9
Wrappings and Miscellaneous Selling Ex.	0.02	1.5	0.35
Total Selling Expense	7.2	18.9	11.3
Delivery Expense	0.25	2.32	0.6
Management and Office Salaries	0.8	4.0	2.1
Office Supplies and Expense	0.03	1.98	0.1
Total Management Expense	1.0	4.78	2.2
Rent	1.5	10.0	3.4
Heat, Light and Power	0.2	2.6	0.7
Insurance on Stock and Equipment	0.18	1.33	0.55
Taxes	0.17	1.35	0.35
Repairs and Renewals of Equipment	0.2	2.0	0.4
Depreciation of Equipment	0.2	1.17	0.4
Total Fixed Charges and Upkeep Ex.	3.5	11.7	5.8
Miscellaneous Expense	0.05	6.0	2.0
Losses from Bad Debts	0.01	0.26	0.1
Total Expense	19.0	33.4	23.5
Net Profit from Merchandise Operations	16.6	Loss 9.82	4.6
Total Interest	0.69	11.3	2.2
Stock-turn	0.89	3.1	1.5

Gross Profit.—The common figure for gross profit is 28.1% of net sales. This figure is somewhat higher than that for the corresponding items in specialty shoe stores.

Salaries and Wages of Salesforce.—The figures reported for this item range from 4.9% to 13.5% of net sales. The bulk of the figures are between 6.5% and 10%, the common figure being 8.4%. This figure corresponds closely to the common figure for salesforce expense in specialty stores selling the same grade of merchandise.

Advertising.—Figures have been found for this item ranging from 0.49% to 7.3% of net sales. Although the bulk of figures are between 1% and 2.5%, the common figure is 1.9%. No appreciable difference is noticeable in this account from that of specialty retail shoe stores.

Rent.—Rent includes that part of the total rent of the store which is apportioned to the shoe department. In the figures reported this item ranges from 1.5% to 10%. Few shoe departments, however, give a figure higher than 5%. The common figure is 3.4%. This figure approximates that reported by specialty shoe retailers.

Total Expense.—The range for this item is from 19% to 33.4% of net sales, while the common figure is 23.5%. This indicates that the specialty shoe store selling the low and medium-price goods has a lower total expense than the department stores.

Net Profit.—Losses have been reported by department store for this item as high as 16.6% of net sales, while gains have been reported as high as 9.8%. The common figure for net profit is 4.6%. This is noticeably lower than the corresponding figure for retailers of footwear only.

Stock-turn.—The range for this figure in department stores is from 0.89 times a year to 3.1 times a year. The common figure is 1.5 times, which is the same as in the high-price specialty retail shoe stores and lower than in low-price and medium-price stores.

The figures given in the various tables are reached by actual results in the various stores and are therefore reliable. The various plans adopted by the different stores can therefore be followed making only such changes as your own local conditions will warrant.

There are well-known facts in connection with these shoes that should interest
YOU!



Metropolitan

Women's McKays, Men's Welts

Paris

Men's Welts, Women's McKays

Patricia

Women's Welts and Turns

At the present time a strong point in favor of these shoes is the wonderfully fine quality leather we are using--made possible by sure supply from our own tanneries. This fact, together with the well-known names of our shoes, the neat, serviceable styles and the reliability of our shipments will keep you well satisfied just as are our many customers.

Next time you are in Montreal come and see us.

Write soon as possible for details of the new styles.



Daoust, Lalonde & Co.
 Montreal Limited

Branch: Metropolitan Shoe Co., 91 St. Paul St. E., Montreal

Concentration of Purchases

To what extent does the successful shoe retailer concentrate his purchases—that is, make a practice of buying from only a small number of manufacturers and wholesalers? One retailer, whose annual sales amount to only \$11,000, reports that he buys from 25 firms. Another retailer, whose annual sales amount to over \$500,000, states that all of his shoes are bought from six firms. These are both exceptional cases. The average shoe retailer buys from less than a dozen manufacturers and wholesalers; many retailers buy from not more than four or five, and some from only one. Ordinarily the large store, featuring novelty styles, purchases from the largest number of sources, but it is seldom that any retailer buys shoes from more than 12 or 15 different sources.

More Concentration in Last Ten Years

During the last 10 years, it is stated, shoe retailers have been concentrating their purchases more and more. The information that the bureau has received shows a noticeable tendency among the shoe retailers in each grade to buy from fewer firms. In many stores, where the volume of sales has remained about constant during this period, the proprietors now buy from about two-thirds or one-half as many firms as at the beginning of the 10-year period. Even when the volume of sales has decidedly increased it is only in exceptional cases that a retailer now buys from a larger number of sources.

The tendency to buy from fewer and fewer sources is most noticeable in stores selling medium-priced shoes and least noticeable in stores selling high-price shoes. This is probably due to the fact that the stores selling high-price shoes commonly feature novelties, and therefore seek a wider variety of styles.

Small Retailer Profits Most From Concentration

A shoe retailer with a small volume of business generally finds it to his advantage to buy from only a few wholesalers and manufacturers. At best his orders are small, and unless they are concentrated they are of little interest to any one manufacturer or wholesaler.

Can't Afford to Risk Much on Novelty Styles

While the proprietor of a successful small or medium-size business of course tries to meet the demands of his customers, he realizes that the bulk of his demand will not be for the extreme styles, and that he cannot afford the risk of loss through depreciation which is involved in handling novelty goods. By confining his business to supplying lines and styles that are well established he occasionally loses a few sales to customers who demand novelties, but he pro-

(Continued on page 57)

A TIME FOR PATIENCE

There possibly was never a greater time for patience in the shoe and leather industries than at this present moment. Everyone from consumer to the cattle owner from whom the hides are obtained should bear in mind that conditions are abnormal, and that within a day something may turn up to greatly disarrange and change well-laid plans. This may mean disappointments to some one or more persons along the line, and it is well to be prepared to meet these disappointments when they come. It is even better to not be too definite in making promises or to protect yourself against contingencies that may arise over which you may not have control.

Here is an illustration of what the manufacturer has to contend with and his possible inability to keep promises

through no fault of his. Let us assume that he buys largely in the United States. His orders may be acknowledged but will be so covered with provisional conditions that he has no assurance the goods may arrive on time, or may arrive at all, and the manufacturer has no redress whatever. Here is a provision that was stamped on an acknowledgment recently received by a Canadian manufacturer:

"The seller shall not be liable in any respect for failure or delay in the fulfillment and performance of this contract if hindered or prevented directly or indirectly by war, fire, strikes, cyclone, accident, inadequate car supply, or other agency or inability to obtain raw material or supplies, or any cause beyond the control, and all orders and requirements, present or future, of any municipality or state, or the United States and its Allies, shall take precedence over all deliveries hereunder without any liability whatsoever, to the said seller.

JOINED THE COLORS

Louis Daoust, of Daoust-Lalond & Co., Limited, Montreal, has received his appointment as lieutenant in the 1st Tank Battalion and is at present at Ottawa expecting



Lieut. Louis Daoust, of Montreal

to go overseas June 3rd. Lieutenant Daoust has for the past year been superintendent of the Daoust-Lalonde factory and is one of the bright younger men of the shoe trade, in which he has spent seven years of his life learning the business from the ground up. All who know him speak in warm terms of his geniality, as well as his ability as a shoe man, and he is followed with all kinds of good wishes for his success on the field of honor. The SHOE AND LEATHER JOURNAL joins them in the belief that he will give a good account of himself and prove an honor to his house, the trade and the nation.

On the occasion of his departure to assume the position of sales manager for the Tetrault Shoe Mfg. Co., Mr. P. A. Doig was presented by the employees of the Star Shoe Co., Limited, Montreal, on May 18th, with a gold-headed walking stick. A number of the employees referred to the pleasant relationship which existed between Mr. Doig and the workmen, and wished him every success in his new position.

Kant Krack, Dainty Mode, Royal, Bull Dog, Veribest, Dreadnought Speed King Tennis and Sport



INDEPENDENT RUBBERS

The big reason
back of the
wonderful
growth of
Independent
Rubbers
is their
QUALITY

Your customers will appreciate the GOOD QUALITY of Independent Rubbers. People are looking for better wear, better service in their footwear. High prices compel them to do this. The one way you may be sure of their satisfaction is to sell them "Independents."

Speed King Tennis Season is on in earnest. If your stock is not well filled get a sorting order to the nearest Jobber in a hurry. This business will break any previous record and you will want your share.

• Newest styles and popular selling lines. The Jobbers listed below carry complete stocks.

INDEPENDENT RUBBER COMPANY Limited MERRITTON, ONTARIO

NAMES OF OUR JOBBERS

Amherst Boot & Shoe Co., Limited	- - - - -	Amherst, N.S.
Amherst Boot & Shoe Co., Limited	- - - - -	Halifax, N.S.
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.



AN ENTERPRISING WESTERN SHOE MAN

(See Front Cover)

Mr. George Nickle has been in the shoe trade for forty-three years. Over twenty years were spent at the bench learning every branch of making shoes and the remainder of the time has been spent in selling shoes. He came to Western Canada in 1900, opening a store in Winnipeg in 1904. He came to Calgary after selling his business in Winnipeg, arriving there in August 1914, where he bought the old Foster Shoe Store, which he still retains. He has opened a second store at 212 8th Avenue West, with a frontage of 31 feet, depth 125 feet.

He employs a staff of twelve clerks, and is assisted in his store by Mrs. Nickle and his son. Scholls foot appliances are sold and fitted properly in this store by Mr. S. Nickle and Mr. Herb Arnold, both students in Practipedecs. Mr. and Mrs. Nickle may be seen at the rear of the interior picture of the store.

Nickle will tickle no matter how fickle,
The fancy Shoe Buyers all:
This firm highly rated—on 8th Avenue located
Does rhymingly ask you to call.

For Nickle and Nickle can fit the most fickle
In shoes far in lead of the style,
They'll cheerfully meet you—will serve you and greet you
And wish you "Good Day" with a smile.

QUEBEC IN THE SHOE GAME

In spite of the development of the shoe industry in western centres, Quebec City has made wonderful advancement in recent years in the character of the product it is turning out as well as in the large up-to-date factories and equipment it has been steadily putting up. Samples for the coming spring trade are already under way and evidence a spirit of progress and skill in shoe-making that will not be found excelled anywhere else in the country.

In almost every class the determination is manifested to maintain leadership, and although Quebec has always been conservative in its ideals and methods, and perhaps does not do as much talking as some other shoe centres, it has the faculty of getting there with the goods. During the next few weeks large buyers from all over Canada will be visiting the Ancient Capital to see what the coming season has in store for the shoe trade. The city is at its best in June and offers other attractions even than those that ordinarily take the busy shoeman from home and business. We are indebted to the Canada Steamship Lines for the accompanying view of Quebec and the St. Lawrence, which is one of the latest and best yet issued.

Mr. Albert Tetrault, of the Tetrault Shoe Mfg. Company, has just returned from a holiday and business trip to Washington and some of the other leading American cities.



Courtesy Canadian Steamship Lines

Quebec Terrace, Overlooking St. Lawrence

The Midland Shoe Company

WHOLESALE

Boots, Shoes, Rubbers, Laces, Insoles, Etc.

Kingston, Ontario



Better Values than Ever

Quality Absolutely Dependable

Very Attractive Prices

MIDLAND
MAID *for Ladies* **IN STOCK**

Many Styles Oxfords, High Cuts, Pumps
 All Leathers and White Canvas

THE MIDLAND SHOE COMPANY

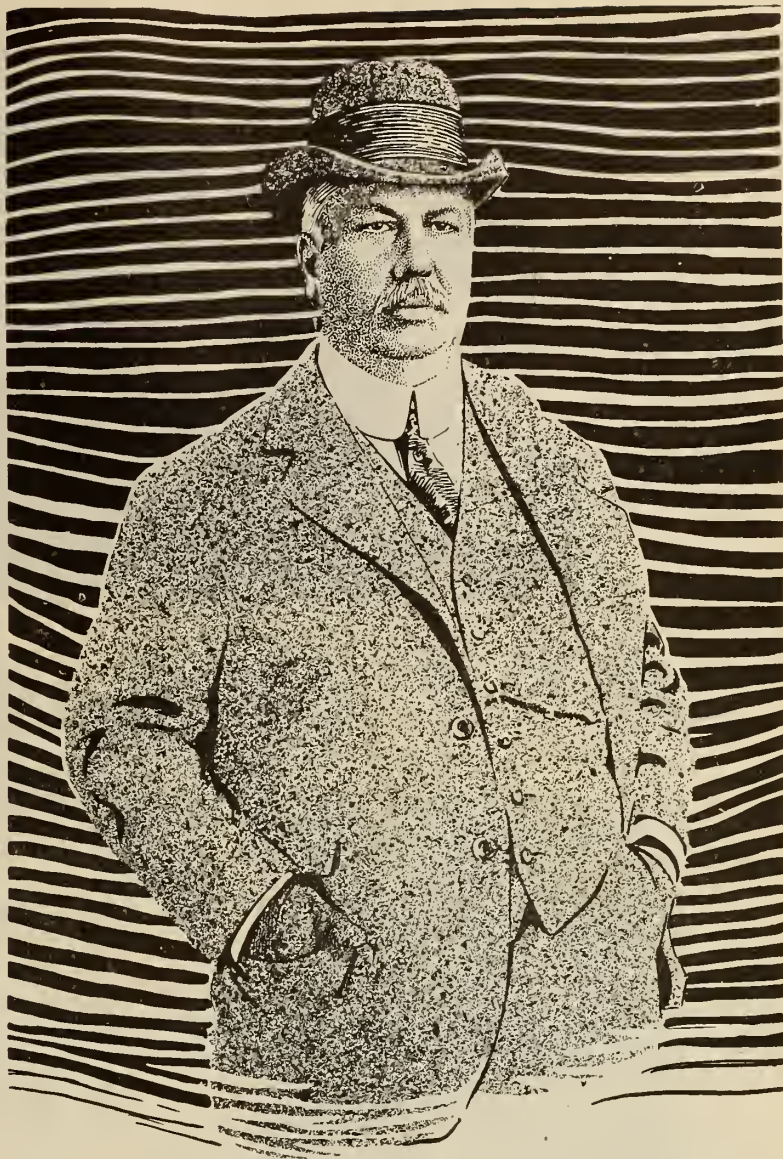
KINGSTON, ONTARIO

SHOE MAN BY BIRTH AND INSTINCT

There is no name connected with the shoe trade of Canada better known to sellers and wearers of footwear than that of "Slater" and to Chas. E. Slater belongs no small credit of putting the family name "on the map," as through the energetic selling and advertising campaign in connection with the "Slater Shoe" it secured more than continental recognition for this highly specialized shoe. He is a son of the late Geo. T. Slater, of Montreal, who was one of the early shoe manufacturers of that metropolis of shoedom. When the father died in 1887 the business of Geo. T. Slater & Sons passed to the two junior members of the firm, who subsequently dissolved partnership, Chas. E. Slater forming the Slater Shoe Co. and carrying out the policy of specializing in men's shoes. Through special agents and aggressive advertising he established a trade not only from coast to coast but even across the line and overseas.

As a salesman he possibly sells more shoes than any man on the road, and is the man behind a number of special brand goods such as "Tally-Ho," "Dolly Varden," "Lady White" and others. He has established what he claims as the only one of its kind in Canada—a Special Case Lot house—selling novelty shoes on similar and more advanced lines than newer Boston houses of the kind. This plan is working out in the sale of great volumes of shoes.

He has always been a man of vision and executive ability, and personally is known to most of the large dealers from one end of Canada to the other. He has spent all his lifetime in the shoe business and knows it from top to bottom, both from a manufacturing and selling standpoint. He has been for forty years a member of the Dominion Commercial Travelers' Association and for thirty-five years linked with the name Slater in shoes. His geniality has made for him a host of friends, to whom he is familiarly known as "Charlie" Slater, and his opinions and views on shoe matters are considered authoritative.



Charles E. Slater, Quebec, the daddy of them all as a shoe salesman, and the man who is putting the Ho into Tally-Ho Shoes.

PROHIBIT SALE OF HEAVY SOLES

Orders were issued at Washington on May 20th forbidding tanners of sole leather to sell soles or sole leather exceeding 8½ irons. The reason for the order is said to be a shortage of heavy soles for army shoes. Inventories of stocks are asked for and hereafter sales will only be allowed by license. Leather prices so far have not been fixed on the other side, although the Committee has been considering schedules submitted by leather men. It is expected, however, that an announcement may be made in a week or so.

NEW ENGLAND SHOE MANUFACTURERS' CONFERENCE

A conference of shoe manufacturers of New England is called for the Copley-Plaza Hotel, Boston, for June 5th, for considering the pressing problems that are the result of war conditions. Amongst the subjects to be discussed will be Transportation, Fuel and Labor, Leather Conservation, Proposed Liberty Shoe, Army Contracts, Cost Methods, etc. C. F. Stout, of Philadelphia, who is at the head of the

Shoe Division of the War Industries Board, suggests that all colors in leathers but brown, black and white be eliminated as a war measure. He also suggests restricting lasts, patterns and cloth used in shoe manufacturing. He will hardly have the support of the shoe trade in such drastic proposals.

NEW YORK RETAILERS MEET

New York retailers, at a meeting held recently, passed resolutions that during the war all light colors in leather be discontinued and that shades be limited to black, white, medium brown, dark brown and dark grey. That economical patterns be used on small and expensive skins doing away with long vamps, full quarters and crimped tongue effects. That no new style lasts be introduced for Spring 1919 unless for conservation purposes. That the use of other materials than leather for shoes be encouraged. In this connection low shoes were suggested for wear for at least nine months of the year, and circular foxed and three-quarter foxed shoes were recommended as saving material. A disposition to help the government in every possible way in leather conservation was shown.



An N. C. R. System will Solve Your War Clerk Problems

Canada's merchants are face to face with new and serious problems.

(1) Salespeople are very scarce. To make up for this deficiency it is now necessary for storekeepers to adopt modern methods that will produce better clerks.

(2) Clerk hire is much more costly than formerly. To meet this condition it is necessary for clerks to serve more customers and complete more sales.

(3) Sales people now to be had are new to the work. They have had little or no training. They are less skilful. They are not as good business

producers as they might be. To overcome this handicap the merchant is in urgent need of store methods that will instruct and assist the newcomers to become highly efficient.

The merchant with these problems on his hands owes it to his business, his family and himself to install an N.C.R. System without delay.

A National Cash Register will give you protection, quick service and economy.

It will enforce accurate, unchangeable records. It will speed up your service so that more sales can be made per clerk. It will stop guesswork and losses. It helps make good salesmen.

A National Cash Register will Soon Pay for Itself Out of What it Saves

----- For Further Information Fill Out this Coupon and Mail it To-day -----

Department No. C. 21

The National Cash Register Company
of Canada, Limited, Toronto, Ont.

Please give me full particulars about what an
N. C. R. System will do for my store.

Name

Business

Address

American Shoe Manufacturers and Retailers Confer

Discuss Conservation at New York—Proposals as to Elimination of Turns and Production of Standard Shoes Unfavorably Received

A MEETING of the Executive of the National Retail Shoe Dealers' Association and a number of representative shoe manufacturers was held at the Hotel Astor, New York, on May 21st, nearly fifty being present. Mr. A. C. McGowin, chairman of the Shoe and Leather Allied



One of New York's Fashion Dictates in a Woman's Oxford

Industries of the War Service Board was present, and explained what was being done at Washington with a view of conserving leather supplies and preventing unnecessary waste in shoe production.

Mr. McGowin stated that the Board had discussed the elimination of the turn shoe as using a class of sole leather deemed necessary for war purposes and wished information as to what displacement would result in labor from such a course. He also stated that a "Liberty Shoe" had been under discussion, that could be produced to sell at \$5.00, and wished to know if it could be done at present prices of



A New Low Cut that is Meeting With Much Favor in Boston

shoe was much more easily made than the welt shoe and called for much less sole leather, and that men who made turns could not be induced to turn their efforts to welt shoe-making, and would thus be lost to the trade. For certain classes of footwear the welt process was not as adaptable or economical as the turn. It would also mean the transferring of a lot of lasts to the scrap pile.

With regard to the "Liberty Shoe" the fear was expressed that it would be even less successful than in England, when it does not seem to have proven its necessity or effectiveness. Retailers present claimed that under existing conditions no one would buy it. One of the retail executive stated that all shoe stores had now shoes that they were trying to sell at \$5.00, but found them practically dead stock.

In the general discussion the desire was shown to help the government to carry out any wise and needful provisions for economy in the production and sale of footwear, but it was thought more could be done by preventing mistaken and futile legislation than by suggesting radical changes in manufacturing or retailing methods.

A strong resolution was adopted and handed to Mr. McGowin deprecating the proposal to eliminate turn shoes as uncalled-for and serving no purpose either in the conservation of leather or man power. It was also decided that to put out a standardized boot at the proposed figure of \$5.00, even if it could be made on specifications, would probably result in an increased stock of unsalable shoes.



Horace McKee, formerly of the staff of Waterbury & Rising, Limited, wholesale and retail boot and shoe dealers of St. John, N.B., who is now a member of No. 9 Seige Battery, camping at Red Head, N.B.

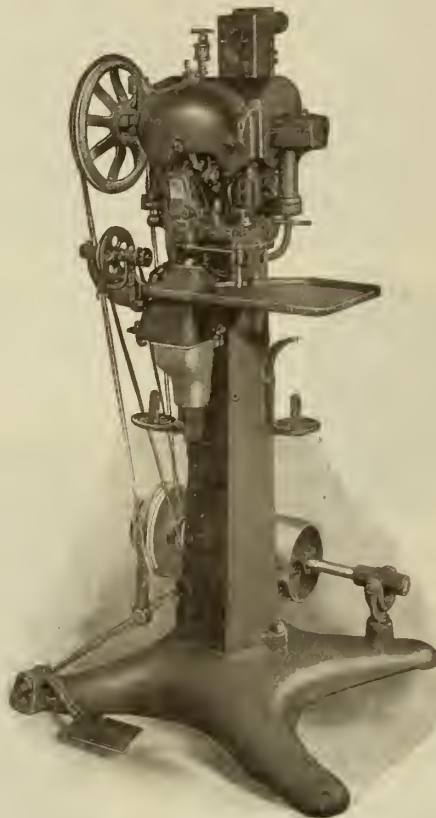
It was decided to recommend that all worn shoes and returned shoes be donated to the Red Cross Society.

"Shoe-Tips" is the name of a bright little house organ the Whitman and Keith Co., of Brockton, Mass., turns out. Here's a steal from it that's good: "Shoe Terms, and their Meaning to the Average Man.—Ankle: A protruding bone made to hit chairs in the dark. Bellows Tongue: A windy individual. Bath Slipper: A person who steps on a piece of soap in a bath tub. Golf Shoe: Worn when playing cow pasture pool. Blind Eyelets: Small openings hid in the front of shoes."

materials to show a fair profit all along the line from manufacturer to retailer.

In the discussion that followed, a decided opinion was developed that the cutting out of the turn shoe would be unnecessary and unrestful. It was shown that the turn

The Last Word in Heating for
**GOODYEAR RAPID OUTSOLE
 LOCKSTITCH MACHINE**



GOODYEAR RAPID OUTSOLE LOCKSTITCH MACHINE
 MODEL C. ELECTRIC HEAT

This machine is of the same type of regular model except that it is equipped with an electrical heating device instead of a steam generator.

The current for heating can be turned on or off as required, and is a very clean and easily operated method of heating the Stitcher.

Electric heat is in some cases more expensive than gas or kerosene Steam Generator, and is, therefore, recommended only where electrical current is very cheap, or where expense is not an important factor.

However, in some places the electric companies make special contracts for current at a very much reduced price where it is used for heating purposes, and in such cases the cost of electric heat is about the same as gas heat.

United Shoe Machinery Co. of Canada, Limited

MONTREAL

90 Adelaide Street West
 TORONTO

179 King Street West
 KITCHENER

28 Demers Street
 QUEBEC

The Shoe Repair Man

Mr. Wm. Sherman, Goderich, is installing a new Landis stitcher in his repair shop.

Mr. J. Dacre, who has a repair shop in Stratford, expects to put in a new Landis stitcher in the near future.

The O.K. Shoe repair shop of Mr. E. T. Arnold, Calgary, Alta., has been moved to larger quarters just across the street at 707A 1st Street East. New machines have been put in and Mr. Arnold says business is more than good.

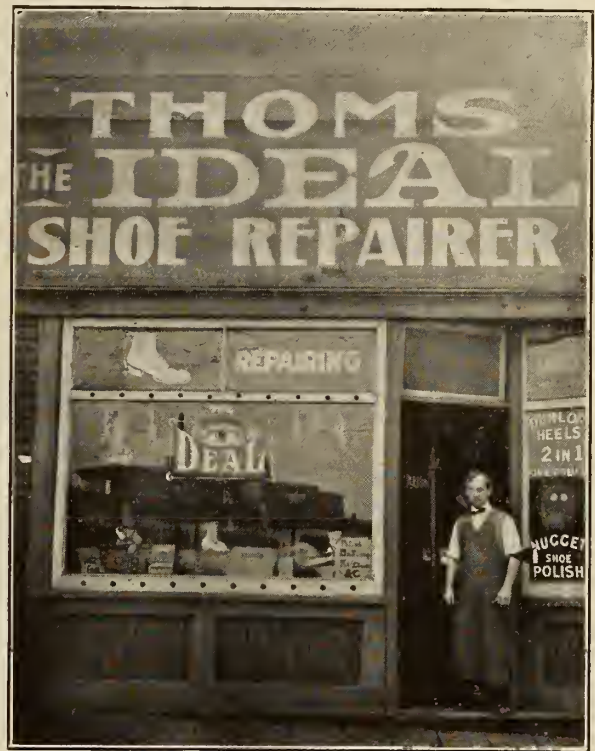


Gunner C. W. Weiss, of the firm of Weiss Bros., enlisted with the 73rd Artillery, now in training at Petawawa Camp.

tanneries at Acton, Ont., on Wednesday, June 12th. They will go by inter-urban line leaving Keele and Dundas streets at 12.30 on that date. On arrival at Acton a tour and inspection of the Beardmore Tanneries will be made, after which luncheon will be served and maybe a speech or two made. The party are expected to reach home about 9.30 in the evening. As Wednesday is a half holiday with the Association members it affords an opportunity for all to attend. At the regular meeting an expression of appreciation to the Beardmore Co. for this courtesy was unanimously passed.

PROGRESSIVE REPAIRMAN

Mr. M. R. Thoms came to Vancouver, B.C., in 1908 and worked for Mr. C. Peters for three years. In 1911 he opened business for himself in his present location. He specialized in making anatomical boots. Mr. Thoms once



made a hand Welt boot four inches long on a last of his own making. This had to be withdrawn through the heel before the seat was fastened down. He has also built for himself with his own hands a neat little bungalow at the outskirts of the city.

WITH THE TORONTO REPAIRMEN

The Toronto Shoe Repairers held their regular meeting on Thursday evening, May 23rd. As this was a night before a holiday the attendance was not so large as usual, but the enthusiasm was just as great. The purchasing committee reported good progress being made and excellent results being obtained.

On Wednesday evening, May 29th, they held a social euchre and dance. This brought out the crowd, for wives,

Mr. W. A. E. Carrol, who has done his bit in the trenches of Flanders, has commenced in business on 4th Avenue West, Vancouver, B.C. He has started off in an up-to-date style with a power finisher and a complete outfit. We wish him every success.

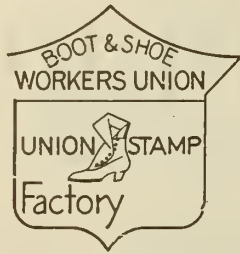
Mr. A. Webb, of Main Street, Vancouver, B.C., has just had arrived a McKay Blake sole sewer from England. It was thirteen months in transit. This is the fourth McKay now installed in the city, but unfortunately the other three are not running for the want of skilled operators. Mr. Webb may be more fortunate, as he is an experienced operator.

Mr. J. Hicks has been appointed by the Government Educational Department to instruct returned soldiers in repairing and making new boots at the government shoe making and repairing plant, Vancouver.

Mr. W. Stevenson, who has run a repair business at 1307 Queen Street West, Toronto, has sold out to Mr. Butler, who has installed a new Model D No. 17 Progressive machine. Mr. Butler is a practical shoeman and should do well in his new place.

TORONTO SHOE REPAIRERS' OUTING, JUNE 12th

The Beardmore Company have extended an invitation to the Toronto Shoe Repairers' Association to visit their



Look for the Stamp!

When the salesman comes to your door ask him first of all if he carries Union Stamp footwear. Let him show you the stamp on his samples and insist upon it in all lines.

Remember that Union Stamp footwear is sold at all prices, for every member of the family, and accept no excuse for the absence of this one identifying mark of the Union product.

Reach out for the trade of the Union Man and his family by the exclusive sale of Union Stamp shoes.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - - Boston, Mass.

JOHN F. TOBIN, Gen'l President

CHAS. L. BAINE, Gen'l Sec'y-Treas.



sweethearts and friends came, and after the euchre a most enjoyable dance was held until midnight. The winners of the euchre prizes were Mrs. Edwards, first prize, and Miss Mason, second prize. Mr. W. Wagle, a member with a business at 232 Queen West, won the gentlemen's first prize, and the editor of the *SHOE AND LEATHER JOURNAL* was just fortunate enough to carry away the booby prize. He declares he will ask for a recount, although he is becoming quite attached to the dear little boob.

RETAIL STORE METHODS—EXPENSE OF OPERATING AND SYNOPSIS OF BUYING METHODS

(Continued from page 47)

pects his profits and keeps on hand merchandise that is worth at least approximately what he paid for it.

Size of First Orders

When a new season opens, the retailer faces the problem of determining what proportion of his estimated sales for the season he will provide for on his first order. One retailer reports that after taking inventory, he orders at the beginning of the season all the merchandise that he expects to buy during that season. Another retailer, on his first order, buys only ten per cent. of his estimated season's purchases. Approximately 20 per cent. of the proprietors of all grades of stores place orders at the beginning of the season for 95 per cent. of their merchandise. With the exception of these, the size of the first order varies somewhat in low and medium-price stores. In most other low-price stores from 35 per cent. to 60 per cent. of the shoes are ordered at the beginning of the season. The proprietors of most of the other medium-price stores, while occasionally ordering 75 per cent. of their total estimated sales on their initial order, usually buy on the first order from 35 per cent. to 50 per cent. of the quantity that they expect to order during the season.

Following Style Trend

The retailer who makes a practice of placing full orders at the beginning of a season necessarily pays attention primarily to moving the stock on his shelves, with little reference to any new demands that may develop among his customers. The retailer who places smaller initial orders, on the other hand, can follow the trend of style more closely and adjust his stock more readily to supply the shoes that his customers want. The annual stock-turn is higher in stores that do not place full orders at the beginning of the season.

Following Style Trend

The retailer who makes a practice of placing full orders at the beginning of a season necessarily pays attention primarily to moving the stock on his shelves, with little reference to any new demands that may develop among his customers. The retailer who places smaller initial orders, on the other hand, can follow the trend of style more closely and adjust his stock more readily to supply the shoes that his customers want. The annual stock-turn is higher in stores that do not place full orders at the beginning of the season.

One-half of the most successful stores state that at the beginning of the season they gave orders for less than 35 per cent. of the estimated season's purchases. Over two-thirds of the less efficient stores, on the other hand, place much larger initial orders. The poor showing of this latter group cannot, of course, be attributed entirely to their buying methods, but the facts seem to indicate clearly that their buying policy is at least partially at fault.

Doesn't Pay to Buy From Hand to Mouth

There is a limit, of course, below which the initial orders cannot advantageously be reduced. One retailer, for example, states: "I have never found it to fail that the

loss of sales is due to goods that the wholesale people cannot keep in stock. The demand for the shoes is not only with me, but with all merchants in my section of the country. If I have plenty of goods to go over the first run, I can size up a little later much better, after the wholesaler has had a chance to renew his stock. I have found that it does not pay to buy from hand to mouth. At the first of the season, when my goods are all in, I have from one-fourth to one-third of the goods in the stock room. Every Monday morning I go through the entire stock and fill in the sizes that have been sold out the week before. If I find my stock room is running low I buy for it, keeping a supply there until the season is one-half over, when I let it run down except on staples."

IS CANADA ABLE TO PRODUCE HER OWN FOOTWEAR?

(Continued from page 39)

yes, Canada is quite prepared to make all the shoes needed for these war times, and can go farther and make those novelties and finer lines that to me do not seem to be needed, but are wanted irrespective of present conditions."

"I feel quite sure," was the remark of another maker of women's shoes, "that Canada cannot at the present time produce all the shoes necessary for the Canadian trade. The bulk of imported shoes are women's finer wear. We may have factory space and factory equipment, but the labor situation is such that any increase of production will tax the producing ability of these factories. Assuming that but one million dollars worth are imported annually, this added to our present output would more than overtax every maker of fine footwear. We can produce goods equal to any imported so far as variety and fine shoemaking is concerned, but the quantity question is quite another consideration."

THE MANY USES OF SHEEP LEATHER AND THE CONDITION OF THIS MARKET

(Continued from page 37)

selections too poor for coat purposes, and which are also too poor for 90 per cent. of the regular lines of the leather trade which the sheepskin tanner supplies.

The main tanning requirement, viz., quetracho extract (which is imported from South America) is being held in the United States, as they claim a shortage exists in their own country, so the Canadian tanner is worried not only to know where to secure skins, but when he does happen to obtain a few, to secure tanning materials and extracts with which they can be made into leather.

Coat leather is one of large call on the sheep leather industry to-day, so much so that it is making the supply short for the regular lines, as most of the allied countries use sheep leather for coats for their soldiers. These coats are made similar to vests and lined with a woollen cloth. These are taking the place of the former coats the soldiers wore, lined with skin with the wool on. The reason stated for the change is to overcome the vermin which collects in the wool, which it is almost impossible to clean. The Flying Corps also claim large quantities of sheepskin leather for long coats. This is made by special chrome tanning to resist the cold winds and damp air into which these men frequently have to fly.

It will be seen from this that the sheepskin leather industry is really greater than the average person and many dealers in leather realize. It will also be seen that war conditions, which are world-wide, are hampering this industry just as they are hampering many others, and the sheepskin tanner has his difficulties and troubles the same as many other manufacturers, particularly those who tan leather from other hides beside the sheep.

DURABILITY

IS ONE OF
THE

MANY VIRTUES OF

TENAX

SOLES



THAT is the one thing that counts most in a sole. If there's no wear to it, it's of little use. Tenax Soles will outwear leather at every point—good, honest, even wear, with no chipping or crumbling, and never a crack or a break. They wear longer, but are cheaper. They are light and pliable, noiseless, water-proof, and prevent slipping.

Test Tenax for yourself. Let us send you a sample to try out. Made in all sizes—Black, White and Tan.

GUTTA PERCHA & RUBBER, LIMITED, TORONTO.

BRANCHES AT

HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA,
SASKATOON, LETHBRIDGE, CALGARY, EDMONTON & VANCOUVER

Rubber Footwear Notes

Regular Placing Season On—Summer and Sport Goods Business Good—Big Demand for White Lines Already—Prospects of Summer Outing Trade—Rubber and the War

BUSINESS has been all booked for the coming fall and winter season and is the largest on record. All the factories have done well and, if reports are accurate, there has been less trouble in connection with prices than for a long time past. Manufacturers are already clearing decks for action, although most of them are fixing up repeat orders for summer goods and will not be under way for regular lines for some time.

Big Summer Trade.—From the way repeat orders have come in for summer and sport goods, dealers have ahead of them a busy season. Already sales have taken on a spurt, and those who are close run for selections and sizes are finding it necessary to send out S.O.S. calls. Manufacturers this year do not seem to have experienced quite as much difficulty as usual along this line, although they are finding a good deal of trouble with the chronically timid who were, as usual, afraid of being left with summer stocks in their hands. Travelers who have covered the ground say that from the present outlook there will be a heavy season in all lines of summer rubber footwear.

Raw Rubber Conditions.—There is little new in the raw rubber situation, except that the general tendency of the eastern market is easier, especially as to future shipments. There has been a good deal of talk about Canada being affected by the recent regulation minimizing shipments of raw rubber. This may affect shipments coming through the United States, but as most of the Canadian rubber supply comes from the East via Vancouver the manufacturers here have found little difference, except that with the curtailment of Atlantic shipments and shipments to European countries there seems to be a little more to spare for our Western posts. The effect of the government price-fixing on the other side of the line has so far not been appreciable, as the selling price to-day is considerably below the maximum. There does not seem to be in prospect any change of moment unless the Canadian War Trade Board should follow suit of the Americans, but as the quantity of raw rubber used by Canada is small compared with that of the United States action of this kind that might involve serious interference with an established industry would seem foolish as well as unnecessary. So far all the companies have their supplies for the current season well in hand. The supply of rubber seems to be as elastic as the substance itself. The

general tendency is towards a steady increase of production, and as far as can be seen there is little chance, in spite of the tremendous increase in its manifold uses, that there will be such a demand as to cause the market to become any firmer in the near future.

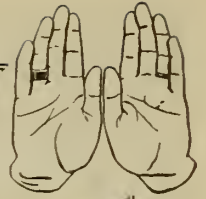
Uses of India Rubber.—It is wonderful to what varied uses India rubber is being put these busy days. Apart from shoes, belts, packing, clothing, tires, horse shoes, and a hundred other every-day purposes, it has become one of the half dozen great essentials in the war. The most recent suggestion which has come on account of the scarcity of lumber, and especially of cabinet woods is in the construction of furniture and woodware generally out of rubber. It is claimed that it can be treated so as to imitate mahogany, walnut, oak, pine or any other wood with the advantages of being moisture proof, easily handled, and above all capable of being ground up at any time and remodelled for other uses.

India Rubber and War.—"When in the course of German events we were dragged into the world war," says the India Rubber World, "the rubber industry was there with the goods. Trench boots and arctics were ready before marching feet were. Numbers of the great factories were already expert in making balloon fabrics on a large scale. Hundreds of miles of insulated wire were ready for use in the field. Airplane tires were standardized and built before the wing varnish was boiled. Ground sheets, ponchos, surgical supplies were already in stock. The trade, individual to the last degree, suddenly became unified, exchanged formulae, and gave over their plants, their men, and their knowledge to the Government. To digress a moment as showing an unusual breadth of view—when England first entered the war—she placed an embargo upon india rubber. This was lifted through the efforts of The Rubber Association of America, Inc., as representative of the whole trade, the manufacturers agreeing to purchase crude rubber for their own use only and not for resale. So honestly did they live up to this agreement that while rubber arrived in greater volume than ever before, only 1-20 of one per cent. went astray.

LEATHER AND SHOE TRADE JOTTINGS

(Continued on page 34)

will not necessarily be harmful to the industry. Business in leather and shoes has been improving, and the industry in New England has received an added boom through the placing of contracts for an additional 5,500,000 pairs of United States army shoes, practically all of which have been allotted to manufacturers in this section. This order, amounting to over \$40,000,000 in value, coupled with the presence in the United States of the official leather purchasing agent of the British Government, has tended materially to strengthen the leather market. Hide quotations have advanced 10 to 15 per cent. in the last month, and everything looks promising for satisfactory business in all branches of the allied industries during the next few weeks.



Acme

Deeds of the Sole

"Acme" Soles look at you through their pictures.

"Acme" Soles speak to you through these words.

"Acme" Soles appeal to you through *deeds*.

And *deeds* are what count.

The deeds we refer to are those of Service.

It costs money and entails many worries to stick to a high standard; yet any other standard would naturally be unsuitable for any product Dunlop-made.

We have camped on all the trails that lead to the finished "Acme" Soles. The system by which they are made is as pliable as the sole. The result is a satisfactory product that can be successfully manufactured in large quantities, as well as in small ones; and, judging by the record of service, is unbeatable.

Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories, TORONTO

Branches: Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, Halifax.

NEW SHOE STORE FOR HAMILTON

Fred L. Kickley, secretary of the Hamilton Shoe Retailers' Association, and for a long time manager of the shoe department of the Stanley Mitts Co., Limited, of Hamilton, has opened a store for himself at 40 King Street



Mr. Fred L. Kickley, Hamilton, Ont.

West. There seems no obstacle in the way of Mr. Kickley making a success of the shoe business, for he has had both buying and selling experience and is a popular young man who knows how to handle the public. Mr. Kickley is a specialist in shoe fitting, and contends much pains should be given to fitting children.

A COURSE IN PRACTIPEDICS

The Scholl Mfg. Co., Limited, are holding a series of meetings which is literally a Post Graduate Course in Practipedics, at the Prince George Hotel, Toronto, June 3 to 7 inclusive. The course is extended to all shoe men and their assistants, and lectures and demonstrations are given in pedal weaknesses and their correction. Shoe fitting both as curative and preventive measures. Arch troubles are particularly dealt with. Shoe dealers, both in and out of the city, should avail themselves of this course, as it is given gratis by the Scholl Co.

WAR CONFERENCE OF SHOE RETAILERS

Delegates to the number of 300 met at the Hotel Brunswick, Boston, last week, to consider the duty of the retail shoe trade with regard to co-operating with the government in the matter of conservation of leather, economy, and war

WHAT WOULD YOU DO?

A. is a shoe retailer in a town where there are three other dealers. He has made it a policy of carrying several exclusive lines which he has pushed until he has created quite a sale for them. He has been buying a certain line of women's shoes from a well-known manufacturer for six or seven years, and has regarded it as a leader which gave him a good deal of prestige and brought him a good profit. He finds that the firm he has been buying this line from has sold practically the same line to a competitor.

B., at the other end of the street, who has begun advertising the shoes using the manufacturer's name. The line has been made popular through A.'s advertising, upon which he has spent considerable money. A. has been quite friendly with B. and otherwise his dealings with the manufacturer in question have always been satisfactory, but the latter urges that he has never made any regular exclusive arrangement with A. and does not feel justified in confining the line to A., although he has sold him very satisfactory bills of goods. A does not want to waste his advertising in the interests of a competitor, but feels that his store may suffer by commencing to introduce an absolutely new line. He also feels that B. is unjustly reaping advantage of the advertising he has been doing for the six or seven years. What would YOU do?

To the best answer to the above question the SHOE AND LEATHER JOURNAL will give a book entitled "Skinners Dress Suit," and to the next best a book entitled "You Can." These books are bright crisp interesting business talks, useful to either merchant or clerk. Replies to be not more than 500 words, addressed to "Service Department," SHOE AND LEATHER JOURNAL.

finance. A novel feature of the conference was round table talks on important subjects, in which ten men were seated at each table. When each question was discussed a bell was rung and the captains or chairmen moved to the next table in rotation to discuss the same subject. Amongst the subjects treated were: Keeping Business in Liquid Condition, More Cash Sales, Competition in Help, Meeting Conditions With Poorer Salesmen, Reducing Cost of Delivery, Campaign against Illegitimate Dealers, When to Re-order Good Sellers, How to Move Non-Sellers, Training Clerks into Real Salesmen, Teaching Shoe Fitting, Making Adjustments, Commission or Salary for Sales People, Retailing in Factories, Store Service.

A feature of the conference was a display of fall styles by living models from Filenes.



RALPH WRITES:—J. Elsie dropped in again. I like J. Elsie to drop in. He always has some real rich dope. Here's his latest:

"Use your big guns! Your windows are your BIG GUNS. Hundreds of people who buy your goods pass your windows. Let them know through your display that you are "On the Job" with QUALITY, STYLE and SERVICE, and they won't pass you when they want to buy your goods.

That's good dope J. Elsie doles out. He seems full of it, too.



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED

ANNUAL MEETING OF THE MONTREAL BOOT AND SHOE MANUFACTURERS' ASSOCIATION

At the annual meeting of the Montreal Boot & Shoe section of the Canadian Manufacturers' Association, held on May 22nd in the offices of the Canadian Manufacturers' Association, Board of Trade Building, Montreal, the following officers were elected:

Mr. N. R. Feltes—Ames-Holden-McCreedy—President.

Mr. Ralph Locke—Dufresne & Locke—Vice-President.

Reception and Membership Committee—Mr. Albert Tetrault, Mr. Adolphe Lecour and Mr. L. Gauthier.

Transportation and Legislation Committee—Mr. Walter Smardon, Mr. Jos. Daoust and Mr. Emile Corbeil.

Tariff and Commerce Committee—Mr. W. F. Martin, Mr. Geo. A. Slater and Mr. Henri Dupont.

Mr. W. P. Hughes—Secretary.

Special committee, consisting of Mr. N. R. Feltes and Mr. Oscar Dufresne, was appointed to represent the manufacturers of this district in making an official representation to the Government of matters concerning the boot and shoe industry.

An appointment has been made with the chairman of the War Purchasing Commission, Mr. H. Laporte, for June 11th, when a delegation representing the Ontario and Quebec Boot & Shoe Manufacturers will wait upon the Commission for a general discussion of matters pertaining to army footwear.

It was decided to charge \$20 fee for membership according to the new By-laws which were adopted—and it is hoped to increase the effort to make the Association of greater value to boot and shoe manufacturers.

Copy of letter sent out to the trade by Mr. Geo. A. Slater:

Montreal, May 18th, 1918.

DEAR SIRS:

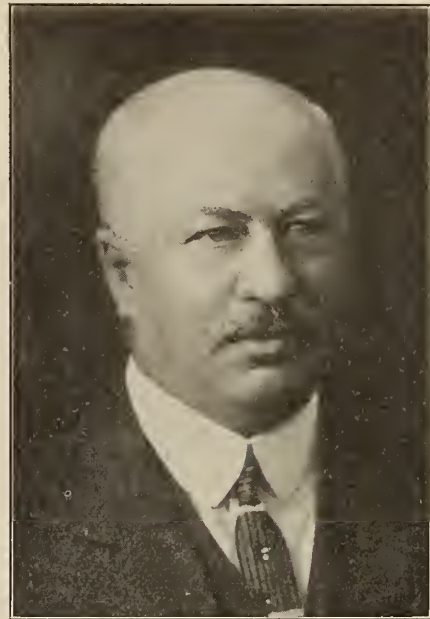
As President of the Montreal Boot & Shoe Manufacturers' Association, I desire to ask your consideration for a few moments of a matter that is really deserving of some careful thought.

You will know that heretofore there has not been any real effort put forth to bring together the fifty odd boot and



Mr. N. R. Feltes, newly elected President

shown to have suffered because we have not been co-operating, but I am confident, as are the other manufacturers who have urged me to write this letter to you, that indirectly our trade has been detrimentally affected by the lack of



Mr. Geo. A. Slater, Retiring President

any concerted effort on the part of the shoe manufacturers in this city to work along more progressive lines.

I have before me a little booklet entitled "The Love Feast of Competitors," in which the following are the outstanding paragraphs, and the ones to be first grasped by anyone who has the interests of our industry at heart.

"Only a few years ago it was the fashion for the aggressive manufacturer, who found his competitor was getting the best of him in the guerilla warfare of rampant personal competition, to send a spy into the enemy's camp to purloin all the trade secrets on which he could lay his hands. To-day, however, they are not doing this in the best industrial circles."

"Any man who is strong enough and broad enough to be a bellweather in his particular business world will unhesitatingly declare that the modern Association is the biggest and most significant sign to be found on the face of the whole industrial sky."

Competition is to-day, and always will be, the life of trade. It is the one thing that makes life worth while for all of us. We are making shoes, not alone because of the money we can gain, but also because of the desire each one of us has to make himself worth more not only in his own regard but in the regard of others. To accomplish this it is self-evident that an association in which we can all play a part is essential.

But there is another consideration, and that is the growing need for a proper conception of the markets we are striving for and the many difficulties with which we must contend inside and outside of our factories in order to reach these markets with profit to ourselves. Industrial conditions are changing day by day. With the coming of peace these conditions will doubtless show more radical changes as a result of the necessary readjustment.

We should be able to meet our Government, no matter what its creed, on a basis which will be solid by reason of the fact that we as boot and shoe manufacturers in this particular vicinity are banded together, not with any particular selfish motives, but with a desire to maintain the

shoe manufacturers in the City of Montreal and district, and you as well as I and all those others interested in the industry have lost thereby. We may not just now be able to place our finger on any one matter wherein we could be

ACKERMAN

THE NAME THAT STAMPS STAPLE

Shoes for Men, Boys, Youths and Little Gents

With a seal of quality that creates confidence
in sellers and wearers alike.

We can prove every word of this advertisement
with the goods.

B. F. ACKERMAN, SON & CO.
LIMITED

PETERBORO, ONT.

REGINA, SASK.

The VULCO-UNIT BOX TOE

Patented
Dec. 30th, 1913,

Patented
Oct. 26th, 1915



Solves the box toe problem for the shoe manufacturer.
A unit system of box toe making that has replaced
the old processes in the best factories everywhere.

BECKWITH BOX TOE LIMITED
SHERBROOKE, QUEBEC, CANADA

good reputation of our craft and to help to protect our own interests as well as those of the country, which is in some measure dependent upon our success.

Enclosed you will find a draft copy of proposed constitution and by-laws for the Montreal Boot & Shoe Manufacturers' Association. A general meeting will be held on Wednesday, the 22nd instant, at 4 p.m., in the offices of the Canadian Manufacturers' Association, 113 Board of Trade Building, Montreal. The agenda for this meeting is also enclosed. You will see at a glance that matters of the utmost importance to you will be dealt with. Come to this meeting and frankly express your views so that we may decide just exactly what we can all do to make the Association a successful one. You may not join and you may—I hope you will—but even if you do not, I trust you will find it convenient to give us the benefit of your advice. Fill in the attached postcard and mail it at once in order that we may know who will be present.

Yours very truly,
GEO. A. SLATER.

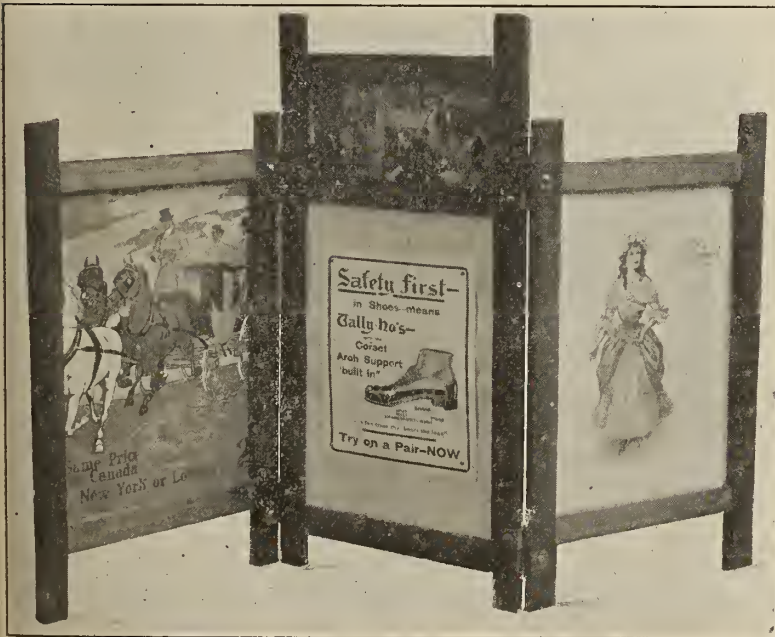
THE STYLE SHOWS

The Rochester Style Show will be held at Powers' Hotel, Rochester, July 8th to 13th, and it is promised that it will be the largest and best yet held. It is suggested, in view of the possible limitation of styles for women, that the living model exhibit be confined to one or more shows in the ball room of the hotel and only buyers admitted.

The Boston Style Show will be held at the Copley-Plaza Hotel, Boston, July 8th to 13th, and already a large representation of manufacturers has been secured. A large attendance is expected and a number of outside attractions are being provided.

A TALLY HO SHOE AD. SCREEN

This very attractive screen, supplied by the Tally Ho Shoe Co. to retailers of Tally Ho shoes, stands 3½ feet high by 4 feet over all wide. The frames are oak finish and



hinged with leather hinges. Cards can be changed at will, and a set is furnished with each screen. New ones, of course, will be furnished from time to time. The cards are in colors and set forth the special features of Tally Ho shoes. They will be known as "Reasons Why" card, which name is self explanatory. The cards shown are not from the Tally Ho set, as the new ones were not ready when this photo was

taken. The frame is given as a special premium to dealers stocking a sufficient amount of Tally Ho shoes.

THE NEW MEMBER OF LANARK COUNTY

Mr. J. A. Stewart, LL.B., President of the Perth Shoe Co., has been elected member of parliament for Lanark



J. A. Stewart, LL.B., M.P., President of the Perth Shoe Co., Limited, Perth, Ont.

County. This constituency has had a history. South Lanark was represented for forty-two years by the late Hon. Jno. Haggart. Dr. A. E. Hanna succeeded him in 1913. North Lanark was represented by Mr. Wm. Thoburn. Under the Redistribution Act North and South Lanark were made one, and Dr. Hanna was elected last December to represent the new seat. His death in February opened the seat, and in May Mr. Stewart was elected by acclamation on the Union ticket.

He is a popular and energetic business man, a lawyer, and in addition to being president of the Perth Shoe Co., he is president of the Henry K. Wampole Co., Limited, Vice-President of the Andrew Jergeus Co., Limited, and was fourteen years chief executive of the Canadian Order of Foresters. He is president of the Perth Board of Trade and was Mayor of the town from 1900 to 1904.

Mr. Geo. E. Chambers, of Kilgour & Chambers, Toronto, has been in Boston and other American shoe centres recently on a shoe-buying trip.

In our last issue there was a typographical error in the notice made of Mr. L. L. Ward, of the Invictus Boot Shop, Toronto. It should have read that Mr. Ward had been with the company three years instead of five, and he has been manager of the Toronto store since January 1917.

W. J. Detweiler, of Sault Ste. Marie, was in Toronto on a buying-trip recently.

E. J. P. Smith, representing the Rena Shoe, of Montreal, was in Toronto and Western Ontario recently.

Mr. Fred Marois, of Tourigny & Marois, Quebec City, with his Superintendent, Mr. F. Weber, has been visiting Montreal in the interests of his firm.

Mr. M. C. Boulett has been appointed foreman of the fitting room of Tourigny & Marois, Quebec City. Mr. Boulett was formerly with the Perth Shoe Co., Perth, Ont.

Buy Cote
Standard Shoes
from your
JOBBER

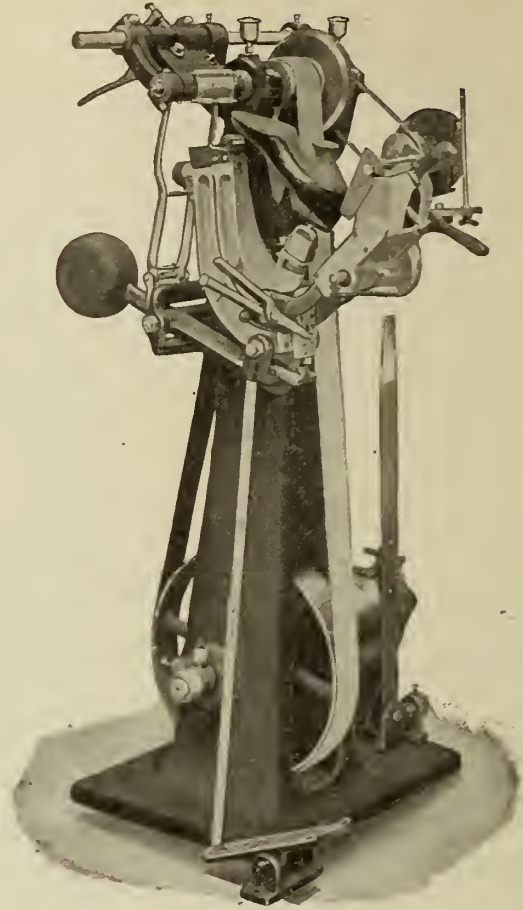


Yamaska Brand Solid Leather Shoes give you great confidence in your selling, because you know that your customer will be well satisfied with the purchase. Our shoes are made for everyday wear and they wear well. No better value on the market to-day. Buy them from your jobber.

LA COMPAGNIE

J. A. & M. COTE
ST. HYACINTHE, QUE.

Montreal Sample Rooms
314 ST. CATHERINE ST. WEST
MR. V. L. CÔTE, REPRESENTATIVE



**A Louis Heel Breast
Trimmer**

that finishes the Heel Breast
from edge to edge following line of sole,
requiring no hand work or rough scouring

SAFE and RAPID

Every pair of heels like template used

Manufactured and Sold by

The Louis G. Freeman Co.

Cincinnati, Ohio, U.S.A.

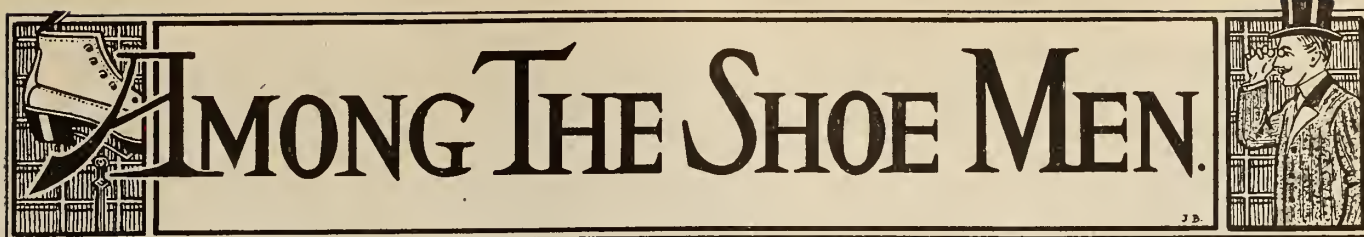
Canadian Representatives:

INTERNATIONAL SUPPLY CO.,

Kitchener, Ont.

Montreal, Que.

Write Us For List Of Our Machines



AMONG THE SHOE MEN.

The Hurlbutt Co., of Preston, are very busy just now and have enough orders to keep them busy for three or four months."

Mr. E. Getty expects to have his Kitchener factory in operation in a few days. He will make children's, misses' and youths' shoes.

It's going some when a six-year-old boy walks into a shoe store and points a .38-calibre revolver at the proprietor and asks him to throw up his hands, yet this is what happened recently in Port Huron, Mich. and the gun was loaded at that. Fortunately it did not go off.

The Quebec branch of the Kaufman Rubber Co. suffered from water and smoke from the recent fire of Louis Beaubien.

Get down that old fishing tackle and prepare for the SHOE AND LEATHER JOURNAL'S prize fishing contest.

Mr. Joseph Daoust, of Daoust-Lalonde, Montreal, has just returned from a convention of the American Tanners' Chemist Association, which was recently held in Atlantic City.

Police Magistrate Graydon, of London, Ont., recently imposed a sentence of thirty months' imprisonment on Roy B. Scott, of St. Thomas, who was convicted of burglary. He was caught in the act of rifling the People's Shoe Store, London, during the night and was captured after a police chase, in which several shots were fired at him by the police.

The Winnipeg Free Press says that S. B. Barlim, second-hand dealer, 346 William avenue, purchased a pair of lady's shoes which had already been stolen from a large departmental store. On Saturday he paid \$50, the amount of a fine imposed by Magistrate Macdonald. He paid \$2.35 for the shoes in the first place. Barlim became guilty of a criminal offence when he failed to report the transaction to the police.

It is reported that a federal charter has been granted the Perfect Shoe Co., Limited, of Montreal. The amount is stated at \$50,000.

Mrs. Clarke, Toronto, has received word that her son Leighton, a signaller with the Canadian Artillery, has been admitted to a hospital in France suffering from pleurisy. Leighton is the youngest of two sons of the late F. G. Clarke, of Clarke & Clarke, leather manufacturers, Toronto, Ont.

One of the odd things to be seen at St. Dunstan's, the famous hostel established and maintained by the National Institute for the Blind, for the blind soldiers and sailors, is the spectacle of two blind instructors teaching the knack of shoe-repairing to the blind students.

The Girl Guides and other societies are active in a campaign for gathering worn boots and shoes to send to needy people in France.

Winnipeg's oldest shoe merchant, William Dodd, will shortly close his business, established 45 years ago. Mr. Dodd, who is now 73 years of age, came to Winnipeg in 1873, when he opened a little shoe store on Main street, near the city hall of that day. He claims that he was the first citizen to pay taxes here, and that the \$4 bill handed in for this purpose was to be framed and kept in the city hall as a souvenir. The mayor and clerk decided, however, that it would be more appropriate to "blow in" the money in the old approved western way, and this was done. "The firm, Dodd and Company, has decided to close down," said

Mr. Dodd, "owing to my son John being called up for military service June 15."

After many years in business in Owen Sound, Mr. H. Peel has disposed of his boot and shoe business to the new firm of Messrs. E. T. McDonald & Co., who took possession a few days ago. Mr. Peel has been very successful in his business since he came to Owen Sound in August, 1901, and in addition he had other local business interests. Mr. Peel came here from Durham, where he had a store, and he also had a business in Drayton. Mr. Evan T. McDonald, who is the active member of the new firm, is well known in Owen Sound and has been connected with Mr. Peel's business for fourteen years. For the present, Mr. Peel will continue the repair and manufacturing business in connection with the store.

Mr. H. C. Parker, of Parker-Irwin, with a party of friends, spent Victoria Day fishing at Carrillon, Que. Mr. Parker is getting in training for Canada's big fishing contest of the SHOE AND LEATHER JOURNAL.

Mr. Stanley Birks, in the employ of the Beardmore Co., Toronto, was married on Saturday, June 1st, to Miss Bicknell, of Toronto.

CONDENSED ADVERTISEMENTS

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

FOR SALE—Two foot-mirrors for shoe store, 18 x 30 inches over frame, mirror two sides. Chisholms, 2866 Dundas Street, Toronto.

FOR SALE—Elliott-Fisher Typewriter. Adapted to writing Shoe Factory Work Tags, or for billing work, requiring several manifold copies. First class condition. Will sell for \$100.00. Apply Box 250, SHOE AND LEATHER JOURNAL.

WANTED—An experienced shoe salesman having good connection with the large retailers of the large centres in Ontario and Montreal, by a manufacturer making 3,000 pairs a day of full lines of Welt, McKay and Standard Screw of up-to-date styles. Must have good reference. State commission wanted. Wanted also—a traveler with same connection to cover Western and Maritime Provinces. Apply Box 71, SHOE AND LEATHER JOURNAL.

MANUFACTURER'S AGENT—Experienced shoeman with warehouse at Saskatoon, handling the business for Northern Saskatchewan for an old-established Baggage Firm, desires to get in touch with manufacturer of footwear or reliable House contemplating change or opening up new territory for business. Apply Box 667, Saskatoon, Sask.

SUPERINTENDENT WANTED—By Ontario firm making women's fine McKay and Welts only. Splendid opportunity for a man able to take entire charge of production end. Must have some knowledge of costs and designing and be able to put the pep into the goods. Correspondence confidential. Apply Box 40, SHOE AND LEATHER JOURNAL.



Growing Girls' No. 75 last, sizes 2½-6.
Made in any leathers or combinations.

ECLIPSE SHOES

For Bigger Business

Bigger business is not only possible but results in by far the greater percentage of our sales. Eclipse shoes have that "first appearance attractiveness" to make sales easy. The fine shoemaking and leather we use ensures good wear even in the hard grind of school and playground. Eclipse shoes for youngsters have a place in your business. Let them get busy for you. 45 staple "In-Stock" Lines to serve you. Write for details.

Fine McKays for
Misses
Youths and
Growing Girls

Galt Shoe Manufacturing Co.
Limited
Galt, Ontario



CHROMOIL



Something Better

All who have used Chromoil

LARRIGANS and SHOE PACKS

Say they are so superior to the old style oil tans that they will have no other.

They wear, fit and stand the weather better than others.

To try them is to be convinced.

Our FARM BOOTS sell wherever they are shown. We are getting "repeats" on our "TRENCH BOOTS" with every mail. Order a sample lot.



Palmer - McLellan
Shoepack Co. Limited
Fredericton, N.B.



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.**

Mr. F. Scott, of the Consolidated Rubber Co., of St. John, was in Summerside, P.E.I. recently on business in the interests of the firm.

Mr. E. G. Leaman, of the firm of Messrs. L. Higgins Company of Moncton, N.B., paid a business visit to Summerside, P.E.I.

An early morning blaze caused \$50,000 damage to the establishment of Ls. Beaubien Company on Boulevard Langelier, Quebec, recently.

Blenheim merchants have decided to go in a cash basis after November 1. Hardware and drug stores are not in on the deal, but the shoemen are.

J. H. Weselak, shoe merchant, Winnipeg, suffered a loss by fire recently.

Lieut. Joseph B. Patchell, formerly manager of Waterbury & Rising's retail shoe store in Main street, who went overseas with the 140th Battalion, has returned home. He had been quite ill in England and is home for the benefit of his health. If he is unsuccessful in obtaining a commission in the local military units he may return to the shoe business.

Percy M. Levine, a well-known local boot and shoe merchant, has opened a new store in Charlotte street. Mr. Levine is one of the prosperous boot and shoe merchants of St. John, N.B.

Frank Merrill, manager of Percy J. Steel's boot and shoe store, St. John, N.B., was recently drafted into the First Depot Battalion, but later given his discharge owing to physical unfitness. He is again back on the managerial job and success continues to crown his efforts.

Mayor R. T. Hayes, president and manager of the firm of J. M. Humphrey & Co., Limited, wholesale boot and shoe dealers and manufacturers of St. John, N.B., recently returned from Montreal, where he was on a business trip.

Many boot and shoe merchants throughout Canada will regret to learn of the serious illness of former Commissioner James V. Russell. He is in the St. John, N. B., Infirmary in a critical condition. He formerly kept a boot and shoe business in Main street.

Mr. Armbrust, of the Lady Belle Shoe Company, Kitchener, dropped off at Toronto on his way through to Montreal and other eastern points.

Mr. W. Jeffries, of Beamsville, Ont., paid one of his lightning trips to Toronto recently on a little shoe buying errand.

Vancouver has been enjoying warm dry weather for six weeks, which has brought the white canvas and tennis goods into prominent use. Stores report trade good, but the scarcity of male help is being keenly felt. Women are coming to the rescue, and two more stores have now lady assistants.

Lieut. A. J. Massan, formerly with the Consolidated Rubber Co., at Victoria, B.C., was killed in action on March

21st, at the beginning of the big drive. He joined the 30th B.C. Horse at Vancouver on August 4th, 1914, the day war was declared. He leaves a mother and three sisters in Edinburgh, Scotland.

There was an alarm of fire in Brampton Monday night, May 27th, about seven o'clock, when the garage belonging to Jack Birss began to burn. The firemen were soon on the ground, but were not in time to save Mr. Birss' new car, which was filled with samples of boots to the value of \$300, all of which were, unfortunately, destroyed. There was no insurance on either car or building.

Mr. A. Weseloh, of Kitchener, was a business visitor to Toronto recently.

Mr. J. Lovell, representing Corbeil, Limited, Montreal, has been covering Western Ontario territory recently.

Mr. W. J. Patterson, of Allendale, Ont., the genial representative of the White Shoe Co., of Toronto, has a new line of white kid. The newspaper notice says its a boy.

Mr. Rosecrans Murphy, representing the Julian and Kokege Co., of Cincinnati, has been calling on his Canadian customers recently.

Mr. Schafer, Jr., of the Moore-Schafer Shoe Mfg. Co., Brockport, N.Y., has been making a business trip among the Canadian customers of the firm.

Mr. Edward Cook, owner of the Owl Shoe Store on Yonge Street, Toronto, has moved to new premises at 56 King Street West, Toronto. These are large and more commodious quarters. Mr. Cook caters to men's trade only.

Mr. C. M. Freeman, representing Parker-Holmes Co., Boston, has been in Montreal, Brockville, Toronto and other Canadian centres in the interests of his company. Mr. Freeman succeeds Mr. Frank Rowbotham, who has traveled in Canada for the past five years, but came under the draft and signed up in Boston.

How is the Health of Your Business?

Are you able to meet all your bills as they fall due?

Are you able to take the cash discount on all your purchases?

Are the profits from your business going into stock or into cash in the bank?

If not, consult the business doctor.

A. C. CLARK

491 Brunswick Ave.

Toronto, Ontario

Diplomas from all over Canada

Specialties for Shoe Manufacturers

Heel Pads cut from several grades of white felt, also cut from all colors of combined imitation leather and felt, with large assortment of dies to fit any shoes.

Tongue Lining, cut in all widths, from different qualities of felt, put up in rolls 25 yards long. No folding required, as it cuts to clean edge without fraying.

Kendex Insole Stock, fast color; will not shrink, curl or swell; put up in sheets, making economical cutting.

White Kendex for heel compensators.

Piece Felt for all shoe manufacturing purposes. Imitation Leather. Imitation Leather combined with Felt.

Send for Samples

KENWORTHY BROS. CO.

**STOUGHTON
MASSACHUSETTS**

Represented by HORACE D'ARTOIS, 224 Lemoine Street, Montreal

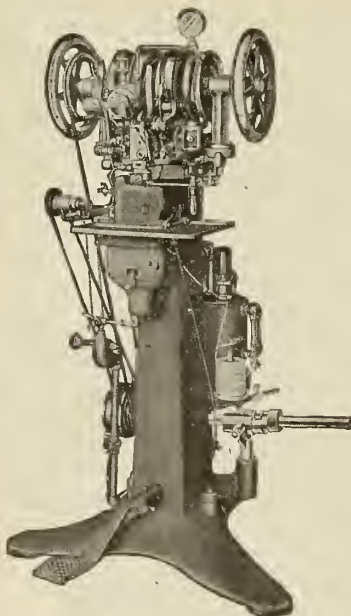
Landis Outfits are Money Makers

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

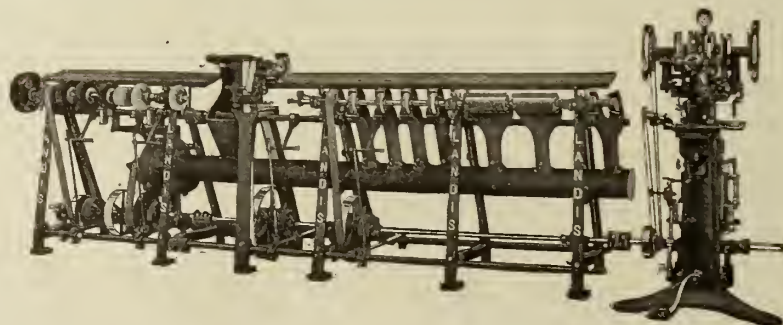
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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.

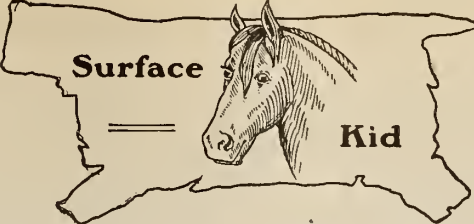


Landis No. 12 Shoe Stitcher
Sold Outright. No Royalty



Landis No. 12-25 Outfit. Landis No. 12 Shoe Stitcher
coupled to Landis Model 25 Finisher

BUTTS
Waterproof
Gun Metal
Dull or Glazed
Also Butts in Colors



GLAZED KID
SHEEPSKIN
CABRETTAS

BY VIRTUE OF ITS SERVICE

SURFACE KID—The shoemaking material of quality, is selected, perfectly tanned horse fronts, pliable, soft, with an exceptionally fine grain.
It takes the place of kid—serving better at less cost—makes up into a smart, dressy shoe.
SURFACE KID—Takes an even color and cuts closer than kid.
It is an economy leather for manufacturers to buy and for consumers to wear, in black and colors.

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

Mr. Woelfle, of the Woelfle Shoe Co., Kitchener, made a business visit to Toronto recently. Mr. Woelfle says labor is hard to obtain, and while orders are plentiful the manufacturer has his hands full keeping up with deliveries.

Mr. James Rochford, for a number of years in charge of the office of Parker-Irwin, Limited, Montreal, has been promoted to the selling staff, replacing Mr. J. R. Roche, who has joined the colors.

Are you getting ready for the SHOE AND LEATHER JOURNAL'S 1918 fishing contest?

Mr. Dufresne, of Dufresne & Locke, Montreal, has been paying Western Ontario a business trip.

Mr. W. J. Duncan, shoe merchant of Seaforth, was on a buying trip to Toronto recently.

Mr. D. Woodhouse, of Niagara Falls, was looking in at the Toronto jobbers recently.

Mr. Francis, representing Gale Bros., Quebec, has been calling on the trade in Ontario recently.

Bass fishing season opens June 16th. Prepare for the SHOE AND LEATHER JOURNAL'S big fish contest.

Mr. Nap. Tetrault has just returned from a business trip to Boston in the interests of his firm.

Fish are biting fine this year.

That President Wilson is an all-round man is evidenced by the statement made by him on the subject of advertising: "Advertising is obviously a factor of constantly increasing power in modern business, and it very vitally affects the public in all its phases, particularly since the agencies for the dissemination of advertising have increased so remarkably in recent years. For business men, therefore, it is of the utmost importance that the highest standards should be applied to advertising as to business itself."—Woodrow Wilson.

Mr. L. O. Breithaupt, of Kitchener, made a business trip to Toronto and Montreal during the week of May 27th.

Mr. Wilson, of the James Muir Co., Montreal, was a

recent business visitor in Toronto and other Ontario centres.

Mr. J. E. Pare has been appointed manager of the Star Shoe, Limited, Montreal. Mr. Pare has been connected with the shoe and leather business in various capacities



Mr. J. E. Pare, Montreal

for over twenty-six years. He was associated with Mr. Louis Gauthier of Quebec City as sales manager for a number of years, afterwards coming to Montreal and occupying the same position with Dufresne & Locke.

VISUALIZE THIS TRADE MARK



IT SYMBOLIZES THE BEST IN FELTS

Shoe and Glove Leathers

GLOVE HORSE

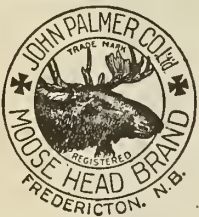
Creemore
Boulevard
Smoked
Alaska
Pearl Grey



SIDE, NECK & HORSE SPLITS

Creemore
Boulevard
Black
Alaska
Smoked

PFISTER & VOGEL
85-87 South St. Boston, Mass.



*If They're Palmer's
They're Right*

Give your customers what they want. They know what they are getting when they get

MOOSE HEAD BRAND
LARRIGANS, SHOE PACKS AND MOCCASINS

They have two generations of experience in both makers and wearers behind them. Don't take chances on substitutes.

Palmer Trench Boots and Sporting Boots have no equal.
Palmer Farm Boots Fit and Wear.

JOHN PALMER CO., LIMITED
FREDERICTON, N. B.

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

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, 45 Front St. East, Toronto.

For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

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.

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.

OOZE "O" A Powder for Suede Shoes.
All Colors.

WHITE "O" For Cleaning
WHITE CANVAS SHOES

L. H. Packard & Co., Limited, Montreal
Manufacturers of
HIGH CLASS SHOE POLISHES

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.

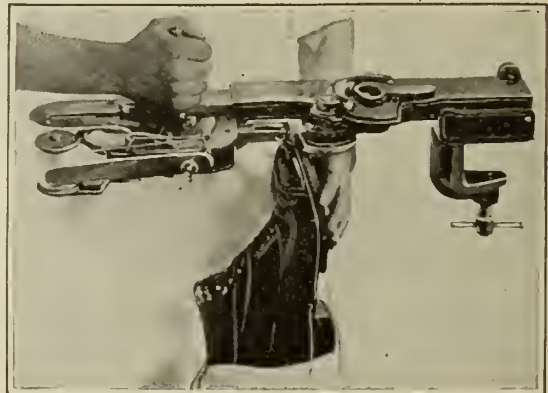
Clarke & Clarke, Limited

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

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher

Hand Power

Stitches Neolin and Fibre Soles
Indispensable to Repairmen

WRITE FOR PARTICULARS

C. PARSONS & SON
LIMITED

Repair and Shoe Store Supplies
79 Front St. E. Toronto, Ont.

Logan's
The
Leather
of
Quality

LOGAN'S

have started
tanning some
of their old time

SLAUGHTER

Mellow
Clean
Close Cutting

WRITE US

Office and Tanneries
LYONS BROOK, N.S.



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, 8 to 12	-	\$11.00 doz.
43—Women's	" 3 to 7	-	9.50 "
44—Misses'	" 11 to 2	-	7.50 "
45—Children's	" 7 to 10	-	6.00 "
46—Infants'	" 1 to 6	-	5.00 "

We also carry a big line of Sweet Grass Baskets and Novelties

CATALOGUE ON REQUEST

C. N. SABA & CO.
Wholesalers to the Trade

84-86 WELLINGTON ST. W., TORONTO, ONT.

WHITE FINISH

For Heels, Edges and Bottoms

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 have just perfected a
finish for the above lines
second to none. Is water-
proof and can be used with
brush or machine.

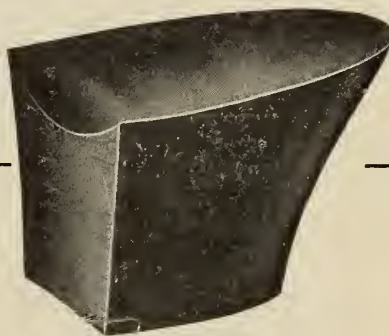
WRITE FOR SAMPLES
AND PRICES
SUPPLIED IN ANY COLOR

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



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

An all "Canadian" Company At Your Service	Mr. Merchant, are you on the Safe Side of your Banker and Wholesaler? Why not Reduce Your Stock for Cash, and Play Safe? <h2 style="margin: 0;">THE BUSINESS SALES SYSTEM</h2> SUCCESSFUL RETAIL SALES MANAGERS 285 Salem Ave., Toronto Telephone Junction 5668	Write for "Personal Interview" It's The Best
--	---	---

<h1 style="margin: 0;">KANGAROO</h1> <p style="font-size: small; text-align: center;">We are Headquarters for all Finishes, Grades and Kinds</p> <p>Sheepskins Skivers "Ryco" Matt Kid</p>	<h1 style="margin: 0;">RICHARD YOUNG CO.</h1> <p style="text-align: center;">36 and 38 Spruce Street - NEW YORK, U. S. A.</p> <p style="text-align: center;">Branch: 54 South Street, BOSTON, MASS.</p>
---	--



Pan American
KID

Grey Seal
Brown Black

Perkins & McNeely
Philadelphia

Ed. R. Lewis, Toronto

JOSEPH S. FRY

SHOE AND UPPER MANUFACTURER

168 Seaton St., Toronto

Men's Strong Working Shoes, Blu. Double Soles	
Goodyear Stitched	\$4.50
Boys', Goodyear Stitched	3.75
Youths' " "	3.00
Lads' - - - - -	2.50
Box Calf, 50c. Extra	
Men's Strong Uppers	2.50
Boys' " "	2.25
Youths' " "	2.00
Lads' " "	1.75

We Make All Kinds Terms Net Cash



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,

CASH ADVANCED ON CONSIGNMENTS **HIDE and LEATHER FACTORS**

Leicester, Eng.

Cable "HIDES" Leicester.

and at Kettering, Northampton
Bristol, and Norwich.

WANTED—The names of merchants who desire to dispose of their entire stock, with a profit, or of merchants who may be anxious to turn the undesirable portion of their stock into cash.

A prominent Shoe Merchant for whom we conducted a ten days' sale says of our system:

"Scepticism in your method of doing business is forever banished from my mind. The ten days' reduction sale, conducted by your Mr. Beadle, has been eminently satisfactory; not only has the stock been reduced at a fair margin, but many undesirable lines have been cleared, leaving the stock in a healthy condition. I am a BOOSTER for your system."

For full particulars of our service write or wire at our expense.

E. & B. SALES SERVICE, 229 College Street, Toronto



“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



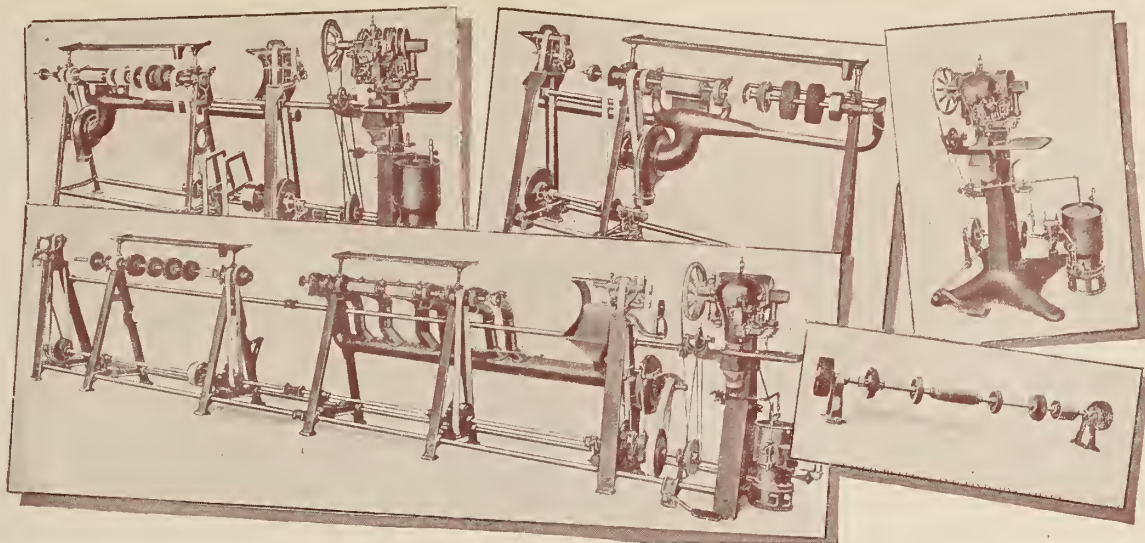
NEW YORK

CHICAGO

“We deliver what you buy.”

INDEX TO ADVERTISERS

	PAGE		PAGE		PAGE
Ames-Holden-McCready, Limited	62	Freeman, Louis G., & Son	66	Packard & Co., L. H., Limited	74
Adams Shoe Co.	16, 17	Foerderer, Robert H., Inc.	22	Pfister & Vogel Leather Co.	72
Aird & Son	I.F.C.	Fry, Jos. S.	77	Parker, Irwin	75
Ackerman, B. F., & Co.	64	Galt Shoe Co.	68	Perkins-McNeely	77
Blachford Shoe Mfg. Co., Limited	43	Getty & Scott, Limited	3	Parsons & Son	74
Beckwith Box Toe Co.	64	Gutta Percha & Rubber, Limited	58	Perth Shoe Co., Limited	18
Bell, J. & T., Limited	7	Hewetson, J. W.	4	Robinson, James	23
Boot & Shoe Workers' Union	56	Independent Rubber Co.	48	Routier, Luc	76
Beardmore & Co.	8	Kingsbury Footwear Co., Limited	24	Regal Shoe	19
Borne, Lucien	71	Kenworthy Bros.	70	Samson, J. E.	76
Bennett, Limited	6	Lagace & Lepinay, Reg.	76	Saba, C. N.	75
Breithaupt Leather Co.	20	Landis Machinery Co.	70	Stayner & Smith	77
Business Sales System	77	Logan Tanneries	75	Schmoll Fils & Co.	78
Cote, J. A. & M.	66	Lewis, A. C., Leather Co.	69	Slater, Chas. E.	10-15
Canadian Consolidated Rubber Co.	26	Marsh, Wm. A. & Co.	76	Tetrault Shoe Manufacturing Co.	25
Clarke & Clarke	74	McLaren & Dallas	9	Tourigny & Marois, Reg.	76
Cobourg Felt Co.	71	Midland Shoe Co.	50	Toronto Heel Co.	75
Clark, A.C.	69	National Cash Register Co.	52	Utz & Dunn	53
Clark Bros.	I.B.C.	Newcastle Leather Co.	75	United Shoe Machinery Co.	54, I.B.C.
Davis Leather Co., Limited	5	Palmer, Jno. & Co., Limited	72	Wright, E. T., & Co., Inc.	46
Daoust, Lalonde et Cie.	46	Palmer-McLellan Shoe Pack Co.	68	Wood-Milne Co.	73
Dunlop Tire & Rubber Co.	60			Williams Shoe Co.	21
Duclos & Payan	73			Want Ads.	67
E. & B. Sales	77			Young, Richard	77
Edwards & Edwards	73				



**Whatever Your Shoe Repairing
Requirements May Be**

WE HAVE THE MACHINE

The illustrations above show but a few of the big range of machines which we supply for shoe repairing.

They are all illustrated and described in a very handsome catalogue which we are glad to mail free to anybody who writes for it.

They cover every requirement from a simple cleaning shaft up to the most elaborate and complete outfit.

We help our customers make a success of their business. Our machines always carry with them a service that is considered by many of our customers among their most valuable assets.

We have customers everywhere, and we are not ashamed to have you ask any of them about us or our machines.

WRITE US TO-DAY FOR A CATALOGUE

United Shoe Machinery Co. of Canada, Limited

MONTREAL

90 Adelaide Street West
TORONTO

179 King Street West
KITCHENER

28 Demers Street
QUEBEC

The Mission of CLARK'S McKAYS

is to furnish the Shoe Trade of Canada with Footwear that points true to the taste of fastidious femininity, and which, at the same time, is conformable to instincts of frugality because of the substantial worth in every part.



JOHN F. CLARK

REPRESENTATIVES

Ontario and Quebec:

R. L. Savage,
709 Lumsden Bldg.,
Toronto, Ont.

Western and Northern Ontario:

Kenneth C. Savage

Western Provinces:

James F. Clark

Maritime Provinces:

C. Hazen McGee



JAMES F. CLARK

Our Samples for Fall are adjusted with utmost care to what have been forecasted by fashion as the styles and colors that will be in positive demand.

CLARK BROS., Limited, McKay Shoe Specialists
ST. STEPHEN, NEW BRUNSWICK

\$1.50 a Year

Toronto, June 15, 1918

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE CAPTAINS



J. GEORGE ROBINSON, MONTREAL

Features of this Issue

Women as Salespeople

Will the Jobber be
Eliminated?

Putting Pull Into Your
Advertising

ACTON PUBLISHING CO LIMITED
TORONTO MONTREAL



SLATER IN-STOCK SERVICE

For Reliable and Profitable

Mid-Season Ordering

Reliability—Value—Profit, faithfully express the idea of SLATER SERVICE — a RELIABILITY that assures you of absolute satisfaction in order-filling and delivery, a VALUE in the goods so positive and so well known as to be instantly appreciated, and a PROFIT so liberal as to make your ordering well worth while.

The wealth of selection in our complete range is certain to include just such lines as your men's trade demands. It is impossible to buy shoes more attractive in Style or more Perfectly Made.

Do not miss the Profit and Prestige to be secured by handling SLATER SHOES.

SLATER SHOE COMPANY, LTD.

MONTREAL



Factory -- Largest of its Kind in Canada
Experience -- Forty-Five Years
Product -- Unsurpassed on the Market

These three Forceful Facts tell the story of the Supremacy of the Duclos & Payan

FIBRE COUNTERS

They signify Specialization in this one line of goods—goods of very first importance to shoe manufacturers.

Their Dependability is covered by our Guarantee that they will outwear the shoe.



Put these Counters in your shoes. They eliminate all chances of complaint.

Enquire about our Special Counters for Felt Shoes and Rubber Footwear.

Representatives:—

For Ontario:—E. R. Lewis, 45 Front Street East, Toronto.

For Quebec City:—Richard Frere, St. Valier Street, Quebec.

DUCLOS & PAYAN

Tanneries and Factory:
 St. Hyacinthe

Sales Office and Warehouse:
 224 Lemoine Street
 Montreal



Our immediate offering of
HOT WEATHER LINES
 for Sorting

Ladies' White Canvas Bals., Strap Slippers and Pumps.

Ladies' Pumps, Oxfords and Strap Slippers, Latest Lasts,
 Popular Leathers and Colors.

We have ready for shipment a full range of Men's, Women's
 and Children's "Speed King" Tennis and Sporting Shoes.

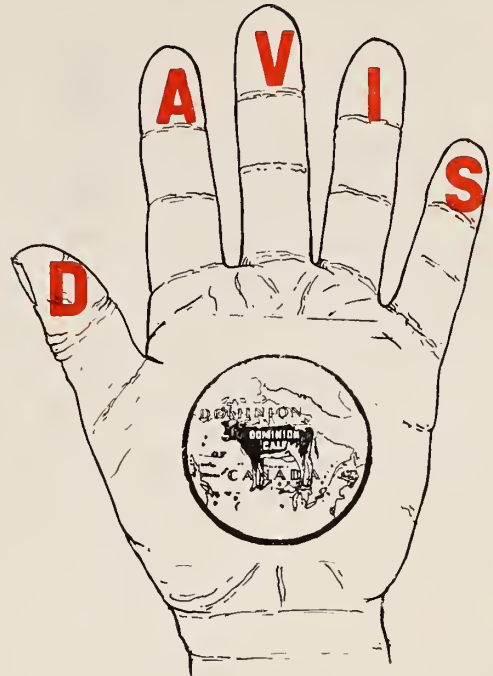
McLAREN & DALLAS

Wholesale Shoe Distributors

30 Front St. West

TORONTO

The King-Pin Colors



Duchess Russia
Royal Purple Russia
Brown Russia No. 33
Briar Boarded Calf
Cherry Willow No. 84

— **DAVIS**

These set the standard of popularity
of all leather shades for Fall Shoe
Fashions.

DAVIS CALF LEATHERS

MATT CALF

The Trade's favorite in Matt Calf is Davis'. The highest value in quality and quantity in every skin.

NIGRO CALF

The use of Nigro Calf puts superiority into your shoes. It will repay you.

ABSOLUTELY DEPENDABLE IN TONE AND DURABILITY

Send for our Sample Book.

DAVIS LEATHER COMPANY
LIMITED
NEWMARKET, ONT.



SOLE LEATHER

BREITHAUPT TANNAGE
SECOND ONLY TO STEEL IN STRENGTH

Without a rival, without an apology, without a substitute,
 it is indeed the premier substance for shoe soles. Economical
 and Indispensable to Perfection in Shoemaking.

Admire It

Trust It

Buy It

Use It

Talk It

While others imitate its qualities.

FOUR BRANDS

“Royal” Oak

“Lion” Oak

“Trent Valley” Oak

Also “Penetang” and “Eagle” Hemlock

“Kitchener” Union

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.

Representatives: Montreal, R. M. Fraser and John McEntyre; Quebec, Lucien Borne



THE individuality of J. & T. Bell Shoes has given them an enviable place in the high esteem of the Canadian people. Always distinctive as to style—reliable as to service. We have a most careful regard for the Standard which has been

established for over a century of Bell Quality Shoemaking, and our supervision aims to constantly uphold that standard.

Your enquiries will be appreciated.



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



Adams Shoes

These beautiful lines of Misses' Shoes went as direct as a shot from a gun to the desire of the trade and the public.

To the first pleasure of possession is added the satisfaction that comes from knowing they have wearing quality as well as attractiveness.

The Adams Shoe Co., Limited

284 King St. West :: TORONTO



**Making Repairs, He NEVER Errs
Who uses "Star Brand" Soles.**

**Specify "Star Brand Soles" in
your Order to-day.**

BEARDMORE & CO.

Established 1844

TANNERS AND SOLE CUTTERS

Toronto, Montreal, Quebec, P.Q.

Tanneries: Acton and Bracebridge



Mr. Nap. Tetrault, President

The Standard of Value in Shoe Currency

They keep down the TRADE BALANCE and keep up PROFITS. The name is the HALL MARK of Quality in shoes, so that

TETRAULT WELTS

are as good as money in the till, as negotiable as Government Bonds as and safe as the Bank of England.



The Largest Welt Mint in the Dominion of Canada

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



Mr. Albert Tetrault, Vice-Pres. and Gen. Mgr.

The Tetrault Organization



Executive ability and
foresight on the part
of these men have
evolved



Mr. J. O. Tetrault, Buyer

A VERITABLE MACHINE

Flawless, smooth running, with its Faultless Service
and Perfect Production—THE TETRAULT WELT

The Coinage of a Great Mind



Mr. P. A. Doig, Sales Manager

Tetrault
Shoe
Manufacturing
Co.
Limited
Montreal

Office and Warehouse:
9 Rue De Marseilles,
Paris, France



Mr. W. V. Mathews, Superintendent

UTZ & DUNN WHITE BOOTS IN STOCK



J 394J

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 3/8-inch Wood Covered Half Louis Heel. AA, 4 to 7; A, 3 to 7; B, 2 1/2 to 7; C, 2 1/2 to 7; D, 2 1/2 to 7.

\$4.00



J 385L

Women's Welt Boot, White Delhi Calf, Juanita Last, 8-inch Height, Full Quarter, Circular Vamp, Diplomat Lace Regular Leather Sole, White Welting, 2 1/2-inch Wood Covered Half Louis Heel with Aluminum Plate. AA, 4 to 7; A, 3 to 7 1/2; B, 2 1/2 to 7 1/2; C, 2 1/2 to 7 1/2; D, 2 1/2 to 7 1/2.

\$5.50

WITH White Boots at the height of their season satisfy your customers with these "Style Shoes of Quality."

You can get them direct from our stock department—ready for you at any moment you say. Your customers will be pleased at their excellent fit, their fine wearing qualities, and with these white shoes that will hold both shape and appearance.

You'll be satisfied with the pleased comments of your patrons, and with the added business and sound profits you will derive by selling Utz & Dunn footwear.

Utz & Dunn Shoes displayed at the Rochester Shoe Style Show, Powers Hotel, July 8th to 13th, Room 500.

"The Name that Stands for Quality"

UTZ & DUNN CO.

ROCHESTER • NEW YORK

DENVER OFFICE

218 Charles Building, Denver, Colo.
TIGER & VOORVAART,
Representatives

NEW YORK OFFICE

Bush Terminal Sales Building
130-132 West 42nd St., Room 1521
S. A. McOMBER, Representative

LOS ANGELES OFFICE

319 Story Building, Los Angeles, Cal.
G. C. McATEE,
Representative



The Point of Contact

Between your selective buying and the big,
unlimited shoe market is

The Robinson Warehouse

Through it your store is linked up with every manufacturer of repute, and you can maintain unbroken connection with all those lines of footwear that sell readily, yield good profit and give your customers a value that make their satisfaction a certainty.

The Robinson Service

The promptness and accuracy with which our immense stock is handled and distributed make our deliveries the surest and quickest to be secured anywhere.

*You can draw on the entire market
through the Robinson Warehouse.*

James Robinson
Montreal



SPRING

Fore-Ordering

AIRD FOOTWEAR

Fore-Arms the Jobber

At no time have we gone into the market better equipped to meet conditions and to satisfy public demands as to Quality, Style and Price, than at the present time with our complete range for Spring 1919.

An inspection of our entire line should be every visiting Jobber's first resolve. It offers

The Latest in Stylish Models

The Best in Staples

Always a hearty welcome at AIRDS

AIRD & SON (Registered)

MONTREAL

Kingsbury Welts

KINGSBURY Shoes are absolutely a revelation in footwear for women that command attention of both merchant and wearer.



- C552. Mahogany Calf Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.45.
- C554. Black Vici Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.25.
- C555. Gun Metal Calf Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.10.
- C556. Clark's Patent Oxford, G. Welt, 68 Last, 13/8 Heel. Widths, A to E. Price, \$4.10.



- C577. Clark's Patent Pump, Goodyear Welt, 68 Last, 13/8 Heel, A to D. Price, \$3.50.
- C576. Vici Kid Pump, Goodyear Welt, 68 Last, 13/8 Heel, A to D. Price, \$3.50.
- C578. Mahogany Calf Pump, Goodyear Welt, 68 Last, 13/8 Heel, A to D. Price, \$3.90.

ALL Kingsbury representations embody the highest style ideals of the season.

As we anticipate difficulty in meeting the demand we suggest that you order at once.

Kingsbury Footwear Co.
 Limited
 Montreal



Chrome Sides

Boarded Smooth
Black and Colors

Buck Leathers Elk Leathers

White and Colors Black and Colors

Chrome Patent Sides

May we send Samples?

Wax Splits
Chrome Splits



Getty & Scott

Makers of the "Classic" ^{Limited}
Shoe for Women

Galt, Ont.



"CLASSIC" SHOES

Comprise all the attributes required by the particular and discriminating women who go to make up your high-class and profitable trade.

THREE

"MAXIMUS"

PATENT LEATHER
Mahogany, White, Drab, Pearl
and Battleship Gray

EVANS

"PEERLESS"

GLAZED KID
Gray and Brown

SPECIALS

"RUBY"

GLAZED KID

The Merchandizing of Patent Leather and Glazed Kid is a matter of SPECIALIZATION with us. We are satisfied only with giving you the utmost in

QUALITY, SERVICE and PRICE

Let your desire to put Real Value into your shoes direct you to the use of EVANS LEATHERS.

Get our Quotations on your Special Requirements.

JOHN R. EVANS LEATHER CO.
OF CANADA, LIMITED

Specialists in Glazed Kid and Upper Leathers

214 Lemoine Street

MONTREAL



WHITE FOOTWEAR

With a White Record

Let the Reputation for Latest Artistic Styles and Superior Quality held by our Range of White Goods be your BUYING GUIDE in selecting your stock to meet the growing demands in this popular line.

Complete Line for Spring

offering a wide and choice selection for
WOMEN, MISSES,
CHILDREN and
INFANTS.



Ready June 20th



**SOLD
ONLY
TO
JOBBER**

They are made of such Dependable Material and in such Pleasing Designs as make the wearing of White Shoes a matter of Economy and Taste.

**BOUGHT
WHEREVER
SHOWN**

GAGNON, LACHAPPELLE & HEBERT

55 Kent Street

MONTREAL

QUE.



LEATHER FOOTWEAR

Keeping Pace with Feminine Taste

Excellence in Material and Workmanship and Conformity to Feminine Fashions and Fancies characterize our splendid range of

**McKay Sewn and
Lockstitch**

Shoes for Women and Misses.



WE SELL
ONLY
TO JOBBERS

The line is unsurpassed for variety and completeness. The prices will speed up the moving of your stock and raise your profit rate.

THE SHOES
SELL
EVERYWHERE

GAGNON, LACHAPELLE & HEBERT

55 Kent Street

MONTREAL

QUE.



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

Dean, Chase Co.,
Boston, Mass.
Shoe Goods,
Cotton Threads.

The Louis G. Freeman Co.,
Cincinnati, Ohio.
Shoe Machinery

Hazen, Brown Co.,
Brockton, Mass.
Waterproof Box Toe Gum
Rubber Cement

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

Textile Manufacturing Co.,
Toronto, Ont.
Shoe Laces.

United Stay Co.,
Cambridge, Mass.
Leather and Imit. Leather,
Facing, Welting, etc.

Mr. Shoe Manufacturer,

Assuredly you appreciate to the full the difficulties in the way of getting goods, and realize the imminence of a still more serious situation.

Yourself handicapped by a shortage of labor, you are aware that industries all over the world are affected in like manner.

Until now, our principals (the houses we represent) have been able to make deliveries of goods up to their standards of quality, but we do not know, nor can they tell us, how soon these lines may be discontinued.

Actuated by the desire to take good care of our customers, we emphatically say,
BUY NOW!!

Prices will not be lower; they may be even higher.

Curtailement of output and congested transportation give ominous promise of making deliveries, to say the least, extremely uncertain.

In our best judgment the man who buys now, in anticipation of events, is wise; he will have his goods when he needs them.

THE INTERNATIONAL SUPPLY CO.

Kitchener, Ont.

Here's
SERVICE



REGAL
"Pall Mall"

Royal Purple Calf Bal. Leather sole and heel. An "all-the-year-round" shoe. All sizes and widths in stock.



REGAL
"Briton"

Royal Purple Calf Bal. Fibre sole and rubber heel, also in light tan and dark brown side leather. All sizes and widths in stock.

ALL IN STOCK

We purchased our leather stocks when the market was right. You have the advantage of our buying.



REGAL
"Penn"

Black Calf, Whole Quarter Blucher. Leather sole and heel. A service and comfort shoe. All sizes and widths in stock.

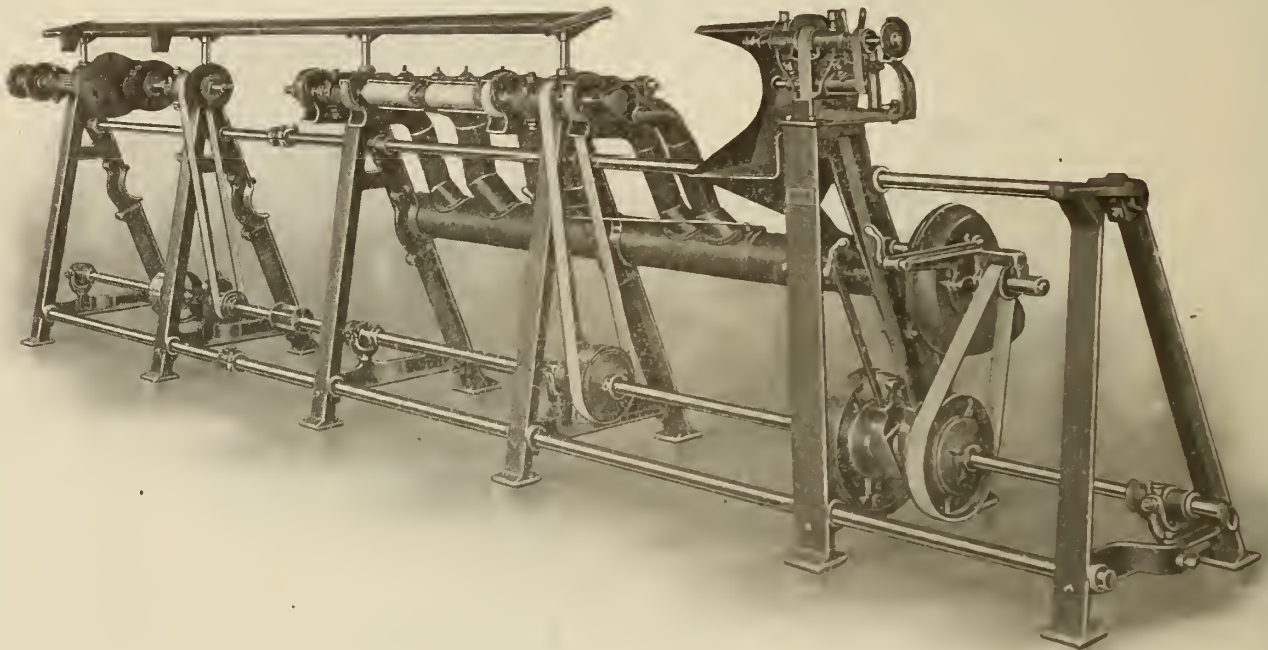
Send us memorandum of your requirements without delay as conditions are not improving. We can assure you prompt service.

Regal Shoe Company Limited

472-474 Bathurst Street
TORONTO

SOMETHING NEW AGAIN

USMC



18 Ft. Shoe Repair Outfit
without Stitcher — Model N

MADE IN CANADA

Designed for the man who wants the very best in Shoe Repair outfits, and whose requirements do not justify installing a Stitcher.

May also be secured in the well known 16 Ft. and 22 Ft. Styles of

The Famous Model N Series of Shoe Repair Outfits.

Featuring new special Stand made to accommodate the Model A or Model B Skate Sharpening or other small machines if preferred in line for direct drive from the main shaft. Operators' tool bench or work shelf can easily be attached to this stand if desired.

By simply exchanging this Stand for our regular Stitcher leg the Goodyear Rapid Outsole Lockstitch Machine may be added at any time without extra extensions, shafting or couplings, and your Outfit remains Standard.

Easy terms that place it within the reach of all
Write for further particulars

UNITED SHOE MACHINERY CO. OF CANADA
LIMITED MONTREAL, QUE.

90 Adelaide St. West
Toronto

179 King St. West
Kitchener

28 Demers St.
Quebec

ROBERT H. FOERDERER
PHILADELPHIA INCORPORATED PENN., U.S.A.



H. S. & A. W. Snyder
 inc.
 65 SOUTH ST., BOSTON.

HORSE FRONTS — HORSE BUTTS

MADE IN
 MAHOGANY, PEARL AND
 OYSTER GREY, MEDIUM
 AND LIGHT TAN

MADE IN
 BLACK, TAN AND
 MAHOGANY, INCLUDING
 BOX AND SPECIAL FIGURES

INDIA GOAT and CHROME KID
 HAVANA BROWN and OYSTER GREY

OOZE SPLITS
 For Gussets

DOPED SPLITS
 Better known as YORKO
 in Black & Colors

CANADIAN AGENT

J. A. SCOTT

MONTREAL

QUEBEC

The New Woburn Superior Leather Gauge

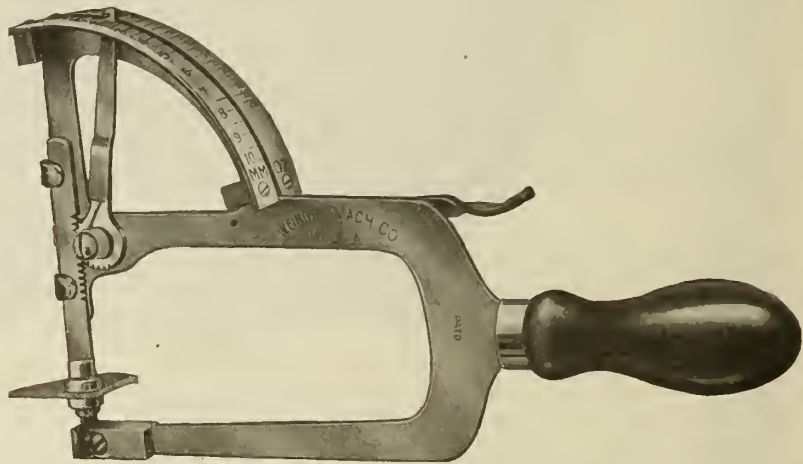
Two GAUGES in one, measuring in both tenths of MILLIMETERS and one-half OUNCES

Every inspector of leather should have one of these gauges as they are considered to be the most accurate ever placed on the market in this or any other country. The Ordnance Department of the U. S. Army regard them so highly that they have purchased one hundred and fifteen (115) and the Quartermaster's Dept., nine (9). The leather trade has recognized the value of these gauges as we have received a number of letters congratulating us on our success in perfecting this accurate gauge.

It is very simple in construction and design. There is an adjusting screw by which the accuracy of this gauge can always be controlled. Having but very few parts and on account of its simplicity and accuracy it has been pronounced a perfect instrument by experts, the ultimate gauge both in construction and performance.

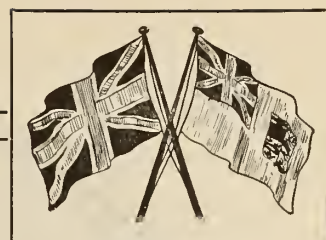
We are now prepared to furnish these gauges graduated in one half inches on one index and tenths of millimeters on the other for sole leather purposes.

They are made in two sizes, No. 1, 4½" and No. 2, 6" in depth.



For further information and prices apply to

WOBURN MACHINE CO., Woburn, Mass., U. S. A.



CITADEL KID

In Brown, Gray
= and Black =

OUR facilities for buying, coupled with the intimate knowledge we have of the leather market conditions, has enabled us to procure an extensive assortment of upper leathers suitable to the requirements of the Canadian trade.

We are in the fortunate position of being able to offer these lines AT A PRICE, "quality considered," which eliminates all competition.

Having a large stock on the premises we can DELIVER PROMPTLY, thereby saving you the trouble and difficulties with regard to shipment which usually results when goods are sold from sample.

INQUIRIES SOLICITED

J. A. SCOTT

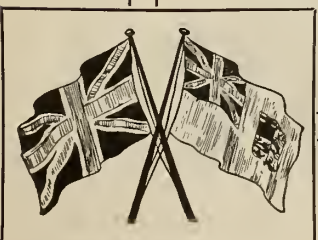
218 Notre Dame St. W.

566 St. Valier St.

MONTREAL

QUEBEC

Phone Main 1087



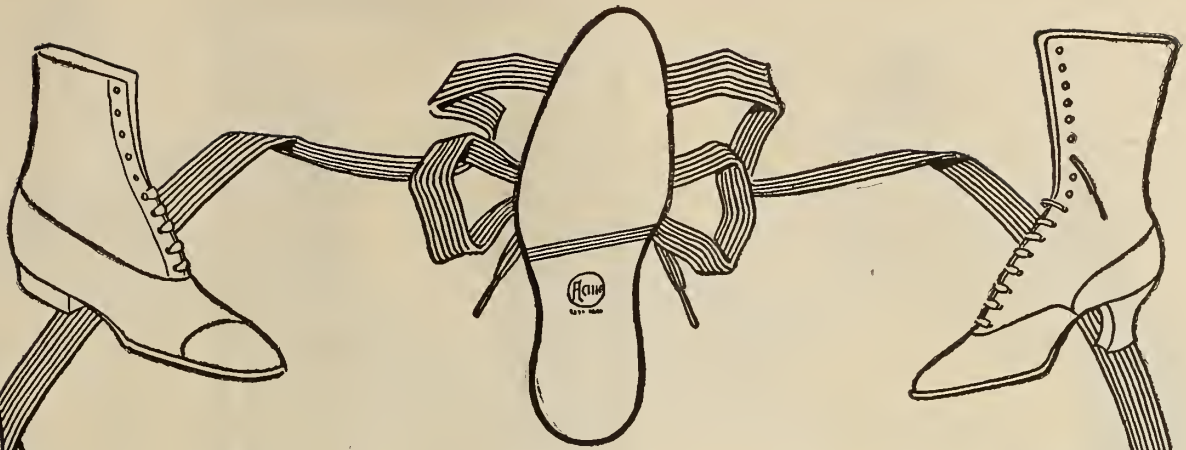


ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED



Deeds of the Sole

"Acme" Soles look at you through their pictures.

"Acme" Soles speak to you through these words.

"Acme" Soles appeal to you through *deeds*.

And *deeds* are what count.

The deeds we refer to are those of Service.

It costs money and entails many worries to stick to a high standard; yet any other standard would naturally be unsuitable for any product Dunlop-made.

We have camped on all the trails that lead to the finished "Acme" Soles. The system by which they are made is as pliable as the sole. The result is a satisfactory product that can be successfully manufactured in large quantities, as well as in small ones; and, judging by the record of service, is unbeatable.

Dunlop Tire & Rubber Goods Co., Limited

Head Office & Factories:
TORONTO

Branches: Victoria, Vancouver, Edmonton,
Calgary, Saskatoon, Regina, Winnipeg, London,
Hamilton, Toronto, Ottawa, Montreal,
St. John and Halifax.

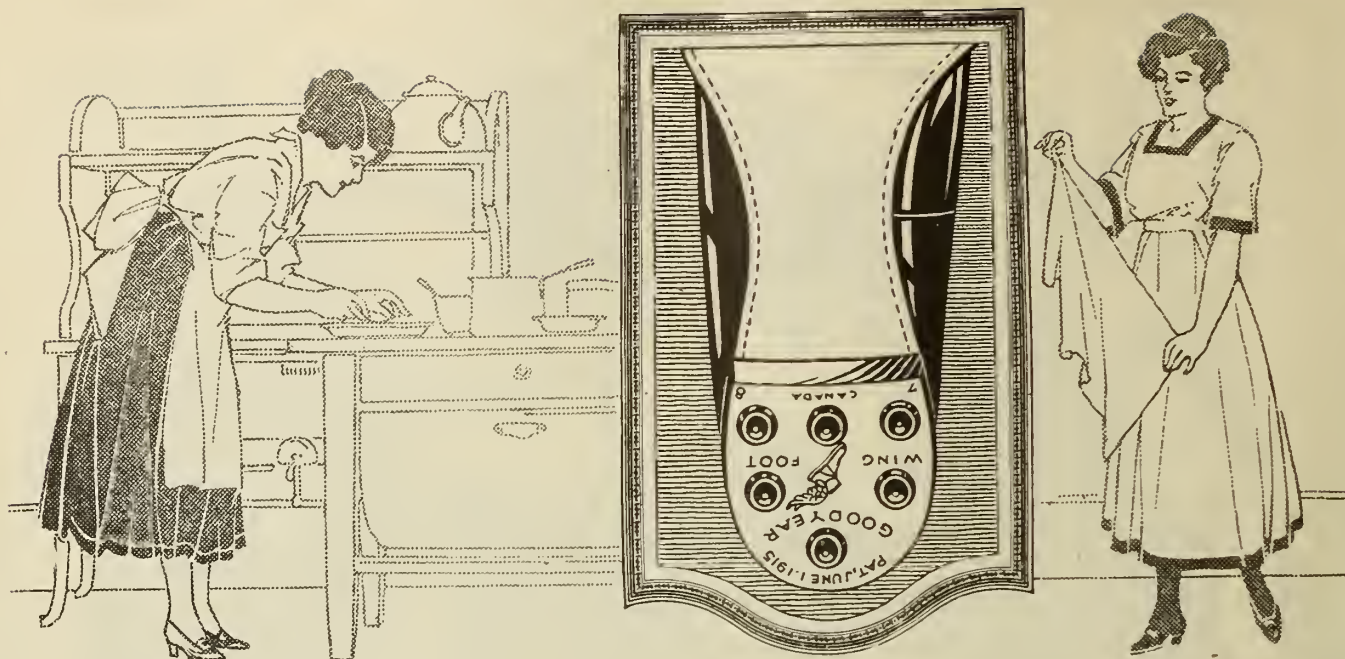
F.12



(TRADE MARK REGISTERED)

"The Sole of Perfection"





A New Feature in "House" Shoes

An increasingly large number of women are wearing rubber heels on their house shoes. There are three sound reasons why you should sell house shoes already equipped with rubber heels.

1. For every hour a woman spends in her dress shoes she spends several in her house shoes—hurrying around the kitchen, tramping to the front door, running upstairs and down again.

Show her that hard leather heels jolt delicate nerves, increase fatigue; that rubber heels bring relief, lighten housework. It is doing such things that keep women coming to your store instead of buying here, there and everywhere.

2. Rubber heels smarten good-looking shoes—and keep them smart. They wear long and evenly.

3. Rubber heels are up-to-date—a new fashion trend. They add to any shoe's saleability.

The reasons why you should specify Good-year Wingfoot heels are also three:

1. The chief reason is that they are undoubtedly better. You know it. Your customers know it—by reputation and by actual experience.

2. They cost no more than the quality warrants. And their quality reflects whatever quality is built into the shoes you sell.

3. They are guaranteed to outwear any other rubber heels.

Write your manufacturer to include shoes equipped with Wingfoot Heels in your next order, whether Spring sorting or Fall placing. Note the response among your customers.

THE GOODYEAR TIRE AND RUBBER CO. OF CANADA, LIMITED, TORONTO, ONT.

GOODYEAR
MADE IN CANADA
WINGFOOT HEELS



*They're all as
Good as Gold*

SPEED KING

*The vacation shoes that create
and hold the best business*

You'll have more than your share of the best business this season when you let the people know that you are handling "Speed King" Vacation Footwear. The main point is to get your stock and keep a good supply. You remember how hard it was last year when the stock began to run low in the middle of the busy season. Safeguard yourself now. See the nearest Jobber mentioned below and get your order shipped. Speed King Tennis and Vacation will uphold your business just as they are doing for us.

They are truly "Good as Gold."

INDEPENDENT RUBBER COMPANY Limited MERRITTON, ONTARIO

NAMES OF OUR JOBBERS

Amherst Boot & Shoe Co., Limited	- - - - -	Amherst, N.S.
Amherst Boot & Shoe Co., Limited	- - - - -	Halifax, N.S.
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.



"Rinex"

Means Bigger Sales in Better Wearing Shoes

Through the complete satisfaction that a long-lived sole gives its wearer, we are building sales that mean increased profit to the shoe dealer.

We have produced **RINEX**—a sole with resiliency, long life and waterproofness as its three chief qualities—a sole that is better than any you have ever sold before. **RINEX** will not crack and stitches will not tear out.

Tell your manufacturer to give you **RINEX**-soled shoes—the kind your customers want. **RINEX** soles have been standardized—are made in one quality only, and branded with but one brand—by the largest rubber company in Canada.

Write to Our Nearest Branch.

Canadian Consolidated Rubber Co., Limited
Head Office, Montreal

SERVICE BRANCHES AT

Halifax, St. John, Quebec, Ottawa, Belleville, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and 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
Single Copies, 15 Cents

A TIME TO PULL TOGETHER

WE are beginning to feel the pressure of war conditions in the shoe and leather trades. In all branches of the business there has been such unwonted prosperity that even with the shadow of impending shortage in supplies there does not seem to be as much concern as there should as to the immediate future.

But tanners are beginning to feel the pinch that must sooner or later affect all trades allied with leather production. The flow of raw stock and tanning materials has been materially hindered and the natural outcome must be a serious restriction of output unless regulation of some kind is inaugurated. Shoe manufacturers are already experiencing difficulty in getting many lines of leather, and there appears to be ground for expecting that the scarcity will not abate but rather increase. It looks as though, within a very short time, some lines of footwear would have either to be eliminated or greatly modified.

Retail shoe dealers are realizing a hesitation that is born of the fact that they find it difficult to maintain the supply even of recognized sellers, and are asking themselves if staple footwear will soon go the way of the fancy lines for which customers have been falling over themselves for the past two or three seasons.

The trade has been dallying with the whole situation until it has caught everybody alike in an awkward position. People have kept repeating the statement that there was plenty of leather. The stoppage of export trade created the impression that the market for a long time would be in a condition of over-supply, and for the matter of over a year business really was dead to a large extent, both here and in the United States.

With the tremendous demand for army shoes across the line, available supplies in certain grades of upper and sole have recently been so cleaned up that shoe manufacturers have become alarmed and have been bidding up the market.

It is time for a frank understanding amongst the trade as to their attitude toward each other and towards the government. The war must be won and personal and business considerations take second place. When men are giving their lives for the cause it is no time to whine about business dislocation or losses.

Nevertheless, there is no reason why there should be unnecessary distraction and loss through foolish legislation or lack of business co-operation. The three sections of the trade are interdependent in interest and must stand or fall together.

The government should see that the tanning industry is maintained on as efficient a scale as possible through the assurance of such supplies as are at least needed to meet the requirements of this country in footwear. It should also see to it that any legitimate shortage of supplies should not react upon the producers and distributors of shoes in such a way as will not only militate against their interests but those of the public.

There are many ways in which leather may be conserved without seriously interfering with ordinary production. There is at present enough wastage in what may be considered non-essential lines to take care of a large part of the needs of the country in shoes, harness and the like.

Then there are large stocks of shoes on the shelves of retail stores to-day that ought to afford relief from any pressure in footwear requirements. Retailers claim that they have shoes, especially women's lines, that are as good value as any in their establishments, but which they cannot give away because they differ in style from prevailing modes.

A conference of shoe manufacturers and retailers would clear the atmosphere to an extent that might not only help the trade but the government.

Women As Salespeople

Are They as Efficient as Men?—Can They Become Particularly Adapted to Shoe Selling?—By a Retail Shoeman

TO consider this question in the light of retail shoe selling will seem quite unnecessary to many retailers, for women have been employed as salespeople in shoe stores for many years. But at the present time, when the securing of labor is such an important factor, the question presses itself with double force upon the shoe retailers of this country.

Hitherto women have been employed and considered more as secondary or auxiliary help. With few exceptions were they expected to have first place. But so serious is the help question to-day that employers of labor have been forced to change their ideas about men and women labor and have been, in many cases, forced to supplant male help with that of the, unfortunately so-called, weaker sex.

To what extent women will be a success as a selling force in the shoe store is a matter for consideration and trial. There are times and conditions when male helps seems to be much preferred to that of women. But present conditions have broken down that bar of prejudice and in many instances female help is really preferable to that of men, and especially is that true of the shoe business.

Public sentiment is a matter to be reckoned with at all times and in all conditions. Let me explain. There will usually be little objection by women in being waited on by a woman, while men may prefer to have a man. But in these times public sentiment, in the great majority of cases, seems to be that all available men should be away at the front. If, therefore, a young man be employed as salesman women, more than men, have the queries flashing through their mind, "I wonder why he is not away? Is he too young or too old, or married, or physically unfit?" And they become at once prejudiced against him, despite the fact that they know the draft is in force and if he is not away there must be a reason. This, in itself, is a strong factor in favor of women help. This is catering to sentiment.

In the consideration of salespeople the question of personality enters, to a great extent, just as it does in all similar problems. One man will engage two or three young women as shoe salespeople. They may prove unsatisfactory. Another may engage one saleswoman who may be particularly adapted to the work. Ask these two men their opinions on the subject and the former will say—"No good. I know; I've tried it." The latter will say—"Fine, got male help skinned a mile. I know; I've tried it." Both are right so far as their individual cases are concerned, but neither should make general application on their limited experience. But this fact must not be overlooked, that the latter case proves the possibilities of the success of women salespeople.

In my own experience I have given it extensive trial and have found that in many cases better results are obtainable from girls than men, but they require tactful handling. First, a girl who is at all adaptable can be trained to be an excellent sales person. That is an important essential. Following this are the many details of shoe selling to which she seems better adapted than men. I have found that a girl will follow closer and live up to the rules of the store much better than men. In large stores, where the stock becomes tumbled up and spread around the floor, my experience has been that girls will keep this in order better than men. Especially is this true on sales days, when women customers in particular will grab two or more pairs of shoes off a table and rush to a seat and practically wait on themselves, and when they are suited will leave the other pairs lying by the seat. Men do not go about the collecting of these goods so tactfully and noiselessly as women, and women customers seem to appreciate those of their own sex more.

I have stated that women need more careful coaching and training than is necessary for men, but I have always found good results from this training. It is just possible that some employers expect too much from their women help, both in respect to quality and quantity of service. The majority of women, possibly, cannot stand the physical strain that men are able to endure. So it is here the human element enters in. To obtain best results employers should recognize that their help is human, and is worthy of consideration along human lines as well as along business lines.

In this connection will come the matter of hours. It is a peculiar fact that towns and cities divide themselves into two groups as to short and long hours. The long hour places are the small towns and large cities. The short hour places are the towns and cities between the two extremes, or places ranging in size from five to fifteen or twenty thousand. Those in this latter group usually have by-laws or mutual arrangement whereby stores close at six or six-thirty o'clock. The villages and smaller towns and stores situated away from the immediate down-town districts in the big cities usually remain open till eight and nine o'clock and eleven on Saturday nights and nights before holidays.

Many young women will work in factories in preference to stores on account of the more regular and shorter hours. This is a condition with which employers of saleswomen must reckon. The advantage will be with the storekeepers if they can arrange the hours more satisfactorily. I know of one retail shoe merchant who seems to have caught the proper solution of the employee situation. In proof of this the loyalty of his help stands out prominently. The business was established many years ago by the father of the present owner. An employee died recently who had been in the store's service over twenty years. His present repair man has been about the same time with them. The head saleslady has been nine years and recently, when his young man assistant enlisted, he sent for two girls who had been previously with him but were now living at home, and asked would they come and help out on certain busy days and nights? He



THE JULIAN & KOKENGE COMPANY, OF CINCINNATI, OHIO, RED CROSS UNIT

This unit is composed of 250 girl employees of the above firm. They all work one night a week and thousands of shirts have been made for the Sammy Boys by this energetic band. Mrs. Julian, wife of the president, and Mrs. Lape, wife of the salesmanager, are active members of the organization. The unit is always a distinct feature in various patriotic parades.

explained the situation. One reason was to engage them temporarily until the young man should return and retake the position which he would hold for him. These two young women readily returned to help out.

This merchant adjusts his hours as follows for his head saleslady:—Monday, nine to nine; Tuesday, nine to six; as the store is closed Wednesday afternoons the year around she does not come at all on Wednesday; Thursday and Friday, nine to nine, and Saturday, nine to eleven.

The last three days seem a little heavy but, unfortunately, they are the biggest trade days of the week. While these are the laid down hours, the proprietor is always alive to little considerations such as shopping privileges on slack days, going away early on stormy and quiet evenings, etc.

Next for consideration will be wages. The labor market is such to-day that good wages must be paid if good help is to be retained. The merchant mentioned above, I think, has caught the keynote of this problem. He pays a stated weekly salary, then a percentage on each clerk's sales and an annual division of profits. These amounts may be left with the store and receive a liberal interest. This plan has been running for years and has been thoroughly tested and proved to work most satisfactorily. It was established by the father and has been continued even more liberally by the son.

As an evidence of the loyalty and patriotism, as well as human feeling toward the help, it is worthy of mention that when the young clerk enlisted the merchant said to him: "Now, Jack, I am going to help a little in this job you're undertaking. First, your position is here for you when you return. Second, to help lessen your financial worries I shall pay to your account seven dollars a week all the time you are away. You may draw on this when you need it and I shall look after it for you."

I do not know what this man's turnover or gross or net business is. But I know that this treatment of his soldier salesman stands out the more prominently when it is known that he employs only one head saleslady, a repair man and two irregular auxiliary helpers and a parcel boy besides himself. He says he has every confidence in women help if they are treated right and handled right and thinks they can easily take the place of men.

THE CONSERVATION OF LEATHER will be an interesting article in next issue of "Shoe and Leather Journal."

Watch for a red-hot article on **RETAIL ADVERTISING** in the July 1st issue of this Journal.

Will the Jobbing House be Eliminated?

Has the Time Arrived for Direct Selling by Manufacturer to Retailer?—What Some Prominent Retailers Think

THE position of the middleman has long been a subject for consideration. He has been abused and accused. He is looked upon as the evil spirit of high prices. And, strange as it may seem, whenever the middleman is mentioned it is the jobber who is understood to occupy this position. In reality there may be many middlemen, and the truth is that the retailer is the biggest middleman there is. But it is of the jobber and his function that this article deals.

Desiring to obtain the expression of the retail shoemen on this subject we wrote a number of prominent merchants asking for their views on the jobber and if they could get along without him. The replies, which are here reproduced, are interesting and cover the ground quite fully.

Short But to the Point

"In reply to yours of the 7th, I must say I consider the jobbers very necessary to the retail shoe trade."

Finds the Jobber a Convenience

"In answer to your question, would say for small dealers like myself the jobbing houses are a convenience. As we do not have to buy in large quantities, 75 per cent. of my business is done through the jobbing houses. The manufacturing concerns are all right for large retailers who have large capital. Most of the manufacturers will not sell in less than thirty pair lots. That would handicap a lot of the small dealers."

"In reply to your letter of June 5th *re* jobber and manufacturer, and the necessity and value of the jobber to the retailer, I think the jobber is of greater value to the small retailer than he is to the larger one.

"My reasons for this are that the smaller retailer can go to one or two jobbing houses and get a full range in the 6, 12 or 15 pairs quantity and buy oftener, and in that way can get along with less capital, whereas the larger retailer, who is able to buy in 30, 60 or 120 pair lots direct from the manufacturer, can save the jobbers profit for himself if he has capital enough to pay cash for his bills as they come due.

"But should the manufacturers be willing to carry all lines they make in stock, so that the retailer could sort up from them the same as from the jobbers, we might get along very well without them.

"This is a very big subject and has two sides to it, as everything else, but these are my views just now, and as you say, the jobber is in close touch with the retailer and is of great benefit under present conditions of trade."

Could Do Without the Jobber

"In reply to your letter of June 6th, in which you inquire my personal opinion of the job trade in Canada, would say we do very little business, if any, with jobbing concerns of any kind, and so far as our own personal business is concerned we could do nicely without any middleman. However, we might add that our business is quite different from most other stores in this town, for this reason—our viewpoint on this subject may not be of the same value to you."

Jobber a Necessary Part of the Machinery

"We buy ninety per cent. of our shoes from the maker, but believe that the jobber fills a useful and necessary niche in our distribution system. Being a big buyer, and in closer touch with the markets and situation than the average retailer, he acts as a stabilizer of prices and also ensures to some extent equality of distribution. He does the selling end for factories that do not maintain an organization for that purpose and so relieves them of that expense, enabling them to sell their product more cheaply. Without the jobber all makers would have to maintain a selling staff and add the expense to their costs, where one jobber might sell the output of several factories. We believe he is a necessary part of the machinery."

Can't See How to Dispense With Them

"It would not particularly affect our business as we do not depend upon the jobbers, but buy as jobbers ourselves. We cannot see how they can be dispensed with unless the manufacturers were to keep a full line of their different styles of shoes on hand for sorting purposes. You can understand a retail shoeman will send in an order for perhaps 20 or 30 different styles of shoes at once, a few pairs of each style. These may represent the production of four or five different factories, as you understand many factories specialize, some making children's shoes only, others women's, and again you will find some make men's only. The parties who make the staple shoes do not make the finer grades; therefore, if the retail man wants to assort up, he would have to send in his order to probably half a dozen different places where he could otherwise secure from one jobber. As we see it, the only way to overcome that would be for the retail man to anticipate his season's requirements and order sufficiently ahead, which would be a very difficult experience for any man doing business. We have never given it the study from that standpoint, and in giving expression to our opinion, it is just what appeals to us without previous consideration."

Can Buy Better From Manufacturer

"We will give you the information you ask for very quickly. We could carry on business without
(Continued on page 51)

Putting Pull Into Your Advertising

Some Underlying Principles About
Ad. Writing that Will Help the Retail
Shoe Dealer

THE average retail merchant dislikes writing his own ads. The reason for this possibly is that he has so little of it to do and so much of other business to attend to that he dislikes to break away from his other business to take sufficient time to write his advertisements. He knows that large stores are able to employ a man who can devote his entire time to writing advertisements. He also realizes that his business will not permit him to engage a man for such duties. He also further realizes that he should not be able to write so good copy as a man who devotes his entire time to it and has made it a study, but there is no reason why every retail merchant should not be able to write an attractive advertisement for himself if he will take a little time and thought to do it. The object, then, of this article is to give a few underlying principles that will help the retail merchant in the smaller towns to write advertisements that will sell goods.

The first question on this subject may be, "How shall we know good advertising copy when we see it?" The answer may be, "By its power to attract attention, to interest the reader and convince him that the article advertised is something that he should buy."

Another very interesting point in the preparation of an advertisement is to answer the question, "Why should the reader purchase the article you are advertising in preference to purchasing it from some other dealer?" If the copy of the advertisement is properly written, it should answer both of these questions, namely, create in the reader a desire to have the article and convince him that he should buy it.

There are various ways whereby the attention of the reader may be attracted in an advertisement. One is by a picture. This may be a comic cut—something of a very humorous character—or it may be an illustration of the goods you are advertising, or it may be some catchy headline. If you use a humorous illustration to attract the eye, care should be taken that it is not so humorous or out of the ordinary that the attention will be entirely directed to the picture instead of the article you are advertising. If you use a picture of the article you are advertising, there will be little danger of this diverting the attention of the reader from the real object of the advertisement. The same advice concerning a catchy headline will apply as given for the humorous picture. Care should be taken that

this catchy headline shall not be so peculiar or have a turn to it that will entirely absorb the attention of the reader rather than direct him to the goods that you are advertising.

The character of your advertisement will be largely determined by the articles that you are advertising. For example, if you are advertising soda crackers or soap or some well-known beverage, then little is necessary beyond a statement about these articles. That is, practically, all that is necessary to remind the reader of the product, for there is nothing much to be offered in the way of convincing or persuasive argument on behalf of products of this kind. Very often in national magazine and newspaper advertising of articles of this kind the real object is only to attract the attention of the general public to the article, the name being suffi-



No, this is not an advertisement for the Shoe and Leather Journal's Fishing Contest. It is a reproduction of a very attractive ad-card furnished to retailers by the Palmer-McLellan Shoeack Company Limited, Fredericton, N.B. It is printed in two colors, and about 14 x 17 inches. It certainly is artistic.

cient to impress its memory upon their minds, and when they need these certain articles they will buy them.

Boots and shoes, however, cannot be advertised in this way. There is no appealing argument in the statement, "Buy your boots and shoes from John Jones," nor will anyone be tempted to go to your store on a statement of this character, "Try John Jones for reliable boots and shoes." A real pulling shoe advertisement must have some telling argument in it that will convince the reader that the shoes which you are advertising are good value for the money which he will have to pay for them. You will, therefore, have to give a reason why the reader should come to you to buy the shoes which you are talking about in your advertisement.

Let us assume that the shoes which you are advertising are no different in particular either

in price or quality from shoes which may be purchased at other stores in your city. This will mean that you will have to present them in such a manner that they will appear to the reader to be exceptional value. The question will immediately arise, how can you do this—that is, how can you do this without misrepresentation? No advertisement should have misrepresentation in it in any respect. If you and your goods cannot live up to every statement you make in your advertisement, then you are endangering the reputation of your store and of yourself. It is also quite necessary that you have every confidence in the goods you are advertising—that is have the confidence that they are excellent value for the money which you ask for them. Begin by calling attention to the style or model of the shoes, then tell something of the material, how they are made, how much wear may reasonably be expected to be had from them and then the price. You may enlarge upon these things as much as you like, but do not use any misrepresentations. In giving a description of the shoes it is necessary, of course, that you are familiar with every detail in connection with them. This will enable you to write intelligent copy, so that the people who are reading the advertisement will understand everything about them. Of course, it should be remembered that the presentation of how the shoes are made is not so important to the reader as what will they do for him, so it should be understood that when explaining their manufacture or make, the object should be to show the quality and wear that may be obtained from them.

We quote from Mahin's "Ten Tests" of Copy a number of paragraphs that should give you a very fair idea of what pulling copy should consist:

"IS YOUR COPY NATURAL? An advertisement should carry over to the reader the individuality of the advertiser. Some publicity fails because the author of it is under the strain of being unnatural. His copy is forced and does not ring true. A good advertisement is a mental photograph of the policy and principles of the advertiser. The copy writer should be able to interpret the advertiser's personality, and so to express his ideas in print that they are instantly recognized as a sincere message from him. The copy writer who can make his copy carry over to the reader that intangible something which pervades every successful commercial organization is a success.

"IS IT SPECIFIC? Unless it possesses individuality, an advertisement helps competitors as much as it does the institution which is paying for it. To find out whether or not an advertisement is specific substitute the name of a competitor. If the advertisement is just as effective, it lacks individuality. A specific advertisement meets conditions squarely as they are, not as they ought to be. It gives a definite reason for wishing the prospective customer's immediate attention and justifies its existence from the viewpoint of the advertiser.

"It should so concentrate attention on the article advertised that the reader will be completely absorbed in and unconsciously obtain a clear idea of the story itself, rather than be impressed merely

by the manner in which it has been told. If the cleverness of wording or a too challenging illustration divert the reader's attention from the article itself, the advertisement is a failure.

"IS IT PERTINENT? An advertisement should be written with due regard for the viewpoint of the purchaser. 'How is it made?' does not interest him so much as 'What will it do for me?' It is often well to humor pretended motives, or subtly suggest the real ones. Many pianos are bought for another purpose than to develop the musical talent of a family. The purchase actually marks its social advancement from the bread winning state to the possession of a recognized luxury.

"IS IT CONSISTENT? A consistent advertisement must survive all the previously outlined tests; and it must do more. It must be a perfect link in the chain of the advertiser's selling policy. Consistency calls for co-operation from the advertiser's salespeople. He cannot get this unless he instructs them fully about the purpose of his advertising and the part each is expected to perform in 'cashing in' on it. Consistency covers the relationship of the component parts of a campaign to the proposition as a whole. Methods that bring success to one institution are ridiculously useless for another. To exploit a bank in the extravagant superlatives of a circus publicity man would be absurd and disastrous. On the other hand some advertisers, fearing to appear undignified or sensational, actually say nothing that is interesting in their announcements.

"IS IT PERSISTENT? A single advertisement cannot be said to possess the quality of persistency, but it can form a part of and bear out a plan to which a business has adhered strictly for years. A trade-mark indicates that each advertisement containing it is one of a series, or that the use of advertising space is the established policy of the house. In no other way can a merchant win confidence or establish so thorough credit with the public as by advertising prudently and persistently. Confidence is a plant of slow growth and persistency is its sun, rain and fertilizer. A persistent advertising campaign, covering a period of three years in legitimate publications, will seldom fail to produce a 'good will' asset worth at least as much as the amount of money spent for space during that time.

"IS IT AUTHORITATIVE? The leaders of the masses have one distinguishing characteristic in common—they are confident in affirmation. The advertiser must at all times and under all conditions maintain an authoritative tone. No one believes a man whose advertisements show that he does not believe in himself. Without the reader's confidence, advertising is wasting money.

"Yet too wanton an exhibition of self-confidence is dangerous. The public will side with a man who demonstrates his leadership, but it cannot be bulldozed. The results of advertising are dependent upon the voluntary action of free people; threats, scares, or pessimistic utterances never make friends or customers. Optimism is a confidence inspiring tonic. The optimist who is tempered by self-control is the successful advertiser.

"IS IT PLAUSIBLE? The word 'plausible'

(Continued on page 51)

Are You Getting Profit Out of Your Windows?

By a Window Trimmer Who is Now a Shoe Merchant—Do Not Skimp on Trimmings—The Best Materials are Cheapest—Put in Seasonable Windows a Little in Advance of the Season.

IT is just doubtful if every merchant looks at his windows as profit getters. Yet they can be made to earn money and can be checked up pretty close to the amount on many occasions. There are, unfortunately, too many who still consider their windows a sort of necessary nuisance that have to be dressed every so often because the public demand they should be. This, of course, is an absolutely erroneous view.

It has been universally recognized by men who know that a merchant's windows are not only the best advertising medium he has but they are the lowest cost medium. When a merchant realizes this fact in connection with his displays he will begin to sit up and his windows will immediately begin to spruce up.

When this fact is recognized, too, a merchant will naturally begin to spend a little money on them. It is quite safe in merchandising or in professional life, or any other line of human endeavor, to follow the course of those who have been successful in the particular line under consideration. In window dressing it is quite safe to follow the line pursued by the big department stores. They spend lavishly on their windows. This does not mean that the small merchants should go beyond reason in spending on their windows, but it does mean that if it pays the big stores to keep their windows in attractive condition it will pay the small stores to do the same. That is to keep them in correspondingly attractive condition.

Proper fixtures and settings are needed. Trimmings are required. I firmly believe that this is one place where the best is none too good, and to make a window rich and attractive good fixtures and good trimmings should be used. It is false economy to purchase cheap articles, both from a money point of view and more especially from an attractive and effective selling point of view.

Let us consider one item as an illustration. Assume a store has two windows and each window requires a five-yard drape. It may appear to some merchants that ten yards of plush at \$1.50 a yard would be the height of extravagance. Go still farther and suggest that three drapes be purchased; that would be thirty yards. These, of course, would be of different colors. That would mean an outlay of forty-five dollars. I have three such drapes in my store now that have been in use one year and are

in perfectly good condition, and should run me another year without any outlay. I change these drapes every two weeks and sometimes weekly, which means that practically I have a new drape in my window every time it is dressed. Now, is this extravagance? This is the way I figure it. Thirty yards of plush at \$1.50 a yard will mean forty-five dollars. As there are fifty-two weeks in a year that is less than one dollar a week for drapes, or to be exact, about 87 cents. Surely that is not too much.

If I used a cheaper material like cheesecloth that would take ten years, and at ten cents a yard it would cost one dollar. It is almost impossible to use cheesecloth more than once and have any kind of effect with it. It not only fades, but when it has been exposed to the light and air for a week it is difficult to ruffle it and it becomes all slimy. So by actual use it costs as much as the plush. And what are the results in attractiveness? The plush will stamp you and your store as being up-to-date. It will make a one hundred per cent. more attractive and sale-producing window and has a richness not obtainable with any other material.

I have said that the plush has been in use one year. And I have figured the cost on a year's use basis. But the plush is good for another year, which really cuts the cost in two. But there is absolutely no extending the use of cheesecloth. Once usually settles it. After the plush has become too faded to use in the strong sunlight of the window it can be used in the showcases inside the store for a long time and to good advantage. As soon as I take the drapes from the window I brush them and lay them out smoothly and fold and put them away in a dark drawer. Now I will ask, is not the plush the more economical?

The same will apply to flowers. I buy artificial flowers. It is almost impossible to obtain natural flowers the year around, at least at prices that will warrant their use. I buy quite a variety of artificial flowers and use these in different arrangements every time I trim the windows. I also use these in the store. I have various designs of receptacles, such as artificial boxes and differently shaped and colored vases so that the variety at my command with the variety of flowers on hand make the displays new and attractive. I have figured the cost of these bouquets in the window to less than five cents a trim, for these flowers if cared for will last for a long time. They require to be dusted and when not in use laid carefully away in the dark. This is economy.

Now as to making the windows pay. If they are trimmed tastily and with seasonable goods they will have to pay just as ripples follow a boat. I have tested the selling quality of windows from every angle possible, and know without doubt that they are big revenue producers. One recent test I made this spring. White shoes are quite in demand this year. I waited till I thought the time was ripe for a window. That was about May 28th. I put in my green plush bottom and dressed the entire window with white shoes of every model we had in the store. The result was marvellous. We simply cleaned out of many lines which we would not have done until

the close of the season without the window display. In addition we sold many leather shoes. In fact the week was one of our best and the Saturday's business beat all records for Saturday selling since we have been in business, and that is quite a number of years.

Always keep ahead of the season with your displays. It is better to be four weeks ahead of the season than to be a day behind. It takes the public quite a while to make up its mind to buy. A woman wants to take a little time to think over her hat and shoes she will buy for the season. A case in point.

always mark the high-priced lines. That is, I may put in a window one time and price these and then not do it another time. I always use small, neat price tickets. I think great, big, rough prices give one the impression that the shoes are big and rough. There is a great deal in suggestion, and you can suggest style and neatness with a price ticket the same as you can with anything else. I never mark a discount sale like twenty per cent. off on all goods sold this week, or twenty-five per cent. off on this, that or the other line. I mark everything in plain figures. My reason for this is that the average



Photo showing the extensive and attractive shoe department of the Robert Simpson Co. Limited, Toronto.

I was one time working for a large shoe house and decided to run a spring window the first week in March. It had been rather an early spring and even the latter part of February was so mild that everyone was thinking of spring. So I decided to put in the spring window—pumps, oxfords and light weight and light colored lines. The rest of the staff laughed at me. As bad luck would have it, on the afternoon of the morning I finished the window it began to rain and snow and sleet, and it was one of the roughest winter days you could have. It kept it up for a week. But the window stayed, and the window sold goods. People had gotten a whiff of spring and it stayed in their nostrils. They knew the warm spring days were not far away and they would need spring footwear. And they bought because we were the only window on the street that were showing the spring lines.

Now about price tickets. I have tried this problem out pretty well. I have tested it in every way possible. If you are showing sale goods by all means price every line you show in the window. Price all your staple and medium-priced lines. The exceptions I make to pricing are that I do not

person cannot figure discounts in his head. If he can he does not like to do so, and I make it so plain that even if he were running he could read it at a glance and get it.

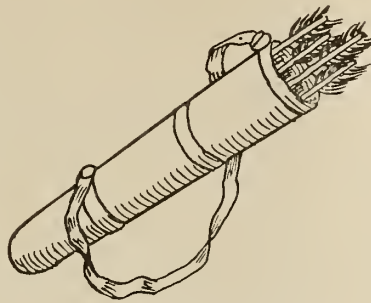
Yes, I have proven that my windows make profits for me, and big ones too.

BIG TANNERY IN NEWARK, N.J. CHANGES HANDS

There has just been effected the sale of M. Stravs and Sons' tannery, in Newark, N. J., to Henry, Max and Philip Frank, of Elizabeth. This is said to be one of the biggest factory deals negotiated in Newark for many years. The company employ three hundred hands for a capacity of four hundred and fifty hides a day. It is reported they have large government contracts that will keep them very busy for some time. The sale was negotiated by Louis Kaunn, Inc., of Newark, N.J.

Do not for the sake of economy use inferior stock. By so doing you will only deceive yourself and lose the confidence of your customers. Quality wins.

Shafts from the Quiver



"Swifter than Arrows from the Tartar's Bow."

Hit or Miss Sayings of the Business Prophet. Random Shots from a Vagrant Bow.

Do what you think the other fellow is going to do, but do it better. * * *

An ounce of ginger is worth a pound of plugging and a pound of plugging is worth a ton of talk. * * *

If some men saved as hard as they worked they would live on easy street and have a brass name plate on the door. * * *

The successful optimist sees the hole as well as the doughnut. * * *

When your pants wear out at the seat look around the corner for the scrap pile.

It is not what a man says but what he knows that makes the difference. * * *

It is the "light weight" that goes up in the air. * * *

There are some steam engines that are all whistle. * * *

Hard work can give genius a handicap and beat him a mile in the race of success. * * *

Can your woes and save them for the Germans. They will need canned goods for a generation. * * *

Tell the truth and shame the spring fisherman. * * *

When you hear a man run down the church insist on his cheque being "marked." * * *

If you believe the "thug" every other man is a crook. * * *

The early bird catches the worm and the supply, by the way, is always sure. * * *

A good mixer is often another name for a poor muddler. * * *

An open mouth and a hollow head go together.

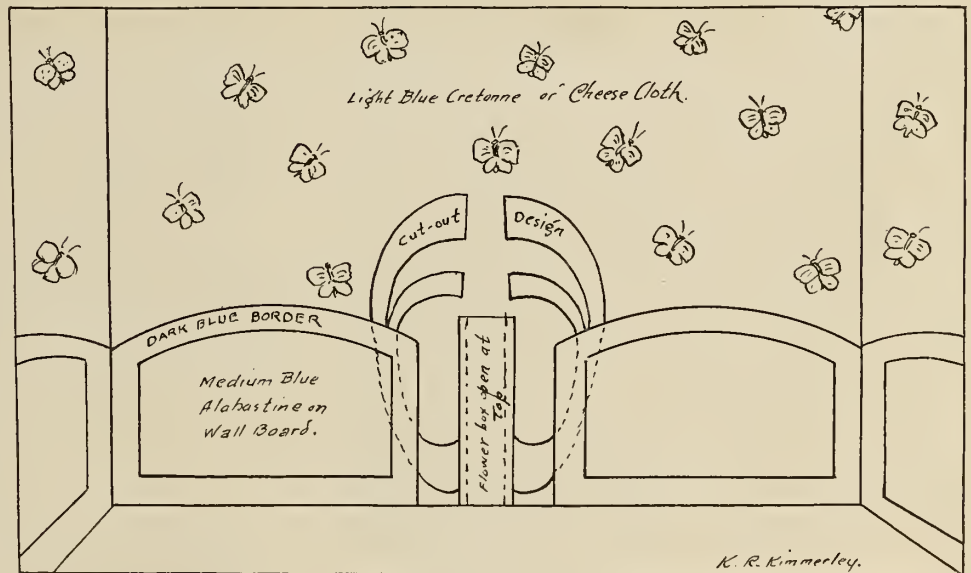
Window Background for Summer Footwear

By
K. R.
KIMMERSLEY

THIS background is not only pretty and attractive but is easily made, which is an important thing with the average window trimmer.

It is particularly adapted for summer goods, especially white and light colored lines. The design is almost self explanatory. The back should be a nice summery blue with gilt or crepe paper butterflies. The cloth in the back should be hung loosely and the butterflies attached carelessly to it. Do not use too many so they will give the appearance of a flock. Nor should they be placed so they will look bunched.

The oval topped panels are made of wallboard and the border should be made of quarter inch pine or basswood and nailed to the wallboard. The centres should be tinted a light blue, while the outside or borders should be a darker



An effective and easily made background for a July window.

blue. The cut-out in the centre should be made of wallboard and the flower box should be made of two pieces of seven-eighths board about five inches wide and three feet long, nailed to a piece of wallboard about the same size. This will make a box of three sides, two of wood and one of wallboard. Next, nail this box to the cut-out centre in which you have left a piece five inches wide and three feet long. Make the

(Continued on page 51)

Canadian Army Shoes

Canadian Makers Working Under Difficulties — Specifications Almost Impossible of Fulfillment—Canadian Made Shoes Only Worn for Practice

THE agitation started last year by the SHOE AND LEATHER JOURNAL with regard to Canada's supplying her soldiers with footwear bore fruit in the consent of the army authorities being received to allow Canadian factories to submit tenders for a few small lots of footwear that have been as much cause of dissatisfaction almost as though matters had been left as they were. The specifications submitted have been those of the regular English army boot, the materials as well as the method of manufacture being such as to make the shoe difficult to produce in Canada, and, added to this, prices were cut to such a point through irresponsible competition that it is now difficult to interest reliable concerns in the recent call for 170,000 pairs—and we understand double this quantity has been suggested—that are required within the next few weeks. With the present conditions in leather production it is going to be a matter of the utmost difficulty to obtain the necessary upper leather required for this order, if the exacting requirements of the specifications are to be fulfilled. There are, in the first place, only four or five concerns capable of turning out the leather and only three of these with capacity to produce any great quantity, even were the right quality of hides available. But the question of obtaining the raw stock is one that will give the most trouble, even if the concerns capable of turning out the leather are willing to take up the work, with the demand so urgent for the regular supply of this class of stock at present. With the weights and selections insisted upon by the government nothing but steer hides will meet the case, and where are they to be had in the required quantities in Canada? It is practically certain that they will not be available in the United States, where they are now conserving all desirable raw stock of this class for their own needs.

The specifications with regard to the upper leather call for not more than twenty-two feet to the side, and the weights must be seven ounces for back and six ounces for flank weights. Heavy hides of sixty pounds or more will run twenty-five feet to the side in the proposed cutting and will leave correspondingly heavy weights for the stock after the sides are split, unless the split is made heavier. Light cows will not give the weight, and as there is such variety in steer hides in this market it will be practically impossible to get the specified weights even from this class.

Another provision is that the leather must be free from veins, and this means a further elimination of hides of an otherwise desirable quality. Those who have been making this leather hitherto seem

united in the opinion that taking things as they are to-day it is going to be practically impossible to maintain these specifications and turn the shoes out.

Taking the shoe manufacturers' end of the business, there are only half a dozen factories at most that are equipped to complete the goods under specifications. Some of those who took portions of the last order have not completed them on account of not being able to get the machines required for fitting the uppers. One concern in Ontario, we understand, has an order for ten thousand pairs still standing on this account. Then again, linen thread is specified, and there is not enough linen thread in the country just now and in transit to begin the job. Manufacturers have for some time been compelled to use cotton in some of their regular lines. There are other vexatious specifications in connection with the soles of these army boots, but these have been practically met, although involving a cost that has brought down the margin on the shoes.

There appears to be no such trouble with regard to the production of American Army shoes, in which much more leeway is given, both as to the leather and the construction of the shoe. The whole difficulty seems to be in the fact that the army authorities are determined to make the Canadian soldiers wear English army shoes. As a matter of fact, no Canadian army shoes have as yet reached France. Canadian shoes are only worn by Canadian soldiers in Canada and while in training in England. They are turned in as soon as the men are sent across the Channel and the men furnished with "Kitchener" boots.

Canada has been anxious and willing to supply her soldiers with footwear as well as other necessities, but it seems that although we foot the bill we have no say as to what our men can wear. We are willing to win the war with English army shoes, or any other footwear that may help our boys to maintain the record they have made over there; nevertheless, they as well as those at home feel the burden, literal and otherwise, of these cumbersome English models.

If the government is anxious to have Canadian leather manufacturers and leather producers handle this matter they will first of all have to revise their specifications and arrange with both leather and shoe men prices that will enable them to be turned out at a profit. The proposed \$5.85 for the shoes does not take into account the fact that leather that was selling at 40c a foot some time ago may now cost from forty-six to fifty.

Enclosed please find bank order for \$1.50 to cover my subscription to January 1919. I appreciate your journal very much. Get a lot of good pointers on window dressing, advertising, etc., and other points in connection with the shoe line.

Wishing you success with your Journal, I am,

Yours truly,

N. D. CARTER.

Is it Expensive to Fire an Employee?

Interesting Extracts from Letters Written by Employers of Labor

We recently sent out a letter to a number of manufacturers and retailers calling attention to the fact that men who are in a position to do so are giving a great deal of study to the help problem and, if possible, arrive at some plans that would improve conditions generally.

We also called attention to what large employers of labor were doing in the United States in the way of getting into closer personal touch with their employees and that many reported better results were obtained by this attitude. Some maintained that the firing of a man was more serious than the hiring or not hiring of him because of the effect it might have on the man himself. We then asked for an expression from those to whom we had written and the following excerpts from the replies should be interesting to those who employ help, whether it be great or small.

"As a matter of fact, I have had to give considerable time and thought to this very proposition ever since my return.

"You are quite right in pointing out the "Expense of Hiring and Firing." We have had to do quite a little of that here and the "firing" is one of the real tough propositions.

"We feel that almost every employee has some natural ability in one line or another and can be useful to this organization, consequently if we find that, especially when an employee is learning, the job they first tackle does not seem to fit in to their natural make-up, we try them in some other department and put quite a little thought into working them out to the best advantage. Of course, there are some employees who won't try hard enough, and when we see this the disagreeable part has to be done.

"To sum up the general policy in force here, I would tell you, as a matter of fact, it is always proved out that our employees do their own "firing," or perhaps another way of putting it, "indicate they don't want to work here by not trying hard."

"Replying to yours of May 10th, in respect to 'Hiring and Firing Help.' We have not had much experience with the latter part of this phrase. Our staff has been almost permanent for the past ten or eleven years. The only changes we have had to make are on account of some who volunteered for active service.

"We are of the opinion that perhaps some of the employers give their staff very little consideration, and this often tends to discord and dissatisfaction, which, with the exercise of a little tactfulness, might oftentimes be overcome. We believe that continuity of service depends a good deal on the reasonable understanding of both parties, and we would suggest that the employer is not always particular in this regard."

"We have your letter of the 9th inst. Just now the writer has not the time to go into this matter, and deal with it as fully as I would like to in this letter, but may say at the outset, in the course of a few observations, that the question of help to-day is one of the greatest problems confronting every employer, and the higher degree of skill required in his help, the more acute the problem becomes. We know personally each and every one of our employees, and their general

characteristics, and quite frequently their circumstances. Our attitude always is lenient, and has always been a very sympathetic one. This is our policy and has always been, viz., to give every employee a good fair trial before letting him go. We also make it a rule, as far as we can, to study the mental attitude of our help, also their work, and we have found sometimes that a change in the work has been beneficial, the employee being better adapted, perhaps, to some particular operation than he is for another. Of course you will understand that there is a limit to the extent that this idea can be carried, but we do, quite frequently, employ this method. We also make it a point, sometimes, to guide the judgment of our foremen with regard to the method of handling their help, particularly in cases where we think, at times, the foreman is not employing a sympathetic enough attitude in his manner, and while we at all times respect the authority of our foremen and do not go over their heads concerning an individual employee, we still at times endeavor to direct them in their method of handling their employees, if we feel that the foreman is not using the correct method.

"In our judgment, as soon as the country in general adopts vocational or technical education in the schools, the question of procuring proper material to convert into skilled help will largely disappear, and the quality or skill of the worker will be very materially increased—his pay-roll, consequently, will be increased accordingly. We believe that money spent in education brings in for the state and the individual greater returns than money spent in any other public service, and feel that this great question is one that should be taken hold of by the different provinces most vigorously with the Dominion Government, with a view of obtaining from the Dominion Government federal aid to the province for educational purposes.

"I regret that I have not the time at present to go into this subject exhaustively, but perhaps you will find in the above few remarks something that will be of interest with regard to the matter of skilled help."

"There is certainly no question about it being more expensive to fire a man than to hire a man, or rather we should say, 'It is more expensive to fire a man than to keep a man nine times out of ten.' Once in a while you meet an employee who simply will not give you an honest return for his wages, but these are few and far between.

"In the average Canadian shoe factory, where the plants are small, we think you will find there is more or less of an intimacy between the employer and the employee which is very beneficial. While occasionally an employee rubs us the wrong way, taking it on the whole we have no complaint to make, and considering the conditions we are going through we certainly feel that labor has been very fair and considerate in their treatment of us, and naturally we in turn reciprocate to the best of our ability. Undoubtedly in large plants handling hundreds and thousands of men, the question of labor to-day is a particularly serious one. Everything that is done affecting labor must be considered very carefully, because it is surprising sometimes how a little mistake or an unintentional action might be the cause of resentment and consequential trouble."

Another employer, in speaking on the subject, said that he had on many occasions taken a personal interest in a number of his employees, and on various occasions when opportunity came for them to reciprocate they did not do so in the manner he felt they should. This treatment on their part had rather dampened his ardor in the direction of doing any more for an employee than the connection with his business would demand. But on the whole we found that the employers of labor in Canada, both in factories and retail stores, were inclined to take an interest in their help beyond the mere so much money per hour they might be worth to them.

The Talkative Traveler

By
MICHAEL
GROSS

The following sketch, from the Inland Printer, is so true to life and carries with it so good a moral that we take the liberty of reproducing it.—EDITOR.

"HAVE you ever stopped to consider," said Burdett, the sales manager, "that salesmen, as a rule, talk more orders away than they lose by any other cause? The reason for this condition of affairs is that so few long-winded salesmen ever realize they are talking both their customers and their orders to death."

"Some one once said that no other noise-producing machine gives a man so much pleasure as does the sound of his own voice, and the truth of the statement was never better exemplified than in the case of a talkative salesman. That worthy is usually so in love with his own flow of eloquence that he cannot conceive it possible for his customers to be one whit less interested in it than he himself."

"You certainly seem to have given this phase of the game quite some thought," I remarked.

"I have," Burdett answered, "and the reason for my doing so was because, during my early years at the selling game, I suffered from the same fault myself without being aware of the fact. All I did know was that my sales were getting fewer every month, and that the more people I saw the less goods I sold. I couldn't figure the thing out, for I was doing a good deal of talking to each of my customers and, according to my way of estimating salesmanship at that time, the conversation should have resulted in orders."

"I don't believe I would ever have awakened to my real failing if I had not called one morning on a customer who happened to be in a particularly ugly mood. I walked into his private office and, as usual, started to entertain him with an unwanted and unasked for line of conversation that began with the weather and ended, twenty minutes later, by my naming the team that I thought would surely win the



"So few long-winded salesmen ever realize they are talking both their customers and their orders to death."

pennant that season. My man listened patiently until I was all through. Then he turned round in his chair and faced me. 'Do you know that you talk entirely too much?' he asked me, pointblank.

Coming suddenly that way, the question certainly took me by surprise, and, in an attempt to carry the remark off lightly, I answered: "I hardly think I do. You know," I added, as if in explanation, 'we salesmen are supposed to get our orders by talking.'

"Well, that's just the way you have been losing my orders,' he came back at me; then, seeing that I was really unaware of my failing, he went on, in a more kindly tone: 'I know that the things you talk about seem interesting to you and for that reason you imagine they should prove interesting to your customers. The chances are they would, too, if the people you see had nothing else to do but listen. You also must learn to realize that the things which seem funny to you may not be funny at all to the other fellow, and that the joke you think is new may have made the man you are telling it to laugh years before you were born.

"Now, here's a little cure I would like you to try,' my man went on, 'for your customers' sake if not for your own. It may mean a little strain on your fancy in the beginning, but if it finally cures you, the effort will be well worth while.



"Do you know that you talk entirely too much?"

To-morrow morning, as soon as you go into your office, try to imagine that every word you are going to say during the day, no matter whether to an office boy, a stenographer or a customer, will be reproduced on a phonograph record. Then imagine that this same record, containing every word you have said, will be played on your phonograph at home that evening, and that your folks as well as your best friends will be gathered around the machine to listen and pass judgment on every remark.

"Provided you had started on my plan this morning,' my man ended, 'how much of the conversation that would have been recorded so far would you really be proud of and anxious to claim as your own? The biggest part of it, taking your talk here as a specimen, would be either bull, brag, bluster or bum comedy. Just keep tab on your conversation by my plan for a few days and then come in to see me. I'll be anxious to hear how it works out.'

"Instead of getting up on my ear, as most fellows would have done," Burdett went on, "I flatter myself on the fact that I really took the lesson to heart and made up my mind to try out this customer's scheme the very next day.

"Coming into the office the following morning, I found the other salesmen already at their desks. At sight of me one of them called out: 'Here's Curt now; come over here, Curt, and tell Bill that funny story you pulled on us yesterday. He hasn't heard it yet.'

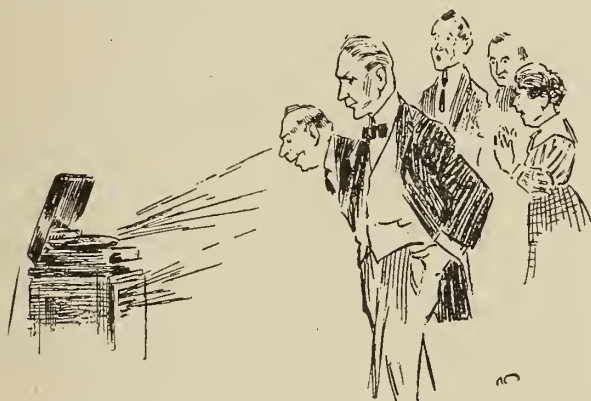
"I was just about to accept the invitation, for telling off-color stories was my long suit in those days, when I thought of that ever-grinding phonograph record taking down each word I intended saying. My second thought was of what my folks would say when they put the record on the phonograph that evening and heard the joke. The reflection checked me in a hurry, you can bet, and I respectfully declined to regale Bill, much to the surprise of the boys, it being the only time they had ever heard me refuse to tell a story.

"The first customer I called on that morning showed me

a sample line of merchandise which he had just bought from a competitor, and asked for my opinion on it. Under ordinary circumstances, the request for my opinion would have started me off on a long discourse regarding the different things, imaginary or otherwise, that ailed my competitor's line. But that day, with an imaginary phonograph record taking down every word I was about to utter and reproducing it that evening for the edification of my friends, I decided to go slow. I examined the merchandise and then frankly admitted that the stuff was as good as my firm could have sold for the same money. This statement so pleased my customer that he confessed that he had not really bought the line but merely asked the salesman to leave it and give him a chance to think the proposition over. As I had been candid about saying that the value was as good as I could give for the money, however, my man said he would take my stuff in preference, at the same price.

"This incident, besides netting me my first order in quite a few days, gave me the comfortable feeling that I did not have to feel ashamed to let anyone, even including the competitor I had taken the business from, listen to the part of the record that I had made in this customer's office. I made up my mind that I wasn't going to say anything to spoil the balance of that day's record, and accordingly, in the next office I went to, instead of exchanging a lot of silly chatter with the stenographer I gave her a quick word of greeting and asked whether Mr. Blank was in. The question was so different from my usual method of gossiping for a half hour before giving her my card that the girl jumped up in surprise, went into the private office and soon came back with the word that I could go right in.

"We had just delivered a bill of goods to this customer and something was evidently wrong, for no sooner did I get into my man's office than he started complaining about the kind of house I was working for. Instead of agreeing with him—as I had made it a practice to do in the past, and going off on a long tirade about how bad it was for a good salesman like myself to be tied to such a poor concern, and that they were making me lose all my trade, I considered for a moment how a cry-baby statement of that kind would sound on a phonograph record and quickly changed my mind. I spoke right up and told my customer that the house was doing the best it could; that none of us was infallible; and that every concern was bound to make some little mistake

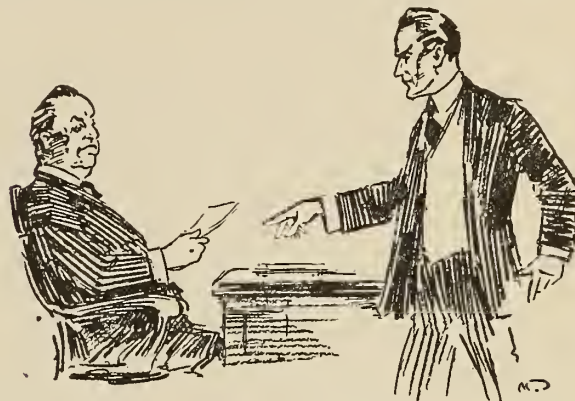


"How much of the conversation that would have been recorded so far would you really be proud of?"

sooner or later. Talking in this unusual strain made me wax enthusiastic, and I dwelt long and earnestly on all the good service my house had given the same man for years, ending up with the words: 'And yet, Mr. Blank, because we made one little mistake on your last order you are willing to forget the way we have handled your account in the past and threaten to switch your business to a competitor. Do you think you are treating us fairly? Would you want your customers to leave you for the first slight mistake you happened to make in filling their order?'

"Mr. Blank, impressed by the unusualness of my plea as well as by its earnestness, grasped my hand when I had finished speaking, 'That's the sort of talk I like to hear from a salesman,' he said glowingly, 'loyalty is a cardinal virtue and when I find a man who sticks up for his house I know he'll do the right thing by his customers, too. I only wish that my boys on the road were making such eloquent pleas in defence when the standing of their house is impugned.'

"When I said good-bye to that man I left behind me a more favorable impression of both myself and my house than I had been able to make on all my previous visits com-



"I told my customer the house was doing the best it could."

bined, and, best of all, I felt that I would be proud to let my boss, my folks and all my friends hear the section of the record that contained my conversation during those few minutes.

"All that day I kept seeing an ever-winding record in front of me busily taking down every syllable I uttered. I managed to visualize it so vividly that I even dispensed with the ten-minute bantering I usually gave the waitress at lunch, under the mistaken impression that my line of comedy was making her happy. To my surprise neither the waitress nor myself missed one word of it. As a matter of fact, one of the most startling things I noticed was, that while I used only about one-fifth of my usual amount of conversation, neither my customers nor anyone else seemed to miss the four-fifths that I canned. On the contrary, because of my saying so little myself, I gave my customers a chance to get off a few things on their own hook and learned more about their requirements in that one day than I had ever succeeded in doing before.

"That night I went over the day's conversation in imagination, and in fancy could hear the record being played. There were a few spots here and there, on mature deliberation, I felt could have been eliminated, but I was satisfied with that first day's record, for I realized that I couldn't change my habits completely in twenty-four hours.

"I made an earnest effort each following day, however, to profit by the mistakes of the day before, and succeeded in getting a more entertaining and gratifying record each evening. It became increasingly easy for me to do this, for I was learning to think before I opened my mouth and to weigh the words I intended saying to determine if they were really necessary.

"Once I grew into this habit of thinking before I spoke, I found I could dispense with the record and still not say too much. But for the salesman who has the faintest suspicion that he is talking himself out of sales, I can do no greater favor than to recommend that he start an imaginary record of his conversation immediately. If the experience of letting his friends hear a few slices of his daily conversation, in fancy, does not force him to see the parts that were uncalled for or unnecessary, his case is beyond cure.

"To paraphrase the famous slogan: 'Ask this man—he's owned one.'"

Leather and Shoe Trade Jottings

Developments of the Shoe and Leather Industry on the Continent—No Hope for Cheaper Hides or Leather—Factories All Busy—U. S. Manufacturers Continue to Make Turns, Using Only Certain Weights of Leather

THE shoe and leather trades are settling down to more or less of a steady grind in spite of the new difficulties and obstacles appearing from day to day. In addition to the precarious conditions existing in the leather markets, the labor situation has become more and more acute. Men, like high-grade leathers, are very scarce. Many manufacturers have sold all the shoes they can make for fall and winter and are now turning their thoughts towards spring samples.

The wise retailer will place his order for spring early, as conditions cannot improve.

Hides.—In some respects the hide situation seems to be clearing in the sense that we know a little more about where we stand. Canadian tanners are led to believe that Canada will be supplied with a quantity of goat skins equivalent to last year. Also that United States will do their utmost to supply us with the necessary packer hides. But the calfskin tanners are practically told they will have to depend on our home markets for supplies. Although at the present time it is necessary to guarantee that the hides are for army purposes to get them over the border at all, this same ruling applies to tanning extracts. It is hoped, however, that some reasonable arrangement will come out of the meeting of Canadian and American tanners to be held within the next week to discuss the allotment of what South American hides are coming into the States. In the face of conditions it is therefore obvious that there can be no weakening in the market for the time being.

With the Manufacturers.—Retail buying has been better in the past six weeks than for some time, until now many manufacturers have had to recall their travelers and sorting business with many is out of the question. Lack of men and materials hamper them seriously, and owing to the continual rising leather market some large factories have even gone to the extreme of withdrawing prices. The government are calling for tenders for 70,000 pairs of boots. Manufacturers are faced with the problem of securing supplies. The tanners in some instances have not been able to quote prices to manufacturers because they cannot get hides or extracts for the special leathers required in these army boots. In view of these conditions retailers may expect many delayed deliveries this summer and fall.

American News.—United States manufacturers are to be commended for the spirit with which they have met all their recent difficulties and new legislation. They are truly entering into the war seriously, setting aside their troubles all for the greater cause, their attitude being that it is much better that a few factories or tanneries should suffer, or even go out of business, rather than leave any stones unturned in the prosecution of the war. They are contemplating now fixing leather prices.

Sole leather heavier than 8½ irons has been banned. There is still talk of producing a standard or "Liberty" shoe—anything to conserve material.

Manufacturers of turned shoes are restricted to the use of 8 iron or 8 inch soles and lighter, but cannot use 8½ iron or heavier in regular outersole quality. They may use shoulder soles in heavier iron.

All women's soles for welt or McKay shoes must be limited or 7 iron or lighter.

Heavier soles, men's or women's, requiring 10 or 12 iron edge or heavier, can be made by use of slip or double sole.

It appears now that there has been an order-in-council issued prohibiting the exportation of certain hides and skins, except under license issued by the Commission of Customs at the request of the War Board. The list includes calfskins, kips, cattle, buffalo and horse hides of Canadian or foreign origin. It is claimed this action has been taken in order to conserve the supply of Canadian consumption. When the supply has been met it is the purpose of the War Board to grant exportation licenses.

SHOE AND LEATHER CONDITIONS IN MONTREAL

The unsettled state of the leather market is creating uncertainty and unrest in all branches of the trade. The probability of the shortening of the foreign hides supply is making leather producers cautious with regard to quoting prices. Tanners will only sell in limited quantities and in some lines prices have advanced several times during the month. One tanner refused an offer for six thousand sides of a special grade of upper stock even at a stipulated advance. The feeling prevails that no one knows what the next two or three months may produce in the raw stock situation.

Several representatives of American leather houses have been called in for consultation with regard to supplies and prices, and it is common talk that the next few weeks may see a serious limitation of imported leathers. Several manufacturers have made trips to Boston, New York and Philadelphia to overlook the situation personally.

Manufacturers report a goodly amount of sorting orders, but say there is a hesitancy or uncertainty in retail trade that is not peculiar to the shoe trade alone. In all lines of manufactured goods there is existent a feeling of "watchful waiting" that does not accord with the fact that the costs of production are going steadily up. Manufacturers are gradually advancing their lines as prices change. One man who is an authority, and whose views are considered conservative, claims that the next three months will witness so marked a shortage in certain staple lines of upper stock that prices will be even higher than they were early last year. It looks as though fall trade would be even larger than spring.

Great things are hoped for from the reorganization of the Montreal Shoe Manufacturers' Association, as the new officers and executive are expected to get a move on. There have been some complaints as to the uncertainty and infrequency of meetings and that too much of the business of the Association has been done over the telephone. It has also been difficult to interest some of the manufacturers in the Association on account of the lack of scope of its work. A great many of the trade are not particularly interested in army shoes and do not feel like giving their time to meetings that are largely given over to this and similar subjects. There are great issues ahead of the trade in this country and those interested are hoping they will be handled with wisdom and forcefulness.

The deputation of shoe manufacturers from Montreal which met the Toronto deputation at Ottawa on June 11th, to confer with the War Purchasing Commission, report a very satisfactory conference. The Commission is now talking double the quantity at first specified, or 340,000 pairs, and seemed anxious to meet manufacturers' views as to the production of this quantity of army shoes. It was pointed out that some provision will have to be made with regard to the supply of leather for these shoes, and a deputation of tanners will likely go to Ottawa next week to discuss this matter.

(Continued on page 51)

Evolution of a Small Town Shoe Store

"If You Were Back a Year Ago To-day and Had the Experience of the Past Year, Would You Branch Out or Would You Stick to the Old Conservative Shoe Lines?"—"Boy," Said I, "I'm for Findings and Accessories, First, Last and All the Time."

[NOTE.—In reproducing this article from Shoe Findings, we feel there are many stores in Canada that may adopt the same plans and profit greatly thereby.—EDITOR.]

"YES," said the small town shoe merchant, "for a long time I was just like many of the others. I let the cream of the trade get away from me. There is a town of 20,000 or more within ten miles of my place, and it never occurred to me that I was missing big trade by letting my customers go there for their silk hosiery, arch supports and other accessories, because I was just hidebound—one of the old-fashioned kind. My father started this store, and what was good enough for him was good enough for me. It took a live-wire salesman to wake me up.

The Source of Trouble

"One day there blew into town a smart young fellow, who sized up my stock in a jiffy and pointed out that I was an old fossil (although he was too polite to say so in words). He showed me where I lost money by not stocking a higher priced and more fashionable line of shoes. Our population is mostly retired farmers, and they and their sons and daughters are spending just as much money nowadays for their footwear as any of the city folks. He took me to the window and showed me two or three women passing by whose feet were very smartly shod.

"Do those people buy their shoes of you?" said he.

"I was obliged to admit that they did not.

"Well, why don't they?" asked this enterprising salesman.

"The only reply was that I did not carry millinery footwear in stock.

Rival Stores in Next Town

"I had been rambling along all these years under the impression that because ten or twenty years ago my patrons were satisfied with a good, strong shoe that covered their feet, wore well and kept out the wet, they would take the same thing to-day. I did hold the elderly trade, but I overlooked the fact that the younger generation sets the pace. Also, I did not carry any stock of colored laces to match popular shoes, and although I do repairing in connection with my shoe store, I had no facilities and no knowledge of working on delicate footwear, consequently most of the people of our town, when they wanted something really fashionable, got out their cars and rode over to Woodstock. There they could buy just what they wanted. There were two shoe stores with plate-glass fronts, attractive window displays and everything imaginable in the line of accessories which the most exacting person could require.

A Quick and Rude Awakening

"Well, I began to wake up, and laid in a small stock of higher priced and more attractive shoes, at the urgent soli-

citation of my friend the salesman. I also added a line of silk hosiery to match this, which I felt was a terrible risk, as the two general stores of our town both carried hosiery; but upon visiting them I found that they did not carry as good quality as I, nor did they have hosiery to match the shoes I was carrying in stock. I decided that since I was being extravagant, I would go a little farther, and laid in a few other specialties, such as shoe trees, arch supports, fancy buckles, shoe dressings for colored kids, etc. The whole town knew that I had never carried these lines, so had ceased to ask for them, but took it for granted that they must go to the nearby town for whatever they needed.

"Well, I had laid in the stock, now the question was to get rid of it; and when I thought of how I was upsetting all my old standards my knees trembled. For a week or two I made no special effort to push the lines, then I began to realize that I must do some hustling or my stock would be on my hands till doomsday.

An Amateur Window Display

"My assistant and myself then scrubbed the windows and tried to arrange a footwear display with the accessories gracefully grouped around the shoes, as my friend the salesman told me was the proper thing to do, but the effect was not all that could be desired. We stood on the sidewalk and gazed into our windows. 'Jack,' said I, 'what's wrong?' 'You got me,' said Jack, 'but neither those shoes nor anything else in that window looks as if it was trimmed by a specialist. They never would persuade me to buy.' 'Come on,' said I, 'we will take a trip to Woodstock and see what the difference is in their windows and in mine.'

"So that evening we went over to steal a few of our competitor's ideas. His windows were well lighted with reflected lights. The backgrounds were tastefully colored and arranged so they held the shoes tipped at an angle where the best obtainable view could be secured. Hosiery was draped over one side of each stand to match the footwear shown. A few accessories were placed where the eye traveled naturally from the larger displays to them. Where a pair of pumps were displayed a buckle was attached to one, while the other was left plain to show the difference in effect.

Preparing Windows for Results

"'Jack,' said I, 'we've got to get some of those display stands, but the question is, What shall we do meanwhile? Those lines are on our hands now and we cannot wait for uncertain deliveries. We must fix up something of our own.'

"We went home, and, being rather handy with tools, I knocked together two or three plateaus, which Jack covered neatly with some goods we had bought for a background. We then covered large pieces of board which we placed in the back of the window. We had no reflected lights, but my wife prepared some fancy shades for our ordinary fixtures, which gave quite a different effect. When everything was ready we pulled down the shades and arranged our display. Then we turned on our 'lighting system' and stepped outside to view the result. While it was not all a professional window trimmer might desire as a special display, it pleased us.

A New Departure in Our Town

"The next morning everybody that passed the store stopped to look. One reason was because they had never seen such a thing in my staid and gloomy windows. Even on the first day we began to take in more money. One of the neighbors came in for a bottle of dressing for her gray shoes. She had just finished the supply she had on hand and felt she could not wear those shoes again till she had a chance to visit the next town, and an invitation to a reception found her without time to go ten miles for a supply.

"That was one grateful customer who has become a permanent fixture. She purchases all of her goods from us

now. Then there was the banker's wife, who had never traded in our little town. She saw just the boots she wanted in our window and came in to buy (it so happened that that was a shoe I had laid in in fear and trembling because it sold for \$12). She also bought silk hosiery to match. In a short time I was doing so well that more customers began to come in for repairing on high-priced shoes. As I said before, we had no facility for such work, so I was obliged to hire a repairer.

"That is just about a year ago, and to-day I have enlarged my store, put in plate glass windows and full lines of fancy shoes, with all the accessories a person could think of, and can even manage to dispose of large supplies of foot powders and similar items which the usual small town considers a luxury.

Do Findings Pay?—They Do!

"Do findings pay? From my experience, I should say they did. Practically all the expense of renovating my store, redecorating and putting in lighting fixtures have been paid by the findings account. Since then my stocks have become well known for their completeness and people from the surrounding towns, while out in their cars, will often drive to us and purchase. We used to see their dust as they went by on their way to the large towns. Now, I might almost say our doorstep is becoming worn from the constant footsteps passing over it. The bright young salesman who put the idea in my head called upon me just the other day. 'Mr. Benson,' he asked, 'if you were back a year ago to-day and had the experience you have had during these past months, would you branch out or would you stick to your old conservative business?'

"'Boy,' said I, 'I am for findings and all the accessories I can cram into my store—first, last and all the time.'"

MEETING OF THE MONTREAL RETAIL SHOE MERCHANTS' ASSOCIATION

The Montreal section of the Retail Shoe Merchants' Association held a meeting on the evening of Thursday, June 7th, at their hall on St. Denis street. Mr. Geo. G. Gales occupied the chair.

Quite a lengthy discussion took place over the special committee meeting held on April 24th. It was suggested at this special meeting that the shoe retailers should get together and send a delegation to interview the government on the question of the embargo.

A report was read by the secretary taken from one of the Canadian shoe journals, announcing that the government had already been interviewed by the shoemen of the Dominion Board at their annual convention.

The members at this meeting put themselves on record of forming a resolution to appeal to the provincial board, that as we are willing to aid the government in all its war measures, both as to conservation of shoes and leather, we wish to offer our services to the government and would ask the government to consult us, or the Retail Merchants' Association on any measure that they may wish to adopt for conservation or new laws affecting the shoe business, and that we will at any time be pleased to send a deputation to Ottawa should they require us to do so.

At the June 7th meeting the question of the embargo came up. Mr. Gales said that he had received a communication from the chairman of the War Board saying that the question of the embargo had been laid in abeyance for the present. Mr. Wygant, of the Walk-Over Shoe Co., when asked to express his opinion, said the great danger that the trade was exposed to was that of the standard shoe, which would cripple a great many of the industries here, and he thought it would be a good idea for the Association to get together so as to get quicker results. It was unanimously agreed that the organizer of the retail shoe section of the Association, Mr. A. Bastien, canvass the trade as quickly as possible, and find

out when it would be desirable to hold a special meeting, and at this meeting they would endeavor to come to some decision whereby a delegation would be appointed to offer their services to the government with the object of aiding the government as much as possible in their war legislation, and at the same time protecting the shoe industry, which, as was pointed out in *SHOE AND LEATHER JOURNAL*, was one of the most important industries of the country.

Mr. Gales drew attention to the fact that the American retailers and manufacturers had taken the right stand. They had practical men even on the War Board who looked after the best interests of the trade, and at the same time aided the government in the conduct of the war.

It was feared by those present that the Canadian manufacturers would take advantage of an embargo if it was placed and would boost the prices.

One of the speakers said that as far as he could see prices had reached the limit—that the people were unable to pay higher than the existing prices.

Mr. Wygant, of the Walk-Over Shoe Co., said that an embargo would limit competition and would be disastrous to the country.

The meeting showed that the Montreal retailers are very much alive to present conditions and willing to do all in their power to help the government and the shoe industry of Canada.

SHOE AND LEATHER CONDITIONS IN MONTREAL

(Continued from page 48)

Quite a few outside manufacturers attended the annual meeting of the Canadian Manufacturers' Association held in Montreal on June 12th and 13th, and expressed some disappointment that action had not been taken to have a general meeting of the shoe trade at a time when conditions are as critical as at present. It is expected, however, that the committee appointed at Toronto last week will shortly have an opportunity to meet with similar committees from Montreal and Quebec, and that something of this kind may be done later.

Mr. H. B. Detweiler, of the Hydro City Shoe Manufacturers, Limited, was in Montreal during the week of the C. M. A. meeting.

Hon. E. J. Davis, of Newmarket, was one of those who attended all the sessions of the C. M. A. at Montreal. He dropped in on a number of his old friends during his visit.

The address of President S. R. Parsons, of the Canadian Manufacturers' Association, was one of the most telling as well as unique messages ever delivered by an officer of this organization. It was a departure from the usual stereotyped deliverance common to the occasion and under two heads, "The relation of employers to employees" and "The Position of Canadian Manufacturers on the Tariff," and dealt concisely but at the same time exhaustively with these two great propositions. It was practical and patriotic.

Mr. Arthur Bonisteel, of the Collis Leather Co., was a visitor to Montreal during last week and was, as usual, full of geniality and business.

WINDOW BACKGROUND FOR SUMMER FOOTWEAR

(Continued from page 41)

cut-out of one piece of wallboard and enamel it with the flower box white enamel.

A light blue shade of tufted sateen should be used for a bottom of the window. This is merely a suggestion that can be adopted for almost any type of window. Of course the ingenuity of the trimmer will have to adapt the design to his own particular window. But if carefully carried out it should give your window a wee bit of the touch of summer and a little different design in the way of trim. It is not necessary to state that the flower box should be well filled with either natural or artificial flowers.

Days on Which Weekly Half-Holidays are Kept

A List of the Ontario Summer Half-Holidays Collected by the "Shoe and Leather Journal" for the Benefit of Travelers—This List Has Been Prepared to Eliminate Waste Effort on the Part of Travelers Associated With the Shoe Trade

THE following list of the summer weekly half-holidays held by the larger towns and cities throughout Ontario will be found valuable to travelers in particular. The SHOE AND LEATHER JOURNAL has prepared this list with a view to eliminating waste effort on the part of travelers who frequently call at towns the very days when they are closed. In these strenuous days, when time counts for so much, many travelers have experienced a big handicap because of these weekly half-holidays. While this list may not be entirely complete, it covers a large percentage of the leading centres throughout Ontario and we hope the information will be found beneficial.

Ontario Towns and Cities and Their Weekly Half-Holidays

Almonte, Ont.....	Saturday afternoon
Amherstburg, Ont.....	Thursday "
Aurora, Ont.....	Wednesday "
Aylmer, Ont.....	Wednesday "
	(July and August)
Barrie, Ont.....	Wednesday "
Bracebridge, Ont.....	Thursday "
Brampton, Ont.....	No half-holiday
Brantford, Ont.....	Wednesday afternoon
Bridgeburg, Ont.....	Wednesday "
Brookville, Ont.....	Wednesday "
Burlington, Ont.....	Wednesday "
Cobalt, Ont. (grocers and butchers).....	Wednesday "
Cobourg, Ont.....	Wednesday "
Copper Cliff, Ont.....	Wednesday "
Dunnville, Ont.....	Wednesday "
Galt, Ont.....	Wednesday "
Guelph, Ont.....	Wednesday "
Hamilton, Ont.....	Wednesday "
Hespeler, Ont.....	Wednesday "
	(Every month excepting December)
Kenora, Ont.....	Wednesday "
Kitchener, Ont.....	Wednesday "
Leamington, Ont.....	Friday "
Lindsay, Ont.....	Wednesday "
London, Ont.....	Wednesday "
Meaford, Ont.....	Thursday "
Merritton, Ont.....	Wednesday "
Milton, Ont.....	Wednesday "
Napanee, Ont., June 19th and 26th.....	Wednesday "
	(All day on every Wednesday during July and August)
Newmarket, Ont.....	Wednesday afternoon
Niagara Falls, Ont.....	Wednesday "
North Bay, Ont.....	Wednesday "
Oakville, Ont.....	Wednesday "
Orangeville, Ont.....	Wednesday "
Oshawa, Ont.—	
Merchants.....	Wednesday "
Factories.....	Saturday "
Ottawa, Ont.....	Saturday "
Paris, Ont.....	Wednesday "

Parry Sound, Ont.....	No half-holiday
Peterboro, Ont.....	Thursday afternoon
Port Colborne, Ont.....	Wednesday "
Preseott, Ont.....	Wednesday "
Preston, Ont.....	Wednesday "
Roekland, Ont.....	No half-holiday
St. Catharines, Ont.....	Wednesday afternoon
St. Marys, Ont.....	Wednesday "
St. Thomas, Ont.....	Wednesday "
Sarnia, Ont.....	Wednesday "
Sault Ste. Marie.....	Wednesday "
Seaforth, Ont.....	Wednesday "
Simeoe, Ont.....	Thursday "
Strathroy, Ont.....	Wednesday "
Sturgeon Falls, Ont.....	No half-holiday
Thorold, Ont.....	Wednesday "
Toronto, Ont.....	Wednesday "
Trenton, Ont.....	Wednesday "
Walkerton, Ont.....	No half-holiday
Walkerville, Ont.....	Thursday afternoon
Waterloo, Ont.....	Wednesday "
Welland, Ont.....	Wednesday "
Woodstock, Ont.....	Wednesday "

SHOEMAN JOINS THE FLYING CORPS

Among the twenty-five young men who left Winnipeg recently for Toronto to join the Royal Air Force, was Mr. Harry H. Rannard, only son of Mr. and Mrs. A. B. Rannard, Waverley St. River Heights, Winnipeg.

For the last year Mr. H. H. Rannard has had charge of the Children's Shoe Department of No. 2 Store, 313 Portage Avenue, Winnipeg, where, owing to his efficiency and pleasant manner, he has made himself very popular with the many customers who have frequented the store.

One evening during the last week the staff of employees held a gathering at the St. Charles Hotel, when sixteen sat down to dinner and had a very pleasant time together.

During the course of the evening Mr. Harry H. Rannard was presented by the firm and staff with a beautiful wrist watch, suitably engraved, together with a cheque, in token of the esteem in which he was held, as well as the best wishes of the Company for his future success in the work he has now entered upon.

Mr. H. H. Rannard in replying paid a high compliment to the management of the firm and the staff of the employees, with whom he had always found it a pleasure to work.

After the war is over Mr. Harry Rannard, along with the others who have gone from the Rannard Shoe, Limited, to do their duty for their King and Country, will again be united with the firm they have been formerly associated.

Mr. Harry H. Rannard was very popular with a large circle of friends in Winnipeg, and his presence will be much missed from the different young people's gatherings throughout the city.

A SHOE DANCE PROGRAM

A certain shoe retailers' association is reported to have arranged this program for their annual ball. It may be that the office boy is putting one over on us, but we will print it any way for the benefit of committees who may have dance programs in hand.

1. Nugget Polish Dance.
2. Black Beauty Horse Trot.
3. Dunlop Heel and Toe Polka.
4. Progressive (Finisher) Barn Dance.
5. 2 in 1 Step.
6. Waterproof Ocean Wave Waltz.
7. Davey Horn Pipe.
8. Irish (Linen) Jig.
9. USMC Whirl.
10. Maltese Cross roads Barn Dance.

Shoe the Whole Family in WHITE FOOTWEAR

Pumps, Oxfords, Strap Slippers, High Lace Boots for Outing or Dress Wear.

Ladies high lace oxfords, military or Louis heel, graceful rounded toe, 10 welt or "McKer" sole, light-tooth top \$2.75 to \$6.50
 Ladies' Oxfords, Pumps and Strap Slippers, military or Louis covered heel, rounded toe, heavy or extra sole \$1.50 to \$3.75
 Men's white canvas lace oxfords, English or full toe \$2.00 to \$3.75
 Men's white oxfords, English or full toe \$2.00
 Children's high lace boot, plain toe \$1.75 to \$2.50
 Pumps and strap slippers \$1.50 to \$1.75

Agents for the Blackford Shoes. **F. Sutherland & Co.** White Plains, N.Y. Agents for Blackford Shoes.

YOUR OPPORTUNITY TO CUT THE HIGH COST OF LIVING

QUALITY SHOES

For Men, Women and Children

The greatest opportunity you will ever have is now, to save money on your Footwear needs because as everyone knows there is no chance for Shoes of Quality to be lower in price.

WEAR MEEHAN & REGAN'S SHOES

Meehan & Regan Limited

REAL ECONOMY

lies in buying something which will yield a fair return for the money invested

Our Shoes

give full value every time, simply because being honestly made they will wear as long as good shoes can wear

Prices so. \$7 to \$8

W. J. GREER THE SHOE MAN

White Shoes That Fairly Smile with Style

In a "big drive" this weekend in time for your season's needs

We have been told so many flattering things about the number and superior distinctiveness of our many splendid white shoe styles that, it seems, we need only refer to their extremely modest prices

HIGH WHITE BOOTS In elegant patent and canvas with high or military heel, ranging in price from	WHITE PUMPS AND OXFORDS In patent and canvas with high or mid-heel soles, ranging in price from
\$2.95 TO \$7.75	\$2.00 TO \$4.00

JOHNSON & M'CORMICK
The Quality Shoe Store
COR. T. LANE

Big Shoe Sale FOR MEN

Saturday Ev'g. 7.30 o'clock

42 Pairs Low Shoes (oxfords) in laced and buttoned. The leathers are Patent Velour Calf and Tan Calf. Excellent shoes that are regularly sold for from \$5.00 to \$5.50 per pair. Nearly all sizes and half sizes in the lot

ON SALE SATURDAY AT 7.30 P. M.

\$2.37 per pair

ONE SHOE OF EACH PAIR IN SOUTH WINDOW WITH SIZE TICKET ATTACHED

W. H. WILLIS
Sole Agents for Ladies and Derby Shoes for Men

Buy Your Footwear At Raven's

Just now this family shoe store is brimful of new spring footwear. We invite you to make your selections from our large and well assorted stock.

SHOES FOR EVERY MEMBER OF THE FAMILY



Ladies' White Boots

A big white season is predicted. We are showing a large range of high cut lace boots, high and low heels. Prices \$8.00, \$8.50, \$9.00 and \$9.50.

For Misses and Children
High cut white lace boots, \$1.75 to \$2.50

Vici Kid Pumps at \$4.00

A splendid assortment of vic kid pumps, low narrow toe, French heels, plain low-cut, exceptionally good value, all sizes at \$4.00.

Men's Heavy Work Shoes

Made of stamp tan leather, waterproof, for cape sizes 8 to 11. \$9.00.

For the Young Man at \$5.95

A smart style for the young man, in fashionable brown, calf, English heel and. Good wear well worn all sizes, 6 1/2 to 11. Price \$5.95.



Boys' School Boots at \$2.75

For Saturday we place on sale 50 pairs of boys' strong school boots. The sizes are 10-11, 11-12, 12-13, 13-14, 14-15. If you come early you will find all sizes 1 to 5. Price \$2.75.



100 Pairs of Women's Boots, Mostly All Small Sizes At \$1.89, \$2.95, \$3.45

We are clearing several broken lines of button boots to 10 1/2, 11, 12, 13, 14 and 15. Call sizes 2 1/2, 3, 3 1/2 and 4 only. The shoes sold for from \$3.50 to \$4.50. COME IN, FROM 7 O'CLOCK, SATURDAY MORNING

Bring the Children to our Children's Department

It is especially arranged for fitting the little shoe. Just now we are showing the spring line for the youngsters, dress white canvas to high cut lace boots and strap slippers, patent leather to ankle strap slippers and Roman sandals.

Prices vary according to size and kind. Patent leather ankle strap slippers, \$1.00 to \$2.50. Patent leather Roman sandals \$1.50 to \$2.50. Canvas slippers \$1.00 to \$1.75.

New Brown Boots at \$5.99

Ladies' high cut brown boots, high or low heels, medium or light weight soles all sizes 2 1/2 to 7. Price \$5.99.

Club Bags at \$3.75

Black water-proof, deep style club bag double handles, brass lock and side catches, full leather \$3.75.

And Here Are More Values

"THE WHITE HEATHER"
\$5.95
Wool, White Kid, 3 Bar, washable lining, white laced top, Goodyear welted sole, leather Louis heel

"THE PRIMROSE"
\$5.00
Wool Pump, nice long vamp, made in patent leather and red kid, leather Louis heel with plate

"THE GREY BIRD"
\$7.00
Wool, Grey Calf Kid, 5 1/2 Bar, made on a beautiful lining, leather Louis heel

Johnston & Murray
"THE BIG SHOE HOUSE"
ST THOMAS Opposite the Post Office LONDON

MEN AND WOMEN OF GOOD SOUND JUDGMENT

Have Found That After All is Said and Done, it Pays to Deal With Johnston and Murray. Our Buyer, Always on the look-out for snags, Has Sent us Some Real Live Ones for This Week-End

"THE WHITE HEATHER"
\$5.95

White washable Sator kid, 10-inch white Oxford top, Louis heel, Goodyear welted sole

"THE GRAY BIRD"
\$7.00

Grey Calf Kid and high top, leather Louis heel, a beautiful lining

"THE PRIMROSE"
\$3.89

Black vic kid and a nice long vamp, fall Louis heel, white Oxford

OXFORDS ARE IT THIS SEASON

We have them in grey kid, patent leather, vic kid, koto brown, colour calf, both low and high heel. Prices **\$5.50 TO \$7**

MOTHERS!

Here You Save Our Boys' Shoes! Boys' solid Box Calf Shoes made with waterproof sole. You'll save **\$2.89** You'll save **\$2.48**

Our men's Work Shoes are the talk of the country. We carry machine and hand leather.

JOHNSON & MURRAY
The Big Shoe House London Opposite Post Office St. Thomas

"SAMPLE WHITE SHOES"
7 1/2 pairs of women's White Calf, English heel, rubber Arch, patent toe, leather Oxford, in sizes 2 1/2 to 7. All sizes, low and high heels. Price, range from \$2.00 to \$4.00

\$2.19 TO \$4.98
These are real bargains

\$6.95

NEWSPAPER SHOE ADS.

The shoe retailers are awaking to the possibilities of good advertising, as evinced by the numerous ads. appearing in the public press throughout the country.

On another page we reproduce a number of these.

No. 1 is a good layout, three columns by four inches.

If we offer any suggestion it would be to set the items up in two columns and make the prices heavier. Also a little care should be taken in small details in the preparation of ads. Note the sentence, "Agents for the Blachford Shoes" appears at the end of the name and also beneath the name. Another sentence could have been used in either place. The proofreader, too, left a "k" in for an "h" in the word Blachford in one place.

No. 2 ad. is good, and while the prices are quoted the range makes them somewhat indefinite. But this is much better than no price at all.

No. 3 ad. we think could be improved if made more definite. There is not a statement that could not be applied to any shoe dealer in the city. Put John Jones' name or any one else's and the ad. will not be weakened. When you write an ad. make it so specifically your own that no one else's name could fit into it.

No. 5 has the same general application. It mentions your opportunity to cut the high cost of living and stops right there. Why not tell what the opportunity is or HOW it can be cut. If the only reason that one has an opportunity to save money is because quality shoes will not be lower in price is applicable to any and every store in Canada, make it definite. State what the shoes are and the price so one may judge. How can one test the statement of No. 5 ad. without going to the store? Make the ad. finish itself.

No. 4 is a splendid ad. It tells a story and all of it—42 pairs of shoes, what the price was, where every one may be seen without going into the store, and then in good bold figures the price, \$2.37, which no one can miss. You don't need to know any more about them.

No. 6 is a good ad.—well written, well arranged and well set up. It should get some business.

No. 7 is exceptionally strong. The prices are prominently displayed and immediately attract one's attention. It is brief and pointed.

No. 8, while a good ad.; is hard to read on account of its length; a narrow and higher ad. occupying the same space would read better. The line beginning "Have found that after all its" is carried too far over to the right. It does not show so badly in the reproduction as in the ad. itself, which is the full width of the page.

SOME SOUND SENSE IN SELLING SHOES

Here is the advice a young shoe clerk offers in selling men's shoes. He says: "I first measure a customer's foot and ask him if he wants a dress shoe or one for business. When he tells me the kind I get his size and say, 'Just stand on them a few minutes and see how they feel. We want to be sure of the fit before we decide.' Then turn to another customer and do the same thing. Go back to No. 1 and say: 'Do they feel perfectly comfortable?' Then take up No. 3; show him a shoe to look at. By that time No. 1 will be ready to pay, so is No. 2. Then fit No. 3 and keep it up as long as the rush lasts.

"This, I do not think can be done in women's shoes, but it can in men's. In adopting this method I sold \$47,850 worth of shoes in one year, which I am told is a record. But I did not try to make a record. I simply like my business well enough to keep a record of my sales, as well as of the size my customers wear, which is also a great help in selling shoes. When I am selling shoes I am talking shoes, not baseball.

"To make a big sales record, one must know his stock to enable him to handle it as rapidly as possible. You must fit customers quickly. I have exploded the thing that more than one customer cannot be waited on at once. It can be done if handled carefully and that in a high-grade shoe store at that."

"An efficient working force is the prime essential to a successful business. To attain this end demands right selection of men and right training of employees."

WILL THE JOBBING HOUSE BE ELIMINATED?

(Continued from page 36)

the jobber, but do not want to. We could do more business than we do with the jobber if we could strike the right one. Our experience with jobbers is, they carry too many lines and, therefore, are always out of the best selling lines. They send their travellers out every week and do not post him as to the stock in hand. Consequently half the time they do not ship what you order and you get disgusted with them. We buy from another jobber whose traveller tells you they carry all widths and takes your order. The house writes that they are sorry, but the narrow widths have not arrived and they are sending another width. They do this every time.

"Conditions to-day make it hard to do business, as everyone is depending on the workmen, and it seems that it is hard to get just what you want to-day when you want it, so perhaps we should not criticise anyone too harshly.

"My opinion of the jobber, summed up, is that we like to do business with him and we are open to do more, but just at present we can buy better shoes and cheaper shoes direct from the manufacturer."

PUTTING PULL INTO YOUR ADVERTISING

(Continued from page 38)

has been in bad company. Its exact meaning is 'to tell a story so that it is most acceptable to the reader.' All advertising should serve the reader. Therefore, the truth should be plausibly told if in that way the reader can most easily grasp it.

"It is not enough that the advertisement tell the truth. The reader must BELIEVE before it can bring results. Good advertising copy is 100 per cent. salesmanship, not 125 per cent., which the wise buyer discounts at once, nor 75 per cent., the weak refuge of negatively honest men who endeavor to conceal their own shortcomings by decrying others. One hundred per cent. salesmanship is the ability to state in an interesting and convincing (hence plausible) manner all the desirable features of an article.

"IS IT SINCERE? The best advertisements influence the reader to buy, honestly feeling that he or she has acted on his or her own judgment. Sincerity is indicated by the use of simple sentences and terse, frank statements. Clearness of expression, fidelity in illustration and accuracy in description are the natural reflections of a sincere state of mind. Sincerity cannot be feigned; it must actually exist. Where it does exist, the matter of expression will take care of itself."

Manufacturers Discuss National Problems

Synopsis of Important Business Before Canadian Manufacturers' Association — Matters Which Affect Shoe and Leather Trades in Brief

THE convention of the Canadian Manufacturers' Association, held at Montreal, was the largest, most enthusiastic and withal the most serious gathering held by this organization since its inception, and the gathering was possibly not only the most representative with regard to industries but the various portions of the Dominion. A feature was the substantial representation of the shoe and leather trades through some of the foremost tanners and shoe manufacturers.

President's Address

The President's address was a masterpiece in its dealing with issues that affect not merely the association and its individual members but the country at large. Although it occupied over an hour in delivery, it was concise, definite, sane, practical and broad. The recent bitter attacks upon manufacturers by the Grain Growers' Association of the West made necessary a defence that was at once full and conclusive, not merely from a manufacturers' standpoint, but in the interests of the country at large.

Employers and Employees

Manufacturers realize that there are two things that are certain to come with the reorganization of our industrial life after the war. The first is a readjustment of the relations of employer and employee. No definite plans were suggested nor definite action inaugurated, but it was conceded in the president's address and endorsed by those present, that provision would have to be made in the near future for more co-operation, not alone in the matter of a division of monetary interest, but in the personal relationships between management and operators. This note of prophecy or expectancy was more than once voiced by the convention.

Better Educational Plans

Another note struck by the convention was the demand that must come in reorganization for better educational plans and ideals. Not only must the present curriculum of our primary schools be radically modified to provide for other than mere intellectual development, but there must be put in operation a system of industrial training that would result in workmen able to meet the tremendous demands for skilled production that will come with the cessation of hostilities. The world is going to demand a higher standard in all classes of goods and above all a much closer cost of production. These can only be assured by increased skill amongst our workmen.

World Trade

Business after the war will largely partake of an international character and world markets will influence if they do not take the place of local markets. Already preparations are under way amongst the Allies to not only pick up the broken ends of commerce, but to take advantage of the

antipathy that has been aroused against German goods and methods. As a necessary corollary of reduced costs the broader market, according to convictions expressed at the gathering, is the only way to stabilize the home market in taking care of what is called over production but which is really poor distribution. A broadening of the export work of the association is promised.

Canada's Man Power

The question of man power was another matter that received serious attention. It is felt that the government means business in its registration policy and that there will be a close, individual scrutiny of businesses and industries to get the utmost out of the available man and woman power of Canada. Manufacturers seemed to realize that serious changes along this line were coming, that able-bodied men would have to be taken absolutely out of some occupations and transferred elsewhere and women given employment wherever their services could be used to advantage to make available men's services on more important or more strenuous callings.

The Tariff Question

The tariff was handled by the President in a masterful way. He summed up the situation in the following concise way and suggested a competent tariff board as the only solution to the difficulty. He said: "The time has arrived when we must all face this matter in a sincere and broad-minded fashion. It surely cannot be simply a matter of give and take as between manufacturers on the one hand and grain growers on the other. Labor must be consulted and considered, the transportation interests of the country must have their say, the great financial institutions of the country, wholesale and retail business producers controlling our mines, forests and fisheries, are all vitally interested in the question of the tariff and must clearly have a voice as to its retention or otherwise."

Canada Must Choose

"We would be altogether insincere and dishonest did we not state in general terms that if there is one thing more certain than another, it is that manufacturers could not possibly exist in this country without a small measure of protection which the tariff affords them. The two stand or fall together. Speaking broadly, Canada must choose between the tariff with manufacturers on the one hand or free trade without manufacturers on the other; the issue cannot be dodged and should not be clouded. Living alongside a populous country of highly specialized industries, catering to a home demand of twelve times as many people as we have in Canada, it would be suicidal for us to attempt to compete, or develop our new country on the basis of free trade.

AMERICAN STYLE SHOWS

The coming style shows to be held held at Rochester, July 8th to 13th, at Power's Hotel, and at Boston, July 8th to 12th, at the Copley Plaza Hotel, will afford the Canadian shoe retailers a splendid opportunity of getting in touch with the coming season's styles. This year's shows should be particularly interesting because of the prevailing peculiar situation of the leather and shoe trades incidentally brought about by the war. Fix the dates in your mind and make a point to go.



THE Brandon Shoe Company's float in the industrial parade, Brantford, May 24th, 1918.



BRANDON SHOE CO'S. ATTRACTIVE FLOAT

The Brantford Y.M.C.A. took an active part in organizing the city last winter into various hockey and other sporting groups. As an outgrowth of that they were instrumental in arranging a big industrial parade on the 24th of May. The splendid float of the Brandon Shoe Co., which entered this parade and is here reproduced, was said to be the most attractive in the whole two-mile procession. On the top back posts are a Canadian Army shoe and a British trench shoe. The others are the celebrated Brandon lines. The leathers shown were in colors and were both appropriate and attractive. Much of the attractiveness of the float is due to the charming young ladies, which certainly proves that Mr. Brandon knows how to select beauty among the fair sex as well as among good selling shoes.

SCHOOL OF PRACTIPEDICS

That much good should come from the various schools conducted by the Scholl Mfg. Co., Limited, cannot be denied. The day is fast passing when theory and practice can stand separately. It is when these two potential factors are linked as one team and made to pull together that best results are obtainable. The street sweeper will do better work if

he knows *why* he sweeps the dirt from the street and *how* to sweep it. The shoe retailer will not only do better fitting if he has a scientific knowledge of the foot, but will take more interest in his business. It will take on new phases when he becomes interested in the anatomy of the foot and its relation to the leg and other parts of the body. That is the object of this school. Dr. Hill, the demonstrator of the school, and his assistants, Mr. H. P. Shirgley and Mr. E. M. Case, thoroughly understand their business and leave no stone unturned in giving the students the most painstaking instruction.

The classes recently held in Toronto were well attended by shoemen from outside points as well as from the city. There were twenty-seven classes in all, and those held in the evening were largest in numbers. At one evening class twelve sales girls from one store attended. Practical demonstrations and clinics were given on fitting appliances, fitting shoes, making examinations, how to treat various foot troubles, deformities, perspiring feet, etc., every one being of the most practical and essential character. We emphasize again that the man who will study all he can about his business will get more pleasure out of it and is sure to make a greater success of it. The course was held in Toronto from June 3rd to 7th inclusive.

ONE of the classes of the Scholl School of Practipedics, held at Toronto, June 3rd to 7th, 1918. Standing, reading left to right: W. McKnight, New Liskeard, Ont.; J. S. Fraser, Pembroke, Ont.; Mrs. E. N. Case, Victoria, B.C.; D. M. Gilmour, Brantford, H. F. Friar, Midland; E. N. Case, Victoria, B. C.; Dr. W. A. Hill, Demonstrator, Chicago; W. J. Honeyford, Collingwood; J. H. Stinnick, Toronto; M. Mundy, Galt; W. J. Bartlett Brantford; A. P. Wain, Toronto. Sitting: J. F. Strong, Brantford; S. B. Chapple, Toronto; F. B. Utley, Toronto; H. E. Thomas, Toronto; E. M. Weggenast, Stratford.



Canadian Shipbuilding

The Launching of the "War-Wizard."
This is the first of Two Ocean-Going Steamers for the Imperial Munitions Board



The "War-Wizard" just before being launched at the yards of the Collingwood Shipbuilding Co., Limited Collingwood, Ont.

ON May 8th, an event of national interest took place at the yards of the Collingwood Shipbuilding Co., Limited, Collingwood, Ont., when the ocean-going "War Wizard" the first of two vessels ordered by the Imperial Munitions Board, was launched. The vessel is of the poop, bridge and forecastle type with engines amidship and dimensions 261 feet over all, 251 feet b.p., 43 feet 6 inches beam, 20 feet moulded depth and designed to carry approximately 2900 tons dead weight.

The vessel and her equipment have been constructed to the highest classification of the British Corporation Registry. She has two large holds and four large hatchways. The cargo gear is of the most modern type and arranged for quick handling.

Accommodation for the officers and engineers is provided for in a large, steel deckhouse on the bridge deck. The Petty Officers' accommodation is situated under the fore-castle, while the crew has commodious accommodation aft.

Like all other vessels of this type, provision is made for mounting a gun on the poop.

The engine is of the triple expansion type, the cylinders being 18, 30 and 50 inches by 36 inch stroke, taking steam from two Scotch boilers 14 feet diameter by 10 feet 9 inches long, working at 180 pounds pressure, with Howdens Forced Draught.

The auxiliary machinery and equipment is of the latest and most complete kind for ocean service.

The vessel will be operated under the management of Mr. E. C. Downing, Cardiff.

The vessel was launched with the machinery and boilers on board, and will be ready for sea in a very short time. A second ship, the "WAR WITCH" is now on the stocks.

Immediately after the launch of the "WAR WIZARD," the keel of a 3800 ton dead weight steamer was laid. This vessel is being built to the order of the Department of

Marine, Ottawa, and is also intended for ocean service. Mr. H. B. Smith, President of The North-American Furniture Co., Limited, Owen Sound, is President of The Collingwood Shipbuilding Co., Limited.

SHOULD SHE SHINE SHOES IN A SHOE SHINE SHOP?

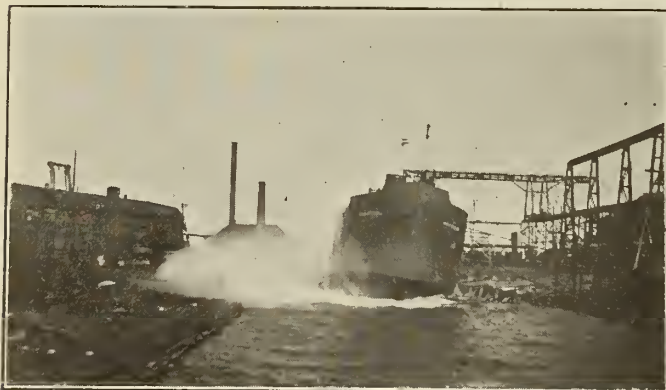
We have women in the banks, women running the elevators in shops and offices, women going on the land to help farmers, and now here is still another occupation for women—one in which they shine, in which there is no reason why they should not outshine the men.

Women of other Canadian cities may boast that they are filling men's shoes; but there is in Montreal one woman who is shining men's shoes, also the daintier footwear of women.

This woman has been shining since last September; but many are not yet aware of her radiating presence—hidden modestly away on a gallery of one of our big departmental stores, adjoining the library and rest rooms.

Now that the usual crop of spring mud decorates our streets, business is very brisk for this fair shoe shiner.

"I am the only woman in the whole of Canada shining shoes," she says with the pride of the pioneer. She finds plenty of variety in the various styles of fancy shoes which come under her hands in the course of the day's work, Suede pumps, high tan Russian leather boots, then a pair of dark brown shoes with champagne cloth tops and various other varieties. Last week she was honored by a visit from a French officer, who came to acquire polish. It was her privilege to remove from his shoes trench mud brought all the way from "Flander's Fields."



The launching of the "War Wizard" 261 feet over all, 43 feet 6 inches beam.



The "War Wizard" after the launching. This splendid vessel will be ready for sea in a very short time.

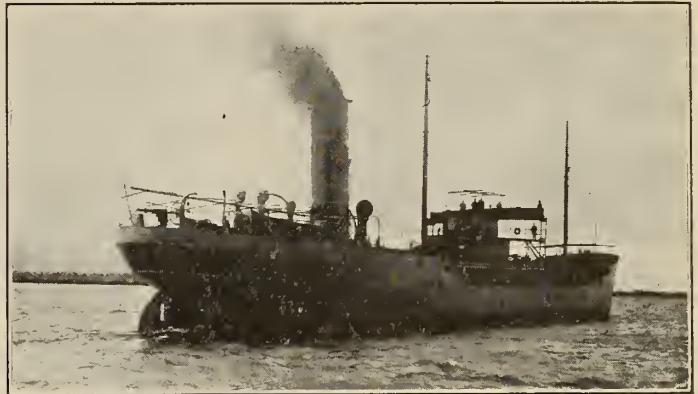


A view of the S.S. Laketon showing new bow.

Various types of
Canadian Sea Going Vessels
recently turned out
from the
Collingwood Shipbuilding Yards
Collingwood, Ont.



Trawlers before the launch.



The oil tank steamer Reginolite on its trial trip.



One of the Trawlers on its trial trip.



A 11,000 tons Freighter, 550' x 58' x 31' ready to launch.

THOMAS RYAN'S IMPRESSIONS

Mr. Thomas Ryan, of the Thomas Ryan Co., Limited, Winnipeg, made a short stop at Toronto on his way back from the eastern shoe markets. He visited Boston and New York, as well as Quebec, Montreal and his old home town, Perth, Ont.

He says he found manufacturers in Canada on "their toes," so to speak, in their determination to give the country value in shoes. He is a great believer in Canada and says he has always maintained that we could make shoes as good as can be made anywhere. He believes Canadian manufacturers are making better shoes than ever and are putting both stock and shoemaking into the goods. He was delighted to find Perth so brisk and wide-awake a place. Instead of the village he left fifty years ago he found a young

city of thriving enterprises. He spoke enthusiastically, of course, of the Perth Shoe Co. and its product.

Mr. Ryan says that Winnipeg is shortly to have an up-to-date shoe plant, making an all around line equal to anything on the last. He seems to have recovered all his old vivacity and steps out like a young man of forty, with the old twinkle in his eye that for many years has distinguished him with all who have known him.

Charles Quincy Adams, the American historian, gave as his opinion, after a careful study of the American civil war, that the chief cause of the defeat of the south was summed up in one word. Lack of shoes did more to conquer Lee than Grant's cannon, in Adams' opinion. "Leather," said Adams, "defeated the south."

Spring 1919 Samples

Now Ready for Inspection

A cordial invitation is extended to buyers to call and examine our extensive range of footwear in

**Growing Girls', Misses',
Children's and Babies'
McKays, Turns, Stitchdowns**

Besides our regular line for the coming spring season, we have included a number of new lasts showing the very latest style ideas and representing some wonderful values in medium-priced footwear.

Please remember that we are now in our new home on AIRD AVENUE.

STAR SHOE COMPANY, LIMITED

Makers of the Popular Star Brand Shoes

Montreal, Canada

SHOES gathered in Toronto for needy French people.

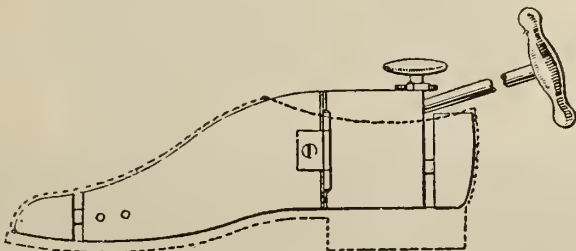


CANADIAN SHOES FOR FRANCE

"The Friends of France," of Toronto, who opened a campaign for shoes to send to refugees and hospitals in France, have been literally deluged by the response. The quarters at 13 King street east, Toronto, are shown in the photo. Over 30,000 pairs of shoes and other footwear have been received and the campaign, originally intended to last one week, has, of necessity, covered three weeks. Twenty cases of shoes good enough to ship direct have been packed. The majority of the others will be sent when repairs are made. A certain number of shoes were beyond repair and the good leather was cut from these to be used in making other shoes fit for wear. Rubber in various forms was received to the extent of several hundred pounds, which was disposed of at five cents per pound.

RECENT PATENTS

There was recently patented by Mr. G. W. E. Holme, of Castor, Alta., a shoe stretcher that is certainly unique in character. It will stretch a shoe in four different ways—forward at the toe, backward at the heel, on either side or



both sides. Each place can be worked separately or in conjunction with one or all other parts. It is patented both in the United States and Canada.

The following other Canadian patents have been granted:

To Jos. Blum, of Dansville, N.Y., for a method of constructing a cold resisting shoe with quilted lining sheets.

To Reinhard E. Bartels, Winchester, Mass., for a shank stiffener.

To Michael J. Maloney, Rochester, N.Y., for a new method for making Welt shoes.

To the United Shoe Machinery Co. of Canada, Limited, for an improvement in the art of making stitch-down shoes. Also one for making a shoe with a vamp extending over whole of toe portion combined with box toe, etc. Another one for that improvement in the art of making shoes which consists in moulding the upper and toe stiffening materials of the toe to the shape which the parts have in the finished shoe. Also for a machine for operating on shoes, and a machine for laying a lining piece in the heel of a shoe. Five patents in all for this company.

SALES CONVENTION OF THE CANADIAN CONSOLIDATED RUBBER CO., MONTREAL

The district managers, salesmen and office managers of the above company met in convention in Montreal on Monday, Tuesday and Wednesday, June 3rd to 5th, then on Thursday, Friday and Saturday the convention was continued in Kitchener. Members from all the branches extending over territory from Halifax to Vancouver were present.

It is the custom of this company to bring their sales and managerial forces together in conference at various times, for it has been demonstrated that it is good practice and good results follow. Mr. Connor, manager of the Ontario territory, had his men in conference in the early spring in Toronto. He says that team work is a good thing and many tangles can be straightened out and others avoided by this "get-together-and-pull-together" movement.

The convention was presided over by Mr. R. E. Jamieson, Montreal, and among other matters under consideration at this gathering was the present nation needs and just what could be done in the way of conservation of rubber that would give aid to the government in any policies into which rubber was a factor.

It required five sleepers to convey the party from Montreal to Kitchener, as there were in the neighborhood of one hundred and fifty representatives. On arrival at Kitchener the company's band met the train and escorted them around the town. Moving pictures were taken of the arrival and parade. Thursday evening an indoor baseball game was played between the factory team and the travelers. The former were in uniform, but the travelers would not be out-

done. They dug up a bunch of costumes that would put Barnum and Bailey's clowns out of business. This broke the factory team's heart, for they laid down and let the travelers wallop them to the tune of 20 to 5. The costumes did it.

A banquet at the Casino at Bridgeport brought this most successful convention to a close, and "We all left with a new charge of pep that will get the business" was the way one of the number expressed it.

POPULAR INSTRUCTOR APPOINTED

The appointment of Mr. Chas. Rossiter as instructor in shoemaking of the returned soldiers at Calgary branch of the Invalided Soldiers' Commission seems to be a very popu-



Mr. Chas. Rossiter, Instructing Returned Soldiers in the art of shoemaking and repairing at Calgary.

lar one in the West. Mr. Rossiter is certainly well qualified to take up these duties. He has had unbounded experience as a shoemaker and his heart is certainly with the soldiers. He started at the business in London, Ont., in 1885 and later went into business for himself in that city, continuing until 1897. During that period he specialized in orthopedic work and was very successful with it, having obtained a diploma from the London Exhibition in 1893 for work shown there. In 1897 he left London and went into business in Hamilton where he remained until 1907, when he moved to Medicine Hat, Alta., and established a business of his own there. During that time he specialized in orthopedic work and obtained first prize at the local exhibition in 1908. His ability in this work became so well known that he was sought by

prominent practitioners of this class of surgery to do special fittings for them.

Mr. Rossiter and his wife were really the pioneer committee to undertake the duty of welcoming returned soldiers at Medicine Hat. They have three sons who enlisted in the war. Two of them are still in France. The oldest enlisted in 1914 in the 3rd C. M. R. He was wounded and taken prisoner and later exchanged and returned to Canada minus a part of one hand. Since returning he has been touring Canada and the United States lecturing on his experiences while a prisoner in Germany, and he gave very great assistance to the United States Government in speaking during the Liberty Bond campaign there. Despite the fact that Mr. Rossiter has been in the shoe business since 1885, he has always kept up to the very last word in modern methods and is just as young to-day as he was in the days of the Riel Rebellion. The soldiers who are working under him are very much pleased that he has been appointed to this position.

A THRIVING PRINCE ALBERT STORE

No, this is not a picture of a phonograph store, no matter how well that dog may know his master's voice. It is a couple of snaps of the front and interior of Wm. Shannon & Co.'s

United States tanners have received notice that all licenses for importation of hides and skins into the States after June 15th are revoked. This means that licenses for importation from foreign countries will not be issued unless for skins for government work.

store, taken by Mr. R. C. Riley, of the A. L. Johnson Shoe Co., Limited, Montreal.

It was back thirty-five years, in 1883, that the late Mr. Shannon established this business in a little store, 16 x 20. This building was enlarged twice but kept outgrowing itself. But the same stand was used continually until three years ago, when the firm moved to their present location at 804 Central avenue. The present store is 60 x 24 feet, has two good show windows, in which the firm are "great believers in making use of." An office and workroom are partitioned off the back. The shelving is seven feet high, which dispenses with the use of ladders. The ledge above the shelving is always kept nicely trimmed. Individual chairs are used and there are two settees just inside the door for people who may have to wait. The whole interior is finished in mahogany. Mr. Henderson, one of the partners, says: "We carry the famous J. & T. Bell line, which has been on the shelves, not as shelf warmers but as money-makers, for the last twenty-eight years, also Invictus, Classic, Hurlbut welts, Williams shoe, etc., and also boost Dr. Scholl's foot appliances. Might also say we gave up the credit business the first of this year and are very sorry we did not do it years ago. It is sure the only way." The firm is composed of J. T. Shannon and F. M. Henderson.

SHOWING the front and interior of Wm. Shannon & Co.'s Store, Prince Albert, Sask.



"LIKE FATHER, LIKE SON"

(See Front Cover)

There has been no more outstanding name in the shoe trade of Canada during the past quarter century than "Robinson." Nor has there been a more respected, admired and beloved friend of shoemen than James Robinson.

J. George Robinson, his son and successor, has been tried and not found wanting. He has proven worthy of his heritage. When but a mere youth tremendous responsibility was thrust suddenly and without the slightest warning upon him, owing to sudden illness overtaking his father. From the beginning he evidenced an exceptional judgment of men. He got the right men around him and "carried on." He was not satisfied to merely "hold the fort" in a business already of considerable magnitude, he simply had to forge ahead.

To meet George, one would never suspect the energy and "steam" behind the quiet, unassuming countenance, but he is always there with an optimistic smile and a welcome when in the role of buyer, seller or adviser. His judgment is always sound, although he has never gotten too big to look up to and respect his father and his father's ability as business man and father.

To-day George is known and not infrequently referred to as "the whitest man in the shoe trade." As yet his only hobby is his home and family. He has two boys that he knows are going to be big shoe men.

**CANADIAN CONSOLIDATED RUBBER COMPANY
ENTERTAIN EMPLOYEES OF TWENTY-
FIVE YEARS' SERVICE**

One of the most pleasing events in the history of the Canadian Consolidated Rubber Company, Limited, was staged at the Canadian Rubber Factory, Montreal, on June 1st, when the President, T. H. Reider, was host to the employees of twenty-five years' service and over.

After the reception, which lasted from 4.30 to 5.30 p.m., the guests to the number of 130 sat down to a sumptuous repast prepared by the Canadian Rubber Factory, and served in their dining room, which had been gaily decorated for the



Thomas N. Knowles, son of John Knowles, Shoe Merchant, Sarnia, Ont.), killed in action in France on March 30th, 1918. He was with the Royal Canadian Dragoons

presented each with a gold badge, symbolic of twenty-five years' service in the company's employ.

The addresses were given by President Rieder, the Reverend Father Hebert, speaking in French, and the Reverend Father Walsh, also Mr. Victor E. Mitchell, K.C., vice-president.

At the close of the addresses, a surprise was presented to Mr. Rieder in the form of an illuminated address, read



Lieut. J. W. Knowles, (son of John Knowles: Shoe Merchant, Sarnia), now with the 1st Battalion Canadian Infantry, France

by Mr. Joe Plamondon, who was supported by Messrs. Hooper, Gascon and Robert Scott. Mr. Rieder was taken entirely by surprise, and his few words of appreciation had the kindest feeling towards the employees and were most sincere, and much appreciated by all present.

Mr. Mitchell, in a few words, replied to the vote of thanks to the board of directors, and extended his felicitations to the young ladies of the Rideau Club for their untiring efforts towards the success of the occasion.

Music was furnished by the Canadian Rubber Orchestra. The entertainment closed about 8.30 p.m., and the guests departed feeling they had been present at a function which was unique in the industrial life in Canada.

With regard to the government regulation of shoe production in England the Shoe Trades Journal says: "So far from a solution being found, matters seem to be drifting from bad to worse. Briefly, it seems that the more detail the Government departments embody in their work the more hopeless the confusion and the more unworkable the machinery. It is fairly obvious that it is practically impossible to standardize everything in the same way as Army equipment is. The attempt to remove all the business machinery from private firms to centralized Government departments has, to say the least, not been a success, and it has been a costly experiment. Moreover, the tendency of most of the departments to insist on uniformity of production of civilian articles has generally proved unsuccessful. No better example of that could be found than in the war-time boots. Under prevailing conditions, and since the Government commandeered the best materials for military purposes, it would seem, as Mr. Smith suggests, that the best course to adopt would be to leave industries full scope for exercising their ingenuities in making the best possible use of civilian articles."

occasion. After the dinner, Mr. A. D. Thornton, one of the directors of the firm, and himself an employee of 26 years' standing, introduced the guests to Mr. Rieder, who

SPECIAL ANNOUNCEMENT

We regret to announce that we are unable to serve a number of our customers with goods for Fall Trade.

On the 10th of April our Salesmen started on their Fall trips, and very shortly after that date we noted they were securing a great number of orders of exceptionally large figures, and we immediately notified them to refuse any *new* accounts for this season, because we felt then we would have a hard time looking after our *regular* trade.

On the 27th of May we had booked all the orders we could possibly handle, so had no alternative but to wire our Salesmen to discontinue selling and quit their territories.

We offer this explanation to our *regular* customers who have not been solicited for this season, and hope they will not be greatly inconvenienced by our inability to serve them.

Thanking the trade in general for all past favors.

We are not making or figuring on Army Shoe Contracts.

SCOTT-CHAMBERLAIN LIMITED

LONDON

ONTARIO

The Shoe Repair Man

FRED TEBB'S DREAM

Over in Hamilton the repair men had a euchre party. Fred Tebbs was there and went home and had a dream. He thought he was out doing a cow-punching stunt and declared



he would raise his own leather on account of the prices being so high. When Fred woke up and found it a dream he said it was all on account of the toy pistol he won as a booby prize at the euchre party.

A WESTERN REPAIRMAN

Out in Olds, Alta., is a repair shop whose sign is bound to attract attention—"Dr. Bill, Boot and Shoe Hospital." Quite original, too. It is owned and operated by Mr. Wm.



Stock, who was for twenty years foreman in a large shoe plant in Northampton, England, and for three years was

secretary of the Northampton Foremen and Managers' Association. He came to Canada in 1913, settled in Crossfield in 1914, and opened a shop in Red Deer in 1915. He was unfortunate in having a protracted illness and moved in 1917 to Olds, where he opened his present shop in May. He is doing a nice business there and giving every satisfaction. He has a Progressive finisher (electrically driven) and various other helps of an up-to-date repair shop.

Mr. Stock has four sons all in various branches of the army. Three are in France, one for three years and nine months and has received the D. S. M., and one is an instructor in Scotland.

REPAIR NEWS FROM MEDICINE HAT

The Medicine Hat Shoemakers' and Repairers' Association, Medicine Hat, Alberta, held their monthly meeting recently. All repairmen report they have been exceptionally busy this season, and the Association repair prices do not affect the trade at all. At this meeting it was decided to



Mr. H. Burkell, Secretary-Treasurer Medicine Hat Shoemakers and Repairers Association.

close their places of business Wednesday afternoons at 12 o'clock noon during June, July and August, the same as all the local merchants.

Mr. A. Dowling has recently installed a progressive finisher. Mr. David Higgins, of the Progressive Shoe Repair, has left for Calgary to report for military service.

Mr. C. Rossiter has accepted a government position and sold his business to Mr. Fred Blondal, a member of the Association.

TORONTO SHOE REPAIRERS' OUTING TO ACTON

Beardmore & Company's invitation to the Toronto Shoe Repairers' Association turned out to be a much bigger

Big Sales Record Little Sales Effort

Staple Footwear that sells rapidly and regularly
and with the minimum of sales effort is

THE ACKERMAN LINE

for Men, Boys, Youths and Little Gents

They are shoes of uncommonly good wearing quality
and possess real Self-Selling value, with their pleasing
Style and prices attractive in their moderation.

A good Staple Line is your chief business interest.
THE PETERBORO SHOE IS A LEADER.

B. F. ACKERMAN, SON & CO.
Limited
PETERBORO, ONT. REGINA, SASK.

THESE SHADES ARE LEADERS

They give to the goods that distinction that commands attention, and that lustre and softness that appeal to the buyer.

COLLIS LEATHERS

They hold their shape as well as their color. They keep their appearance longer than other leathers.

Collis Colors **Collis Khaki Brown** **Collis Toney Red**
Collis London Brown **Collis Mahogany Brown**

All manufactured and finished to meet the exacting requirements of high-class trade

Ask your manufacturer and jobber for COLLIS LEATHERS.

There is Nothing Too Good for a Good Shoe

Collis Leather Company, Limited

Send for Sample
Book of Colors

Aurora, Ont.



Illustration showing only a portion of the Beardmore & Company's Tanneries at Acton, Ont.

affair than the Association or Beardmore & Company realized it would be, and from every point of view it was a signal success. It was held on Wednesday, June 12th, and as all the Association members close their shops on Wednesday afternoons, it afforded an opportunity for a goodly number to attend. The start was made at about twelve-thirty in a special interurban car, and the seventy-five members who attended filled it to capacity.

It was a jolly party from the moment the motorman turned round the lever and threw on the power to start the car. Ernie Skilling, the cornetist of the Association, and Alf. Smallwood, the banjo soloist, brought their instruments,



Charlie Wren conducting the choir and orchestra

while our friend Hendry brought a pair of bones and said he left the other pair at home to keep company with his tin whistle. Charlie Wren acted as director of the orchestra and choir and the fun started as soon as the car did. There was no let up on the journey from Toronto to Acton. Songs, jibes, stories and everything that would make a happy crowd still happier were indulged in. Someone passed the smokes, which interrupted for a time the impromptu concerts, but as soon as the blue clouds blew away, Arthur Butterworth started things going again.

The party arrived at the Beardmore plant in Acton at about three o'clock. The day was ideal for such a trip, being just cool enough to be comfortable. When they alighted from the car, everyone was astonished at the immense plant covering many acres of ground, which spread itself before them. It was here seen how well in hand Beardmore & Company had the arrangements for the day. Each member of the Association was given a badge while on the car, on which was a number, and when they arrived at Acton several guides were there waiting, who also wore badges. The entire party was divided up into companies according to the number on their badges, and the guides had corresponding numbers. This made it possible for the entire company to be broken up into small numbers and go through the plant from different directions, avoiding anything in the way of congestion. It was a revelation to the repair men as they wended their way through the labyrinth and maze of buildings, connecting tunnels, subways, etc. The various processes of tanning and finishing the different kinds of leather was truly a revelation to the entire party, for despite the fact that they were all leather workers, many of them having worked at it all their lives, very few knew anything of the long and tedious process of converting a green or dry hide into a finished product, whether it be sole leather or fine upper stock. One great feature that impressed itself upon the visitors was the fact that the plant had reached its present immense proportions through a process of steady growth covering many years. Buildings have been added as they have been needed, little by little. The power for the plant is supplied by a 100 h.p. Wheelock slow-speed engine and a 500 h.p. Goldie-Corliss engine, both made by the Goldie & McCulloch Co., Limited, of Galt. Another high-speed, upright compound engine of the marine type, made by the same company and connected direct with a Westinghouse dynamo, furnishes the electricity for both lighting and power purposes for the plant. It is within quite recent years that these two last and larger engines have been added to the power plant. Originally the 100 h.p. Wheelock engine supplied all that was necessary.

The guides called the attention of the visitors to the fact that machinery is now used in the tanneries very extensively, replacing what was once all done by hand. The process of removing hair from the various hides and skins,

A Title That Won't Be Abolished

is the well-earned name for GOOD STAPLE FOOTWEAR given by common consent of dealer and wearer alike.



YAMASKA BRAND SHOES

FIRST QUALITY has put these shoes in FIRST PLACE. Their price puts them in the buying public's favor.

Selling YAMASKA BRAND SHOES is the Royal Road to Profitable Business.

La Compagnie J. A. & M. Cote
ST. HYACINTHE, QUE.

A. DAVIS & SON

MANUFACTURERS OF

High-Grade Shoe Leathers

These leathers are the result of careful selection of hides suited to their particular class, the expert supervision of the newest and best methods of production and a thorough knowledge of the requirements of the Canadian Shoe Trade. DAVIS LEATHERS have the durability that belongs to thorough tannage, the smoothness that means perfect manipulation and the finish that means so much in the shoe.

OUR SPECIALTIES

ELK—Black and Colors

RUSSET—Oil Grain

MENNONITE GRAIN—Black and Red

COMBINATION—Smooth and Boarded Pebble



Russet and Black Collar Leather

Vegechrome—Black and Chocolate

Imitation Gun Metal

Ooze Splits in Black and Colors

Military Leather

OUR SMOOTH CHROME 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, ONT.

the skiving and finishing, all of which was once a hand process operation, is now done with immense machines in much less time and more thoroughly executed than was possible by hand work.

Another feature, illustrating the immense growth of the plant, is that within recent years they have added a machine shop, pattern shop and carpenter shop for their own convenience. Before the size of the plant would warrant the retention of shops of this kind, they were frequently tied up for several days by breakdowns and having to wait for the necessary repairs. Now they make their own patterns, have the casting done outside and finish them, and sometimes when a department might be tied up for two weeks through waiting for this to be done outside, they are able to have the delay not more than a day or a day and a half. They also make many of their own machines, in addition to looking after the necessary repair work.

Two or three hours were exhausted in going through the plant, but everyone felt that they could have spent very profitably two or three days. About five-thirty the guides assembled with their various parties at the warehouse, which is located on the railway track, some little distance from the tannery. These warehouses are immense buildings into which cars can be switched and loaded. It was also noticed that a great many hides were stored ready for shipment. Inquiry elicited the fact that this was all low-grade or reject leather, and that they are able to keep but very little high-grade leather on hand.

After assembling at the warehouse, the party was conducted to the lawn of Mr. Beardmore's place, where a large tent had previously been erected, and an excellent supper was served. After the appetites of the seventy-five or more guests had been satisfied, Mr. H. K. Hayward, president of the Repairers' Association, proposed a toast to Beardmore & Company, thanking them for the very kind invitation and enjoyable afternoon provided. To this toast Mr. Beardmore replied that there had been two great surprises in connection with this outing; the first one was that the members of the Association were surprised at the extent of Beardmore & Company's tanning plant, and the other was that Beardmore & Company were greatly surprised at the size of the Toronto Shoe Repairers' Association and the fine type of men who composed it. He then briefly outlined something of what it had meant to build up an establishment similar to theirs. He stated that when he first became connected with the tannery at Acton, some thirty-three years ago, it was a very small plant in comparison with what it is to-day, and that the work necessary to bring it to its present size entailed a very great deal of thought, care and watchfulness. He also called attention to the fact that the war and conditions incidental to it had made many troubles for the tanner. Just when these troubles would end nobody knew, but irrespective of this they had tried earnestly to keep their plant running and to keep up the reputation for turning out leather of the highest quality, which had been their aim during all the time they have been in business. He stated that if the members of the Association who had accepted the invitation to visit Acton were as well repaid for coming as Beardmore & Company were in inviting them and giving them this outing, they would know something of the pleasure it afforded the company in having them there. Mr. Beardmore's remarks were certainly well received, as was evidenced by the applause of the visitors.

Following Mr. Beardmore a number of members of the Association were asked to express themselves regarding the trip. Among these were—Messrs. C. W. Robertson, S. Burnett, Arthur Butterworth, W. Burnill, J. W. Hendry and Chas. Mason, all of whom spoke in a tone of appreciation for the most excellent afternoon that had been furnished them by Beardmore & Company. It was pointed out that trips of this kind would cause the members to take a greater interest in their work, because the more a person may know

about the work in which he is engaged, the more he will enjoy it, and every man should engage in an occupation from which he can take pleasure. It was stated that the very instructive afternoon which they had had in visiting the Acton tannery, and learning something of the processes of making leather with which they were so directly connected in their business, would give them a new zest and enjoyment for their work. After singing "He's a jolly good fellow,"



That Hendry-Smallwood-Skilling orchestra

giving three cheers for Beardmore & Company, the party boarded the car for the return trip, which was just as jolly with songs and music, smokes, stories and jokes as the trip out.

TORONTO REPAIR MEN MEET

The regular meeting of the Toronto Shoe Repairers' Association was held Thursday evening, June 13th, and evidently the Beardmore outing stirred the fellows up a little, for there was an unusually large attendance. The purchasing committee had a busy night. They had a number of samples of various supplies and quite a number of orders were placed by the members present.

The influence of the Toronto Association is being felt outside of the city, for a blind shoemaker who had learned his trade in an institute for the blind wrote the secretary of the association if he could find a position for him.

A very hearty resolution was passed thanking the Beardmore company for the most enjoyable afternoon afforded the association through the kindness of the company in taking them to Acton and showing them the tanning plant there. The secretary was authorized to send a copy of this resolution to the Beardmore Co.

The date for the annual picnic was chosen, which will be July the 26th, and will be held at Niagara Falls. Details of this outing will be arranged later.

The Association has sent a challenge to the Hamilton Association to play a game of baseball in Hamilton on Wednesday, June 26th. Whether the Hamilton Association has the nerve to meet the Toronto brethren or not the Toronto fellows are going over in autos merely to show the Hamilton fellows what real good sports they are. But they would more than like to play ball, for the Toronto boys think they can show the Hamilton fellows how the game is really played.

Notice reached the association for the first time at this meeting of the death of one of the members, — Boulton, who had a repair shop on Bathurst street, Toronto. Mr. Boulton was a very competent workman and came to Canada about twenty-nine years ago. Two sons of his are engaged in making shoe machinery in the city.

The evening was made more enjoyable by Mr. Skilling with his cornet and Mr. Smallwood with his banjo rendering several selections. Mr. Skilling played a number of piano solos also. A vote of thanks was tendered these gentlemen for the part they took in furnishing music for the Acton out-

MARTIN

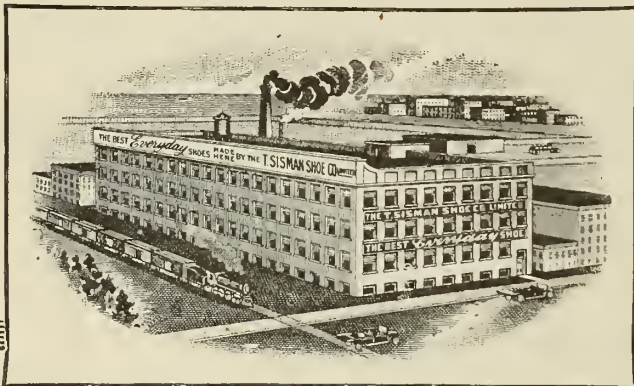
CORRUGATED PAPER BOXES



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**



*The Shoes of
 Real Quality*

*"The Best Everyday Shoe"
 "Aurora"*

Honest value is so very apparent in Sisman Shoes that it is accepted as a matter of course by our many dealer customers.

These shoes sell in every season, and there is a style for every member of the family.

You can always be sure of getting your stock when you handle "The Best Everyday Shoe" and "Aurora" shoes. Write us or ask your Jobber.

The T. Sisman Shoe Co., Limited
 Aurora, Ontario

ing, also a vote to Mr. Hendry for the part he played with that pair of bones.

REPAIR MEN'S NEWS NOTES

Mr. M. Sigal, Galt, Ont., has installed a model E-17 Progressive finisher.

Mr. D. Butler, who has conducted the United Shoe Repair Shop at the corner of Bathurst and Queen streets, has purchased the business of Mr. W. Ferguson at 1307 Queen west, Toronto, and has installed a model D-17 Progressive finisher.

Mr. W. J. Greer, who conducts a repair shop in Wingham Ont., has recently installed a Progressive finisher, Model D.

Mr. A. King, of Sarnia, shoe repairer, is now the possessor of a new Model D Progressive finisher.

Mr. Fred. Williams, of Brampton, has recently purchased a No. 8 Landis stitcher.

A returned soldier living not far from Vancouver, a short while ago opened up his old branch as a repairer, was so anxious that his patrons should know he had been to the front and done his bit, that he omitted the letter "r" from the word returned and made it read "retuned soldier." We hope the "tune" was "The Maple Leaf."

Mr. H. C. Hobday, a shoe repairer of Vancouver, with a store on Commercial drive, received a cable from the Army authorities on Monday, May 27th, informing him that his eldest son, Sergt. Cecil Hobday, of the 10th Battalion King's Own Rifles, was officially reported dead having been missing for nine weeks. Sergt. Hobday early got into the war when Lord Kitchener's call came for volunteers and was one of the first to be with the famous Kitchener One Hundred Thousand. He spent two years and nine months at the front and for a time was acting Quarter-Master-Sergeant of his battalion. He was wounded so seriously it was expected he would get his discharge, but sufficiently recovered that he again returned to the trenches and had only been back one week when he was reported missing. At first there was hope he might be a prisoner in Germany but no word was heard of him, and from the information received all the circumstances confirm the official report of his death at the age of twenty-four years.

ST. CRISPIN.

STYLE NOTES FOR THE FALL SEASON

The Canadian shoe manufacturers have now practically received all of their fall placing business, and the general impression from them is to the effect that purchasing has been somewhat heavy and the retailers, on a whole, apparently realize the serious condition of the leather market for future deliveries.

On the whole, the manufacturers report labor conditions are becoming more critical each week and in a case where an operator leaves his employer, the employer finds it almost impossible to have him replaced, thereby, on the whole, decreasing his output instead of increasing it. The higher grade shoe manufacturers have been particularly busy, and it is the more skilled workmen which are almost impossible to replace.

In women's shoes there have been distinctly two classes of shoes sold which might be termed "the Walking Boot" and "the Dress Shoe," the Walking Boot carrying from 10/8 to 12/8 Cuban leather heel and the Dress Shoe carrying from 14/8 to 16/8 full Louis leather or wood heel. The Walking Boot has had an immense run in seal brown calf lace, 8½ inch top, ¾ fox. This same shoe with a biscuit shade of buck top has been particularly good. Another number which has been in great favor on the low heel last is a brown kid vamp with field mouse brown kid top, also a dark grey kid lace, perforated punch tip, white welt on the 11/8 heel.

A few lines which have been particularly good in the dress shoe with the high heel have been black kid, seamless

4 inch vamp, 8½ inch dark grey kid top, ¾ fox, aluminum heel plate; all black kid lace, 8½ inch, straight punch tip, white welt, aluminum heel plate; patent lace, seamless vamp, 9 inch grey suede calf top, Louis XV celluloid heel; all maple grey kid lace, 9 inch seamless vamp, plain toe, full Louis wood heel; all taupe buck lace, seamless vamp, 9 inch, full Louis wood heel, white welt.

There has also been quite a decided tendency to use the lace oxford, in welt, as a fall shoe, retailers planning to use



A CREATION for Fall in a laced model, vamp of field-mouse kid, taupe suede top, Louis covered wood heel with aluminum plate.

spats along with the oxfords. Those in particularly good taste which have been chosen being a patent lace oxford, both low and high heel, to be used with white broadcloth spats; black kid lace oxford, to be used with gray broadcloth spats and brown calf lace oxfords, to be used with biscuit shade broadcloth spats.

MEETING OF SHOE MANUFACTURERS

A meeting of the Shoe Manufacturers' Section of the Manufacturers' Association was held in Toronto last week. Among those present were Messrs. Brandon, Walker, Detweiler, Dayfoot, Minister, Ahrens, King, Corson, Armbrust, Blachford and Scott.

Mr. Brandon, of the Brandon Shoe Co., Brantford, occupied the chair. The tenders for 70,000 army shoes came up for consideration. There was not much enthusiasm manifested about these, for it was pointed out that many difficulties lay in the way of Canadian manufacturers doing this work. One was that the English machines necessary could not be obtained in time on account of inadequate transportation. Another obstruction was no linen thread available.

A letter was read from the Montreal Shoe Manufacturers' Association asking that a committee of two be appointed to meet the purchasing committee of the 11th of June re the army shoe proposition, and also to take up the matter of appraisership in Toronto and Montreal, where it was claimed that shoes were being brought in at dumping prices. Messrs. Brandon and Walker were appointed on this committee. Mr. G. H. Blachford suggested that a committee should also be appointed which would be more representative of the shoe trade in general to confer and co-operate with similar committees from Montreal and Quebec, the object of these conferences being to ascertain from the trade, as a whole, some means or method to meet the extraordinary conditions at present existing in the shoe and leather industries. This idea seemed to meet with general favor and Mr. Detweiler moved that the committee from Ontario be composed of the following members: Messrs. Blachford, Walker, Brandon, Detweiler and Scott. It may develop that this committee can be of invaluable service to the government in rendering aid in the matter of conservations, embargoes, tariffs, etc., that will work out to the best interests of every one concerned

SLIPPERS for 1918

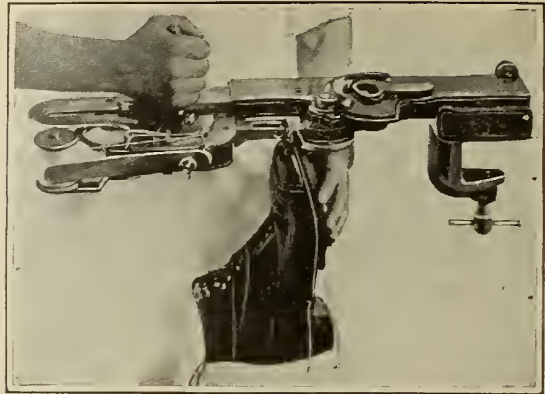
Our lines for the coming season are the finest range ever offered the Canadian Trade. They are in high grade Felts, Satins, Sport Cloths, Gros Grains, Cretonnes and Combinations, for Men, Women, Misses and Children.

*See them in the hands of
your Jobber.*

The E-Z Walk Mfg. Co., Inc.

*Manufacturers of High Grade
Felt and Novelty Slippers*

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher

Hand Power

**Stitches Neolin and Fibre Soles
Indispensable to Repairmen**

WRITE FOR PARTICULARS

**C. PARSONS & SON
LIMITED**

Repair and Shoe Store Supplies

79 Front St. E.

Toronto, Ont.

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

780 Dupont St., Toronto - Toronto and Woodbridge

Tanneries

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

Logan's
The
Leather
of
Quality

LOGAN'S

have started
tanning some
of their old time

SLAUGHTER

Mellow

Clean

Close Cutting

WRITE US

Office and Tanneries

LYONS BROOK, N.S.



AMONG THE SHOE MEN.



Mr. E. Code, the Ottawa manager of the Kaufman Rubber Co., was in Toronto recently on business.

Mr. Frank H. Cable, recently of 636 Queen street west, Toronto, has opened a store on St. Clair avenue, same city.

Mr. Wm. B. Loughton, representing the Hood Rubber Co., of Watertown, Mass., has been paying Ontario centres a business visit.

Mr. Paul Roy, the well-known leather man of Montreal, has just received word that his brother, Major J. H. Roy, M.C., of the 22nd French-Canadian Battalion, was wounded on the 28th of May. He has been away three years, two of which have been in the trenches.

Mr. G. G. Hodges, representing the Geo. A. Slater Co., Montreal, has been a business visitor in Toronto and other Ontario points recently.

The Thompson Shoe Co., Montreal, have been appointed selling agents for Canada for the Wakefield Slipper Co., of New Hampshire.

S. A. Bell, of the Blachford Shoe Co., has returned from Eastern Ontario and Quebec with a big grin that only comes with big orders.

In Vancouver the King's birthday was quite generally observed by the shoe trade, which included many of the repair shops.

There are rumors that two of Vancouver's shoe dealers are about to open additional stores on Gramill and Hastings streets. They are to be stores of some magnitude according to reports. One especially will be the finest store on the Pacific Coast, so it is claimed.

Mr. James Rea, of Vancouver, is visiting eastern points on business.

R. J. Tretheway, Western Ontario representative of the Blachford Shoe Co., Toronto, has come in from the road and says "selling my line is a cinch." He looks as if it were true too.

C. Bayford & Son, of 1451 Gerard street east, Toronto, have sold out to David M. Russell, formerly with R. Dack & Son, Toronto.

Mr. J. L. Trethewey, representing the Brandon Shoe Co., Limited, Brantford, is taking a day or two off the road to visit his summer home in the Temagami district.

Mr. J. Richardson, formerly credit manager for Dunlop Tire and Rubber Goods Co., Calgary, is moving to Vancouver to take up a position on the road with the same company. Mr. John Shapter is his successor at Calgary.

Mr. G. H. Ansley, of the Perth Shoe Co., has just returned from the West from a business trip extending clear to the coast. Mr. Ansley is enthusiastic over the possibilities of that country as a market for shoes. He says the Perth factory will have to get on an awful hustle to keep deliveries up with orders. The company have sold more shoes this season than ever before in its history.

The Robert Neil Shoe Company, of Peterboro, have commenced operations on their new store in the old location, at Peterboro, and Saturday took out a permit for \$35,000 for a splendid solid red brick building which will be completed by September. It will be remembered that this company's store was burned a few months ago.

Seven of the merchants of the city handling shoes have agreed to close their stores during June, July and August on Wednesday afternoons at 12.30 and to remain closed until

the following morning; also to close on Saturday nights and nights before a holiday at 10 p.m. The agreement is signed by the following merchants handling boots and shoes: John Agnew, Limited, W. J. Thurston, Fletcher Johnston, Shore & Paff, Knechtel & Co., F. G. McTavish & Co., and John Way.

F. P. Beemer, who has had the Blachford Shoe Co.'s samples through Western Canada, has returned full of optimism with regard to the West. He says the western merchants are buying everything in sight and that he had a hard time to even hang on to his shirt.

CONDENSED ADVERTISEMENTS

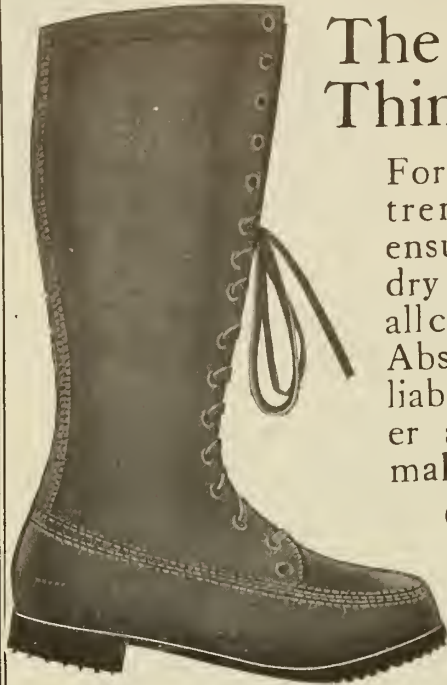
Two cents a word. Minimum charge for an advertisement 50 cents.
Cash must accompany all orders.

SALESMAN WANTED—Successful Traveling Shoe Salesman, handling a non-competitive line of men's or women's shoes on a commission basis, to also sell our new high-grade Edmonds Army Shoe as a side-line on a five per cent. commission basis. Our entire factory being devoted to the making of this one shoe means that "When quality is the same, Edmonds prices are lower; when prices are the same Edmonds quality is higher." We use the latest improved Dr. Munson regulation U. S. Army last. We have incorporated several new and exclusive features, which means a better fit and longer wear. There is no shoe like the Edmonds Army Shoe and its low price will surprise you. Guaranteed solid leather throughout. Dressy in appearance. A fast, all-round seller with shoe and general store merchants. All sizes (5 to 12) on widths (A to EE) always carried in stock and immediate deliveries are guaranteed. If you are a "live wire" with an established trade and a clean record, and can sell our average weekly minimum for your territory, better write us at once as territories are going fast. Send references with full particulars as to exact territory covered, lines handled and amount of sales. Edmonds Shoe Company, Burleigh and Weil streets, Milwaukee, Wisconsin.

MANUFACTURERS' AGENT—Experienced shoeman with warehouse at Saskatoon, handling the business for Northern Saskatchewan for an old-established baggage firm, desires to get in touch with manufacturer of footwear or reliable house contemplating change or opening up new territory for business. Apply Box 667, Saskatoon, Sask.

FOR SALE—1 Rapid Eyeletting Machine, No. 2104, with Raceway No. 5125 (No. 1 Grommet), weighs 112 pounds, net; made by the Peerless Machinery Co., of Boston. Apply Superintendent's Office, Dunlop Tire and Rubber Goods Co., Limited, 244 Booth avenue, Toronto.

YOUNG MAN with eight years experience in manufacturing, jobbing and retail shoe business, wishes change of position as traveling salesman for good firm. Can deliver results. At present employed. Best references. Box 350, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.



Seventeen-inch leg, full leather sole, sewed or nailed on, also hob nailed.

The Only Thing

For use in the trenches to ensure warm, dry feet under all conditions. Absolutely reliable in leather and shoe-making.

Own Make

Write for full information to

The R. M. Beal Leather Co.
LINDSAY, ONT. LIMITED

The VULCO-UNIT BOX TOE



Patented
Dec. 30th, 1913

Patented
Oct. 26th, 1915

Solves the box toe problem for the shoe manufacturer. A unit system of box toe making that has placed the old processes in the best factories everywhere.

Beckwith Box Toe Ltd.
SHERBROOKE, QUEBEC, CANADA

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, 45 Front St. East, 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.

**CURRYING SPLITS FOR TANNERS
ALSO JOBBERS OF SOLE LEATHER
AND SPLIT LEATHER OFFAL.**



Announcement of the winners of our prize contest, "What would you do?" will appear in our July 15th issue.

Instead of the Girl Guides in Toronto collecting ten or fifteen thousand pairs of shoes for the French needy, about forty thousand pairs came in. The committee was simply swamped with shoes.

L. F. Jackson, who handles the Blachford Shoe Co.'s lines in the Maritime Provinces, has just landed home. Judging from the prosperous appearance of this gentleman he has had a very successful trip. He is now preparing for his summer bear hunt in the north.

Peter Doig, the popular sales manager of the Tetrault Co., Montreal, has been doing business for his firm in Toronto and other Ontario points recently.

Mr. F. W. Burrill, the shoe traveler who always looks happy and expects an order from every man he meets, whether he's a shoeman or not, has had his samples on the tables at the Queen's Hotel, Toronto, for several days recently. Mr. Burrill represents the Regina Shoe Co. and the Little Star Shoe Co., both of Montreal.

Mr. C. Fice has had his trunks open at the Queen's, Toronto, for several days recently. His lines are the J. & T. Bell products.

Robt. McAllister, of the Brandon Shoe Co., has closed his western trip, which has lasted about three months and, as usual, comes back full of orders and enthusiasm for that big country the other side of Winnipeg.

Mr. Nap. Tetrault, of the Tetrault Shoe Mfg. Co., Montreal, has just returned from a business trip to Boston and some of the other American cities.

Mr. Ed. R. Lewis has been on a business trip to Boston and other leather centres lately.

Mr. John Settle, of the Murray Shoe Co., London' Ont., has been displaying samples at the Queen's Hotel, Toronto, recently.

Mr. J. A. Scott, of Quebec, and Mr. W. A. Lane, of Montreal, have just returned from a business trip to Boston.

Mr. R. D. Taylor, of Robt. Taylor & Co., Halifax, recently called on the trade in Montreal.

Mr. Geo. A. Slater, the well-known shoeman of Montreal, has recently returned from a fishing trip in the Laurentians, and while there he was successful in catching quite a number of large trout. Some of the leather men who have seen the specimens he caught declare that some of the fish caught by certain prominent Montrealers last year, which attracted Dominion-wide attention, were mere polliwogs compared to the large gray trout which Mr. Slater succeeded in landing.

Gagnon, Lachapelle & Hebert, Montreal, are showing for coming spring trade in conjunction with their regular line of leather and poplin goods a new range of Sea-Island duck, in both sport lasts and high heels. In this line are included a number of the very latest style ideas.

Mr. T. O. Robinson, of the Boston Leather Dye Co., Boston, Mass., was a recent visitor to Montreal and Quebec in the interest of his firm.

The National Boot and Shoe Manufacturers' Association of the United States received on June 6th the following telegram from C. F. C. Stout, Chief, Hide, Leather and Tanning Materials Section of the War Industries Board: "Notify all shoe manufacturers to defer, for a short period, the making of samples for spring season 1918-19, as the Government is formulating certain restrictions which will materially affect their construction and design." Just what this may mean no one knows.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS

WANTED—The names of merchants who desire to dispose of their entire stock, with a profit, or of merchants who may be anxious to turn the undesirable portion of their stock into cash.

A prominent Shoe Merchant for whom we conducted a ten days' sale says of our system:

"Scepticism in your method of doing business is forever banished from my mind. The ten days' reduction sale, conducted by your Mr. Beadle, has been eminently satisfactory; not only has the stock been reduced at a fair margin, but many undesirable lines have been cleared, leaving the stock in a healthy condition. I am a BOOSTER for your system."

For full particulars of our service write or wire at our expense.

E. & B. SALES SERVICE, 229 College Street, Toronto

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 Stitch-down Shoes.

Humberstone Shoe Co.
Humberstone, 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 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



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

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.



Pan American

Grey *KID* Seal

Brown  Black

Perkins & McNeely
Philadelphia

Ed. R. Lewis, Toronto

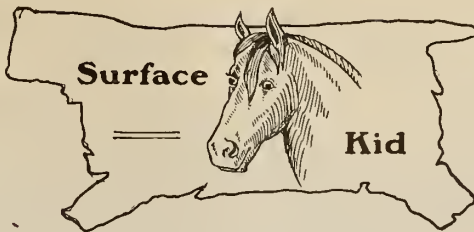
JOSEPH S. FRY

SHOE AND UPPER MANUFACTURER

168 Seaton St., Toronto

Men's Strong Working Shoes, Blu. Double Soles	
Goodyear Stitched	\$4.50
Boys', Goodyear Stitched	3.75
Youths' " " "	3.00
Lads' " " "	2.50
Box Calf, 50c. Extra	
Men's Strong Uppers	2.50
Boys' " " "	2.25
Youths' " " "	2.00
Lads' " " "	1.75
We Make All Kinds	Terms Net Cash

BUTTS
Waterproof
Gun Metal
Dull or Glazed
Also Butts in Colors



GLAZED KID
SHEEPSKIN
CABRETTAS

IN BLACK AND COLORS

SURFACE KID is carefully selected, perfectly tanned horse fronts, soft and pliable with an exceptionally fine grain.

Takes an even color and cuts closer than kid. Makes a smart, dressy looking shoe.

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

For Sale—Shoe factory in first-class running order, situated in a prosperous town in the Province of Quebec. Proprietor desires to dispose of the business. Building is 30 x 125 feet, of solid brick, four-storey mill construction, and well equipped with the very latest machinery for the manufacture of women's McKay goods. Free from taxes for seven years. Cheap power and easy to get help. This is a splendid chance to secure a good plant at a bargain.

Mr. Fred. R. Foley, the well-known shoe dealer, of Bowmanville, Ont., offered his services as military secretary of the Y.M.C.A. for the summer months, which the National Council accepted. He has left for Valcartier Camp, Quebec. During his absence Mrs. Foley and Mr. John Hellyar will have charge of his business. Mr. Foley is one of Bowmanville's foremost business men and is a most progressive shoe merchant.

Mr. Geo. Ashplant, of London, has been making a business trip to Montreal, Quebec and other eastern points.

Mr. G. H. Blachford, of the Blachford Shoe Co., spent the week end recently at his summer cottage in Muskoka, sort of looking things over for the summer months. He took Mr. Brimblecomb, the company's production manager, with him.

The Colonial Hide Company, operating for many years in Eastern Canada, a while ago purchased the wool and hide business of Mr. H. A. Perry, Peterborough, Ont., making the company's fourteenth branch, which are distributed all the way from Sydney, C.B., west to this city. The company is renovating the plant, building a new wall and otherwise putting it in up-to-date condition.

Here's the way a St. Thomas newspaper tells about the shoe shine business in London, Ont.: "The price of the shoe shining parlors of London, Ont., was raised from the lowly nickel to the more pretentious dime. Now it is back again to the nickel rating. Shortly after the price went up a new shoe shining establishment came into being. During the alteration process the most prominent sign was to the effect that when open it would operate at the old price of five cents per shine. Visions of a flood of nickels to the new parlor and only a desultory dribbling of dimes into their cash registers must have been vivid with the owners of the old shining establishments, and accordingly the price has come back to its old level."

The newly organized Edmonds Shoe Co. contains the following men: W. A. Edmonds, formerly connected with the Harsh & Edmonds Shoe Co., Milwaukee; G. E. Musebeck, formerly with the Harsh & Edmonds Shoe Co., Milwaukee, the Huntington Shoe & Leather Co., Huntington, Ind., and other leading western shoe manufacturers; C. A. Dickens, western sales and advertising expert; G. O. Peterson, office manager. The Edmonds Shoe Co.'s factory is located at the corner of Burleigh & Weil streets, and will be devoted to the manufacture of but one shoe, known as the Edmonds Army Shoe. The latest improved Dr. Munson

regulation Army last has been selected with some minor changes, to insure better fitting qualities and with adaptation to civilian purposes. This shoe, upon which the Edmonds Co. will specialize, will be carried in stock in sizes from 5 to 12 and widths from A to EE. This firm is soliciting applications from salesmen carrying women's lines of shoes to take this brand of army shoes as a side line for the retail trade.



E. J. Getty

E. J. Getty, well-known to the trade as one of the founders of Getty & Scott, Limited, takes charge of the production end for Woelfle Shoe Co., Kitchener, on Monday, June 17th.

Mr. Giroux, retiring superintendent, leaves with the best wishes of the firm, owing to the illness of his wife and the necessity of looking after his property interests in Montreal.

FILLERS

You can save money by ordering Fillers for your samples NOW.

We specialize in a high quality, light weight filler, and we are in a position to quote low prices and give quick deliveries of same.

We manufacture hinged and Block Lasts, Wooden and Paper Patterns, Trees, etc.

Sole agents in Canada for the Belcher Fibre Filler.

ROBIN BROS.

Corner of Carriere and Gilford Sts.

Montreal, Que.



"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

Adams Shoe Co.....	8	Evans, John R., & Co.....	19	Perkins, McNeely & Co.....	72
Aird & Son.....	14	E-Z Walk Mfg. Co.....	68	Parsons, C., & Son.....	68
Ackerman, B. F., & Co.....	62	Edwards & Edwards.....	68	Regal Shoe Co.....	23
Ames-Holden-McCready, Limited.....	28	Foerderer, Robt. H., Inc.....	25	Robinson, James.....	13
Beckwith Box Toe Co.....	70	Fry, Joseph S.....	72	Robin, Frcres.....	73
Bell, J. & T., Limited.....	7	Getty & Scott, Limited.....	18	Robson Leather Co. Limited, The.....	16
Breithaupt Leather Co.....	6	Goodyear Tire & Rubber Co.....	30	Scott, J. A.....	27
Beardmore & Co.....	9	Gagnon, LaChapelle.....	20, 21	Scott-Chamberlain Co. Ltd.....	60
Beal, R. M., Leather Co.....	70	Humberstone Shoe Co.....	72	Sisman, T., Shoe Co.....	66
Borne, Lucien.....	37	Hydro City Shoe Co.....	22	Schmoll, Fils & Co.....	74
Business Sales System.....	72	Independent Rubber Co.....	31	Slater Shoe Co. Limited.....	I.F.C.
Can. Consolidated Rubber Co.....	26	Johnston, H. B., & Co.....	17	Staynes, W. H., & Smith.....	72
Cote, J. A. & M.....	64	Kingsbury Footwear Co. Limited.....	15	Star Shoe Co.....	56
Collis Leather Co.....	62	Lady Belle Shoe Co.....	22	St. Hyacinthe Soft Sole Shoe Co.....	72
Cobourg Felt Co.....	71	Lewis, A. C., Leather Co.....	71	Snyder, H. S. & N. M.....	26
Clarke & Clarke.....	70	Logan Tanneries.....	68	Tetrault Shoe Mfg. Co.....	10, 11
Clark, A. C.....	67	Martin Corrugated Paper & Box Co..	65	United Shoe Machinery Co...24, I. B. C.	
Clarke & Co., A. R.....	O.B.C.	McEntyre, John.....	72	Utz & Dunn.....	12
Davis Leather Co.....	5	McLaren & Dallas.....	4	Woburn Machine Co.....	27
Davis & Son, A.....	64				
Duclos & Payan.....	3, 70				
Dunlop Tire & Rubber Co. Limited..	29				
Dun, R. G.....	72				

USMC SERVICE

The United Shoe Machinery Company of Canada, Limited, maintains Branch Offices, every employee of which is dedicated to "Service."

It keeps a trained corps of experts ready at a moment's notice to respond to the shoe manufacturer's call of emergency.

The organization deems this essential because, unlike the common practice, the United's solicitude for the customer does not end with the installation of its machinery—it just begins.

The part-time shut down because of machinery accidents of the earlier days passed with the development and perfection of the present shoe machinery all-inclusive "Service" plan.

USMC SERVICE

United Shoe Machinery Company of Canada, Limited
Montreal, Que.

90 Adelaide Street West
Toronto, Ont

179 King Street West
Kitchener, Ont

28 Demers Street
Quebec, Que.

CLARKE'S

CLARKE'S
PATENT
LEATHER

There is an atmosphere of dressiness
about the patent leather shoe that
distinguishes it from all others.



There is also an atmosphere of quality
about Clarke's Patent Leather that
distinguishes it from all others.

CLARKE'S
PATENT
LEATHER

PATENT LEATHER

