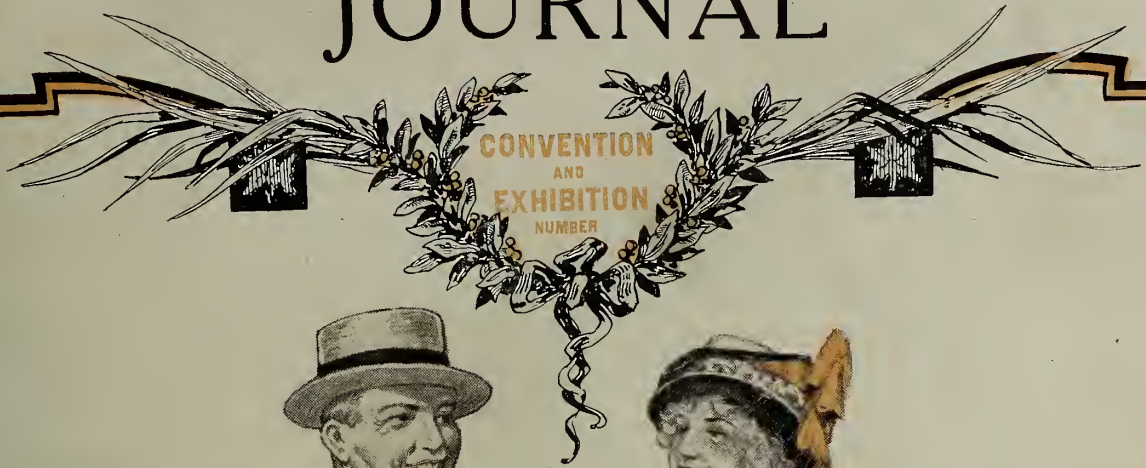


Fine Binding

THE CARSWELL COMPANY LIMITED

The 4370
SHOE AND LEATHER
JOURNAL



*Acton Publishing Co Limited
Toronto and Montreal*

Conditions in the upper leather market are unprecedented. It is more important to shoe retailers than it ever was to know something of the policy of manufacturers of leather.

Despite increasing costs of raw skins and labor, Standard Kid is graded in accordance with an established and unalterable classification. The price of a grade may change, but never the quality of the grade.

We assume the obligation that every grade of Standard Kid must be all that customers expect in quality and uniformity.

For the last few years we have always been sold ahead several months. Today we are sold ahead on Black Kid to the end of the year. There is no better proof that Standard Kid is worthy of your confidence.

We can accept orders for deliveries after September of all colors except Black.

Color 18

Field Mouse

Color 8

Gray

are in good demand for Fall shoes. These skins are guaranteed to be colored thru with pure dyes instead of being coated with a pigment or paint finish.

STANDARD KID MFG. CO.

MANUFACTURERS OF BLACK AND COLORED GLAZED KID AND PATENT KID

207 SOUTH STREET, BOSTON, MASS., U.S.A.

NEW YORK OFFICE, 610 TRIBUNE BLDG.

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BENNETT

TRADE MARK

DEPENDABLE COUNTERS

Are made by the **largest makers** of shoe fibres in the **BRITISH EMPIRE**.

Back of every counter is our reputation to deliver **the best**.

EVERY BENNETT PRODUCT is best because **they cannot be made better**.

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BENNETT LIMITED
MAKERS OF SHOE SUPPLIES
CHAMBLY CANTON, P.Q., CANADA

ONTARIO OFFICE:
28 King Street East
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THEY'RE RIGHT!

No matter how favorably impressed you may be with Regal Shoes when you purchase them, you have a far higher opinion of them later.

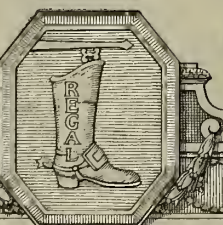
It is when a customer comes back for another pair, and you learn of the record of their service, that you completely appreciate the value of your investment.

The finest qualities of Regals reveal themselves not only in their first appearance, but also after they have had actual service.

Let us acquaint you with the Regal Agency Plan. And ask to see our Styles—they're right!

Regal Shoe Company, Limited
472-474 Bathurst Street, Toronto

REGAL SHOES



Dominion Calf



MADE IN CANADA



FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co. Limited
NEWMARKET ONTARIO

Better Shoes are Built on Neolin Soles.

Lots of shoes will *wear* well—Lots of shoes are comfortable—Lots are good-looking. Some are waterproof.

But you can sell shoes which combine *all* these virtues. Shoes with bigger value. Shoes with Neolin Soles.

Neolin Soles *are* longer-wearing. Millions of wearers have proved them the longest-wearing sole material made. They *are* neat and comfortable, even on fashionable lasts. And they *are* waterproof.

The public want shoes which give the most *value*—in wear and appearance. The day when price was the first consideration is past.

It is for you to say whether your customers can get the shoes they want at your store. Your sales will show whether they do or not.

Because of their wearing qualities, Neolin Soles offer better value.

The customer knows that shoes with Neolin Soles offer him better value.



Many shoe manufacturers are offering you better shoes by building them on Neolin Soles. It is up to you to specify them when ordering.

Make certain of Neolin's quality by seeing that the word "Neolin" is stamped on every pair.

The Goodyear Tire and Rubber Co. of Canada, Limited

Neolin Soles



Bell's "Farmerette" Oxford

RETAILERS can safely recommend this shoe to the customer who is exacting as to good appearance, but, at the same time, demands the maximum of comfort. It appeals, in a special manner, to those who spend much time on their feet or who enjoy the healthful exercise of walking. Made in black and popular colors.



Bell's "Springtime" Last

A PART from its artistic finish and high quality of material of which it is made, the exclusive feature of this model consists in its being constructed on a specially designed pump last—thus eliminating that baggy appearance of the sides often so noticeable in pumps otherwise built. May be had in black and fashionable colors.

J. & T. BELL

LIMITED

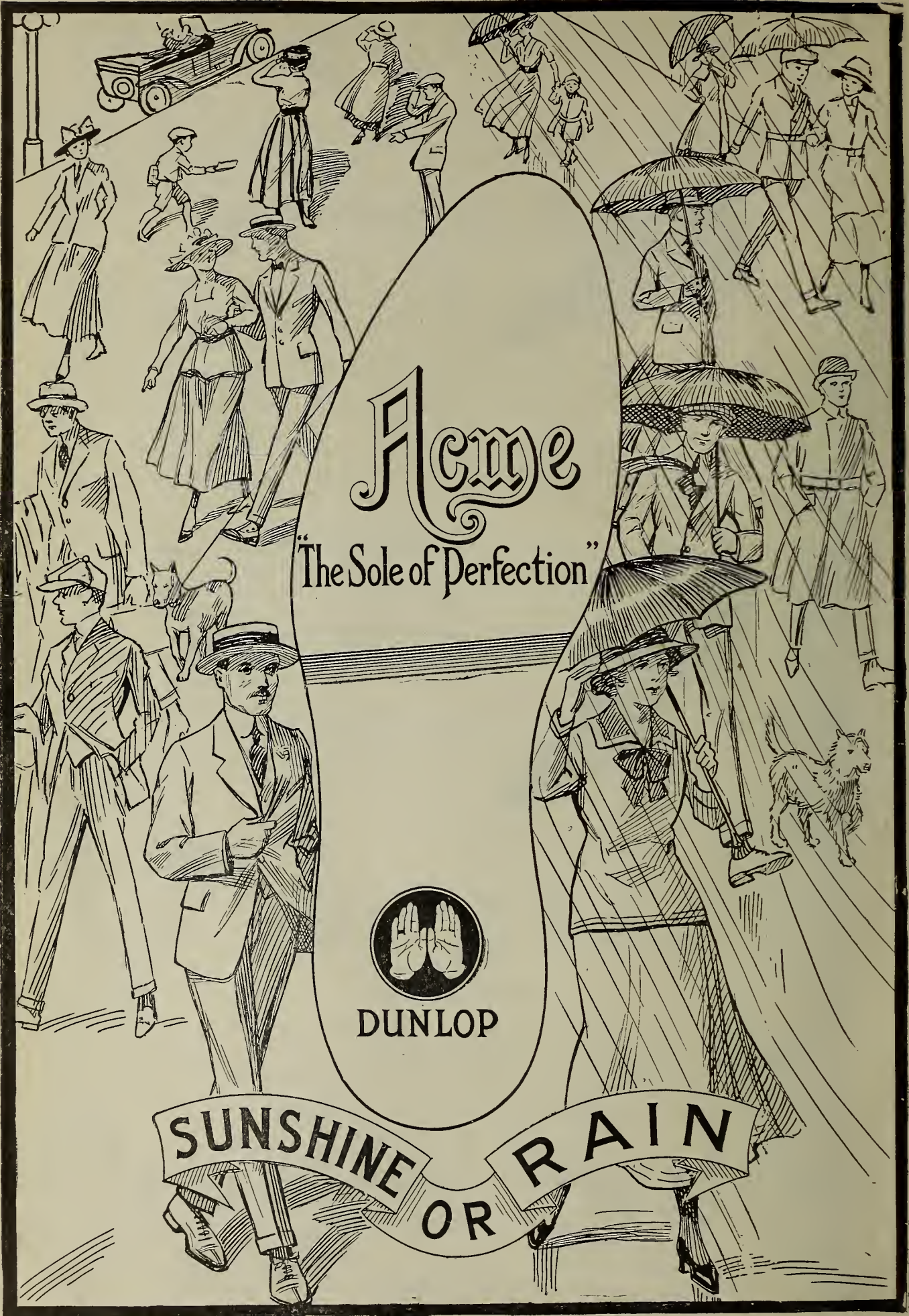
MONTREAL

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

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes



Acme

"The Sole of Perfection"



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SUNSHINE OR RAIN



The Just Wright
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ARISTOCRAT LAST



The Just Wright
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¶ In every section of the country you will find Just Wright Shoes regarded with respect and confidence. They possess that rare faculty of "making friends"—for themselves and also for the dealer—that is essential to the continued success of both.

And "Just Wright" popularity is lasting—grows greater from Season to Season—because Just Wright Shoes interpret each season's styles correctly, and with refinement, and ever maintain the Quality that alone will please and satisfy particular people.

Just Wright Shoes impart to your store the public confidence which they themselves enjoy.

E. T. Wright & Co., Inc.
 St. Thomas, Ont.

HARTT



HARTT



HARTT



HARTT



THE National Shoe Retailers' Convention will undoubtedly solve many problems that prove puzzling to Retail Shoe Men just as Hartt Shoes have satisfactorily and convincingly solved for them the problem of judiciously catering to men and women whose tastes and desires demand ultra-stylish shoes of grace and refinement.

The HARTT BOOT & SHOE CO., Limited

"Canada's Best Shoemakers"

FREDERICTON, - N.B.

HARTT



HARTT



HARTT



HARTT



HARTT Shoes for men and women through sheer strength of real goodness, excellence of wearing, fitting and comfort-giving qualities have wormed their way into the hearts of well-dressed men and women to such an extent that the foundation of the National Shoe Retailers' Association of Canada sees Hartt Shoes leading the field in Canadian made fine footwear.

The HARTT BOOT & SHOE CO., Limited

"Canada's Best Shoemakers"

FREDERICTON, - N.B.



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For

Leather
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Rubber
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C U T C O S T S

For

Shoe
Harness
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ALL ESTIMATE WORK FREE

Copy of Our New Booklet Sent on Request

United Shoe Machinery Co. of Canada, Limited

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90 Adelaide St. West

KITCHENER
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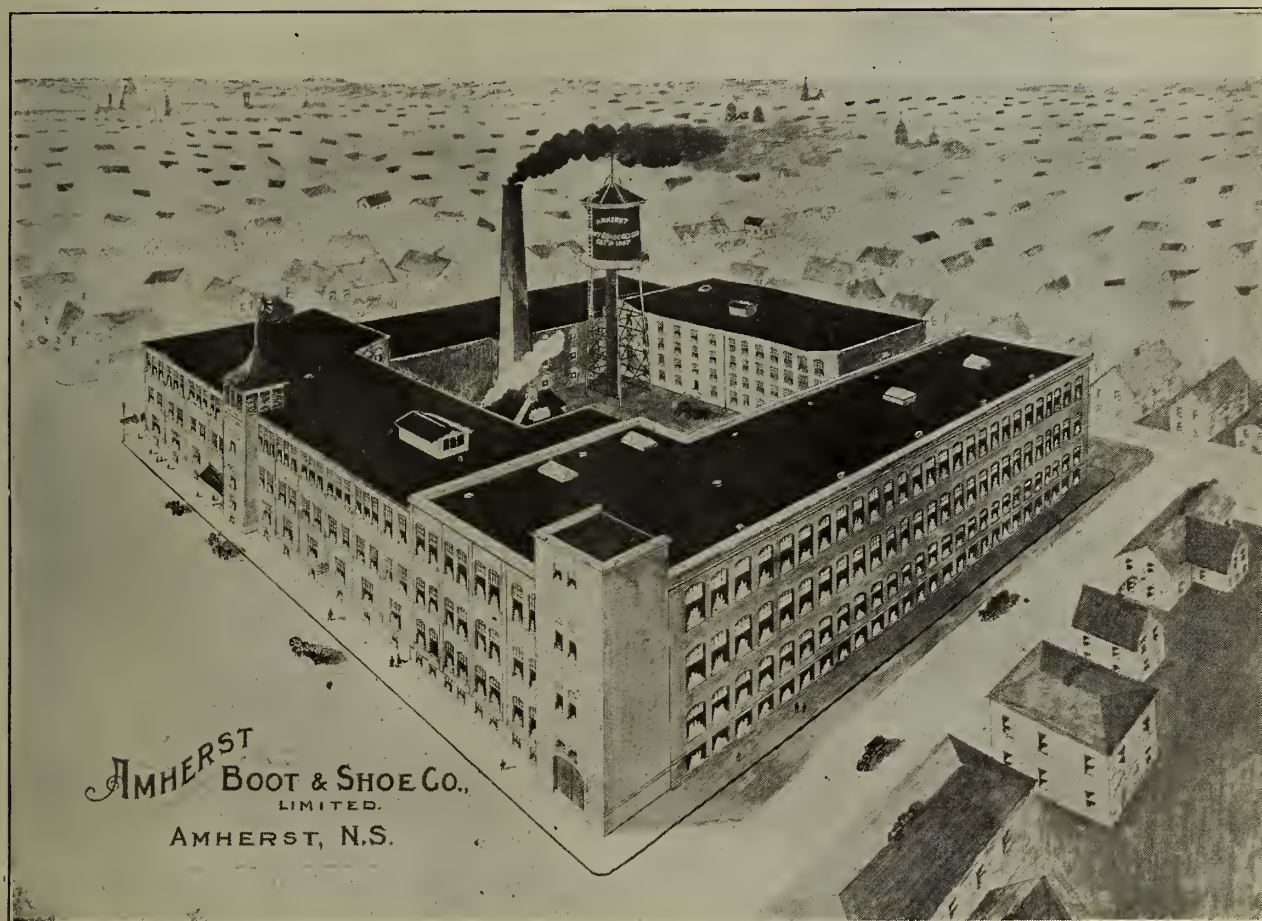
QUEBEC
28 Demers Street

1867

1919

❖ The Fifty-Second Anniversary of the Birth of
The Dominion of Canada
and of
Amherst Boot and Shoe Company
Sees the Birth of the Limited
National Shoe Retailers' Association
of Canada

The Old welcomes the New. May the steady advancement and sound development that has characterized the growth of our great Dominion, as well as of our Company, be experienced by this newly formed organization.



AMHERST BOOT AND SHOE COMPANY, LIMITED
AMHERST HALIFAX REGINA



"Classic"



"CLASSIC" Shoes are dominant in quality. Every part of each shoe is carefully selected, the whole shoe carefully made. The wear is there.

While intended for every-day service, the entire line is distinguished by its dressy characteristics. Each "Classic" style instantly impresses favorably.



Getty & Scott
Limited

Galt, Canada

Shoes"



THE "Classic" line embraces those charming and most artistic styles in Fine Shoes for women, conspicuous in the leading style centres.

Distinctive superiority, with value achievement, is the crowning attainment of the "Classic" line of pretty and serviceable Women's Shoes.



*Makers of
Fine Shoes for Women
and Children*





IT ISN'T THE BUSINESS YOU OBTAIN

That is the only reason for handling Union Stamp footwear.

Of even greater interest to YOU is the business you lose by failure to carry Union Stamp shoes in stock.

Union made shoes bearing the one and only stamp of The Boot and Shoe Workers' Union are the only shoes that appeal to ALL the people.

Let us send you a list of manufacturers making Union Stamp footwear as a guide for your buying this year.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

COLLIS LOVELY
General President

CHAS. L. BAINE
Gen'l Sec'y-Treasurer





Dealers
Depend On

ROBINSON SERVICE

Because it eliminates the expense and inconvenience of carrying a heavy footwear stock while allowing them to present to their customers

A Wide Choice in Every Line...
The Leading Manufacturers'
Best Productions

Everything offered by Robinson can be depended upon to embody the maximum of

SALEABILITY

and to prove its worth in real Wear Service.

Our Stock is large and always complete in every way. Our Values are Profit Makers for YOU.



James Robinson
Montreal

PROFITS



"Nugget" Polishes will be on display at the First CANADIAN SHOE AND LEATHER EXHIBITION —Kitchener, July 21-26



TAKE a polish like "Nugget" that everybody knows.

When a person comes in to buy shoe polish he or she will take "Nugget" without question. No "sales argument" on your part, no "selling cost," just taking a profit. And this happens many times a day and many times with each person. Accumulative sales --that's what makes "Nugget" so profitable.

Your profit is secure on "Nugget." There is but ONE price to ALL retailers.

BLACK, TAN, TONEY RED,
DARK BROWN

The Nugget Polish Co.,

Limited

Toronto

Quality

S
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y
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METROPOLITAN

Women's McKays, Men's Welts

PATRICIA

Women's Welts and Turns

PARIS

Men's Welts, Women's McKays

V
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Service

A square deal all round—to Dealers and to Wearers—is given in these well-known lines of Reliable Footwear. They fulfil the demands of all. They never disappoint any.

The complete range gives you the choice of a large representative selection of Styles and Models, and into the production of each one goes the best of material and workmanship. They can win favor anywhere from point of VALUE.

Daoust, Lalonde & Co., Limited
Montreal

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



BUILDING A BUSINESS

is simply a matter of
satisfying a customer

By Selling

Tipperary Shoes

for

Athletic and Summer Wear

The wide range of shapes, styles and sizes make it possible for you to suggest the proper shoe for every summer occasion.

TIPPERARY SHOES are made well, they wear well and are economical.

They make satisfied and permanent customers.

Quick assorting service from your Jobber or our Branches.

**The Columbus Rubber Company of
Montreal, Limited**

1349 De Montigny St. East MONTREAL

BRANCHES—MONTREAL, OTTAWA, WINNIPEG, CALGARY





“In Right” With The Workmen

That is the position of every dealer handling

TILLSONBURG SHOES

Because “Tillsonburgs” are Work Shoes of exceptional Merit and Saleability—standing solidly behind your recommendation and standing highly in the wearers’ estimation.

To keep pace with their growing popularity our capacity will be raised to 1,800 pairs per day when our new factory is in operation in September,--

THE PROOF OF THEIR WORTH

TILLSONBURG SHOE CO., LIMITED

-- MAKERS OF --

Men’s, Boys’, Youths’, Lads’, Medium
and High Grade Staple Shoes.

TILLSONBURG

ONTARIO



AIRD
SHOES

=====
SPRING
1920

In the Aird Range of Samples for Spring, now showing, are featured a wide choice of new lasts and patterns expressing

The Most Advanced and Most Popular Ideas in Fashionable Footwear

It also presents the best selection we have ever produced in

Saleable and Dependable Staples.

RETAILERS ! THE BEST VALUES YOUR JOBBER HAS TO OFFER ARE IN THE AIRD LINES. ASK TO SEE THE COMPLETE RANGE.

We Sell to Jobbers Only.

AIRD & SON (*Registered*)
MONTREAL

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.





SPEED KING SHOES

This Summer is already seeing tremendous selling of Outing Shoes. The Selling has started early and has every appearance of continuing long.

The SPEED KING LINES and the SPEED KING SERVICE give you the means of making the most possible out of this extensive trade. With these in stock you are ready to meet every individual demand as to Style, Shape, Size, etc., for every kind of outdoor Summer wear, from the Child to the Adult. And you can rely on every SPEED KING Model giving your customer complete satisfaction in Fit and Wear.

Feature Speed King Shoes NOW, and they will quickly convince you of their exceptional Saleability.



INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	The London Shoe Co., Limited	-	London, Ont.
Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	Kilgour Rimer Co., Limited	-	Winnipeg, Man.
Amherst Central Shoe Co. Limited	-	Regina, Sask.	The J. Leckie Co., Limited	-	Vancouver, B.C.
E. A. Dagg & Co.	-	Calgary, Alta.	James Robinson	-	Montreal, Que.
A. W. Ault & Co., Limited	-	Ottawa, Ont.	Brown, Rochette, Limited	-	Quebec, Que.
White Shoe Co.	-	Toronto, Ont.	T. Long & Brother	-	Collingwood, Ont.
McLaren & Dallas	-	Toronto, Ont.	Dowers Limited	-	Edmonton, Alta.

The Independent Rubber Co., Limited
Merritton, Ontario



MIDCO IN-STOCK SERVICE

RETAILERS!—You will shortly be presenting and discussing your problems in Convention, and forming your Association to improve retailing conditions generally. Remember that one of your greatest problems is solved by getting

RELIABLE SHOES AS YOU WANT THEM

MIDCO IN-STOCK SERVICE places at your immediate command an excellent selection of Saleable and thoroughly Dependable Shoes—leaders for Style, Quality and Value. No need to carry a heavy stock. No need to be out of Styles, Models or Sizes.

Some of Our Best Sellers

No. 25	Duchess Brown CALF Bal., Blind Eye, NEOLIN Wingfoot, Recede Toe - -	\$6.50
No. 64	Havana Brown CALF Bluch., WEAR-PROOF LINING, Neolin Outer, Full Leather Middle Sole, ½-Wingfoot Heel, Broad Toe - - - -	\$7.20
No. 65	Havana Brown CALF Bluch., Slip Leather Sole, Blind Eye and 4 Hooks, Broad Toe	\$6.50
No. 71	Velour CALF Bal., Glove Calf Top, Leather Counter, Solid Leather Heel, Recede Last	\$6.50
No. 74	Royal Purple CALF Bal., Blind Eye, Recede Leather Counter, Solid Leather Heel -	\$6.75

THE MIDLAND SHOE COMPANY
KINGSTON, ONT.



Canadian Consolidated Felt Co. Factory KITCHENER, ONT.

The Home of "Kosey Korner" Slippers
"Smart Step" Footwear, "Dominion" Felt
Footwear and "Dominion" Commercial Felts

Visitors to the SHOE and LEATHER EXHIBITION in Kitchener, July 21st to 26th, will find much of interest and profit in our displays of

"Kosey Korner"
Slippers

"Smart Step"
Footwear

"Dominion"
Felt Footwear

"Dominion"
Commercial Felts

These lines merit the attention of every up-to-date and progressive shoe merchant and will appeal to those who look for the best trade.

A cordial invitation is also extended to visit our factory and sample room. No suggestion to buy. Come and see how completely we have anticipated every need in Felt and Canvas Footwear.

Canadian Consolidated Felt Co. Limited
KITCHENER - - - ONTARIO

Shoe and Leather Journal

Published Twice a Month

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92 Market St., Manchester

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JAMES ACTON, President

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Single Copies, 15 Cents

A TIME FOR SANE BUSINESS POLICY

THESE are most extraordinary times and thoughtful men are anxiously asking how long will present conditions continue and what is likely to follow. While it is no time for pessimism, every business man should look thoughtfully ahead and remember two or three fundamental principles that should govern his conduct during a period of inflation such as that through which we are passing, keep a firm hand upon the tiller.

The shoe and leather trades particularly need a word of caution, for they have certainly not passed this way before. Never in their history have conditions been so puzzling or as threatening as they seem to be at this moment. The war did very little for the shoe trade compared with what it did for the leather business, but both are to-day enjoying the undoubted advantages of the rising market.

Will the upward progress of prices continue and will there be the usual drop? These are the two questions that most interest shoemen, and the answer of course is somewhat difficult, although not so involved as at the signing of the armistice.

We have had a chance since last November to get a line, so to speak, on world conditions. While there was more or less of a realization that Europe was starving and in tatters, we had little idea of the extent of the havoc wrought by the war. Supplies have been exhausted far beyond any estimate, and added to this the productive capacity of the nations involved has been so impaired that they will not be able to look after their needs for a considerable period.

Europe will demand all our surplus production in necessities, such as food and clothing and building materials, for a couple of years at least, so that there will be little chance for accumulation here in these products. In addition, the effort to reorganize their industries is creating such a demand for raw materials that our sources of supply are being impaired. This, with the increased cost of labor, transportation, rent and interest, will make manufacturing increasingly expensive. For at least two years there will be pressure such as will keep shoes on the upward move, and some go so far as to predict that before another season comes around they will almost double in price. There is not the slightest doubt that shoes bought this fall will advance from a quarter to a third in price if the present pace of the market keeps up. Jobbers who have been east during the past two weeks say that some staple lines have gone up already from a dollar to a dollar and a half. With calf running from a dollar to a dollar and a half, kid on the same basis, and side leather chasing up the seventy mark, it can only be expected that prices of shoes should change over night.

A large manufacturer in Montreal said recently his policy henceforth would be to cut out speculation. He will quote prices only as far as the stock of leather warrants, and sell on the basis of the market from week to week. Both tanners and shoe manufacturers are pretty generally following this plan, and the fact that the former are only producing a limited amount of leather makes the situation more trying for shoe manufacturers.

Shoe retailers should rigidly follow the same course. Buying should be done most prudently, but at the same time in a way such as trade shall not be jeopardized. The best and most successful dealers are making careful surveys of their stocks and planning replenishment and future needs at prevailing prices, which is certainly a wise policy. Shoes will be dearer three months from now and the man who does not buy thoroughly to cover his needs will lose money. On the other hand, speculative buying will force the market and make the lot of the retailer most trying.

Thompson's "Trek" to Toronto

How a Well-Known Shoe Dealer Arranged a Holiday Trip to the National Shoe Retailers' Convention—Hands Over Responsibility to His Boy—Changes in Summer Plans and Methods—"Pa" and "Ma" Thompson Prepare for a Real Honeymoon

(Continued from June 1st SHOE AND LEATHER JOURNAL)

WHEN Edward Thompson, shoe retailer, found it was useless to buck the whole family in their determination that he should take a couple of weeks off he made a virtue out of necessity and settled down with his son to arrange matters—at first with a spirit of protest, but finally with more or less resignation.

The week after the decision Will broke in upon his father's evening meal with the statement, "Say, Dad, I've seen the other five dealers in town regarding this early closing in summer and they have all but one promised to shut down at six-thirty during July and August. Old Henderson, at the other end of the street, turned me down flat and said he did not believe in these new-fangled notions about short hours. He said, moreover, that he was in the end of the town where the factory hands live and he was going to see that the people were given a chance to buy shoes when it best suited them. He said most of his business was done at night, and as he does not keep a clerk it was nobody's affair how long he kept his store open.

At first the other fellows balked at closing and giving him a chance to get some of their business, but we had a little meeting at the Queen's Hotel this afternoon and decided to go ahead without him. I gave them quite a spiel and told them I heard that the clerks were going to petition the council for early closing and that it would be better for us to beat them to it. I suggested that for the next two weeks we club together and have a two hundred-line ad. in the Advertiser and Express and call on the public to support us by buying their shoes early, and we are going to put in a special appeal to working men to back us up in the effort to shorten the hours of labor. After a little persuasion I got them all to sign up and an announcement is going into the two papers to-morrow. We can afford to let this old crank go his way and I think he will find that it will not pay him to buck public opinion, which is all in the direction of shortening the work day."

"What about the Wednesday half-holiday?" asked the father as he sat down his tea cup. "That is all fixed up with the early closing arrangement. With the druggists and grocery people closing at twelve on Wednesdays it was a cinch to get their

consent to that part of the proposition. So that from the first of July we will have things somewhat easier as far as selling is concerned, and I do not think we will do a dollar's worth less of business."

"Go to it, son," said the head of the concern. "and if we make it a success it will not be hard to convince us all that we can carry out the same plan next year and include June and September. Dear knows it has been like Hades the last ten days to sit in that shop of an evening and burn good electricity while other people were out enjoying themselves in the park or on their verandahs."

"And now for our selling and advertising plans," said the youthful war veteran. "Now that the busy selling season is about over, I think we ought to make an effort to clean up, and I think it can be done without any great effort. I find, on going over our stock roughly, that we have a lot of stuff we ought to get rid of this summer. We have an accumulation of odd sizes of good shoes that are costing a bunch of money to carry. For instance, we have two or three hundred pairs of women's shoes running from 2½ to 3 that are of perfectly good quality and reasonably up to date, but they would not make a bit of difference in our sales if they were taken out of stock, and they would reduce our overhead and give us money to put in good salable shoes even at higher prices. I think it would pay us to take an inventory on July 1st and list all our stock on ruled sheets, showing sizes, widths and heels. In this way we will get an exact idea of our stock and be able to weed out and put up for clearance the raft of unsalable lines that are sapping the life out of our profits. I think by properly classifying these lines, rigging up a special corner in the store and putting in an attractive window, that will convince people of their genuine value, we ought to be able to get rid of the whole accumulation.

"But I don't believe that we have any such accumulation as you claim," argued the father, somewhat nettled at the suggestion that he had allowed his stock to become waterlogged.

"I am willing to leave argument until we take stock, Dad, if you don't mind," said Will, "but there is one thing I have noticed from the books since I began looking into this question and that is that we are only turning over our stock about two and a half times in the year. We are carrying about \$12,000 worth of goods and our sales last year were only \$30,000 and that means that the turnover is not fast enough to make a decent profit. We ought to do at least \$50,000 on that stock or cut it down to about \$10,000 and do \$35,000 or \$40,000 at least."

"You can't do forty thousand dollars' worth of business in this town without taking it away from someone else," snapped the father, "and I am too old to get business by cutting prices or stealing trade from my neighbors."

"Well, we can at least try to get the stock down and get the money to make things a little easier for you and mother," said the son cheerfully, "and I think we can get a couple of thousand extra in the next month without any trouble. I have talked it over with Sis and she is going to help out in the

store for a couple of hours a day while you are away, but in the meantime you and I can get things under way. I suggest that we prepare a good list of the people the sale will appeal to in the town and in the surrounding district and write them a personal, friendly letter, explaining that we are housecleaning and are not selling trash but good, serviceable goods, bought at a time when shoes were lower in price, and giving our customers the benefit and ourselves the room we need for new stock."

"I hate this sale business, it savors of fake and bluff," said Thompson senior. "I have always criticised those flaring signs with the announcement of twenty-five or fifty per cent. discount. The public don't take any stock in these and they cheapen a store."

"You are right, Dad, and I don't suggest that we have any circus features about this sale. Here is a catalogue by a big Toronto concern that I picked up to-day announcing a summer sale of a general line of goods. I don't think it would cost much to get up a little thing like this, say with thirty or forty pages, explaining the nature of the sale and including some of our best summer sellers. We could get cuts from some of the wholesalers or from the SHOE AND LEATHER JOURNAL and announce prices. I believe in the methods of the big stores, putting your cards all on the table and convincing the people that you can deliver the goods. I think we could get the whole thing ready to start about July 15th, and you can go away with it in full swing."

"Well, I am willing to try the thing out, son, and if you can get it whipped into shape we will see what can be done. I know we have not been making the money we should in the business, but goodness knows I have worked hard enough. I have realized that our stock-keeping methods have not been up to the mark and have often thought of adopting some system in handling it, but I have had no help and my hands were too full. I think it would be a good idea to start some method such as some stores follow of keeping an exact record of the sales from day to day showing our sales in goods as well as cash. I think if we had a stock system that would show us at the end of the day of even a week where our stock stands there would be less accumulation of odd sizes and lines."

"Well, Dad, I am going to pitch in now that I have settled down, and we will plan together many little changes that will make it easier for you and help to put you where you will not have to worry about your bank balance. I think we can easily reach the forty thousand mark and that without disturbing any of our competitors. In fact we will not be making much of a dent in anyone's business with prices as they are to-day. We ought to do at least fifty thousand to put the business on a plane with that of five years ago."

Another thing I fancy is a mistake is the buying from so many people. Do you know, Dad, I believe it would be better for us if we cut our accounts in two and carried less lines. We could fill up from one or two wholesale houses between seasons and only to help us move our stock, and depend almost exclusively upon our regular sources of supply for

our general run of goods. But we will talk of that again."

"I suppose," said the father, with a twinkle, "you are shaping to give the 'Express' a big contract. With your stand-in there, you ought to get a pretty close rate," and he winked at Will, who reddened perceptibly.

"Cut it out, Dad," said he somewhat tartly. "Business is business. Although I am friendly with Cora that is no reason why I should expect her father to give me any business advantage. Speaking of advertising, however, I think we ought to use both papers more regularly. I think it is a waste of money to do splashy advertising and I think it is worse than waste to carry advertisements in a paper that does not advertise anything. I think we ought to set aside a certain amount each year. decide the months we want to use it, and make the ads talk just like salesmen. But of that we will talk later, Dad. Now, I know you want to get back to the store so I will 'can' the rest of the discussion till to-morrow, when we will go into the stock matter more fully and take up the advertising question as soon as we have decided what we are going to do."

It is astonishing what a relief there is in the feeling that you have someone around who is willing to take a little of the load off your shoulders. Edward Thompson was told within a week of the time he had decided to take a summer vacation that he was looking like a new man. Some thought it was the satisfaction of having his son back safe and sound from the war, but he and his wife knew that it was the joy of realizing that he was henceforth to have the benefit of new blood and new enthusiasm in his business.

His wife secured even more satisfaction than her husband, for she saw the light in his eye that for two or three years had been clouded, not only with the strain of war news, but the steady grind of a business that demanded the utmost of nervous as well as physical energy, renewed.

Mr. and Mrs. Thompson will be at the convention and those who go will probably be able to recognize at once that it is their first real taste of comradeship that business worry so often dims when it does not entirely obliterate.

FISH-SKIN SHOES

At the recent exposition of the chemical industries at New York there was an interesting exhibit of leather made from the skin of fishes, shark, porpoise and tuna fish, which showed it to be as full of good qualities as leather made from the skins of animals.

Scientists of the Pratt Institute and the United States bureau of fisheries have been experimenting with fish skin as a substitute for leather, and the raw hide of sharks and porpoises already is in commercial use. Porpoise skin razor strops have been used for years, and other kinds of fish leather would have been on the market long ago, the scientists say, had it not been that there was an abundance of real leather.

Getting Together From Hides to Shoes

The Policy of Cross Firing and Side Pulling Should be Dropped—Leather Men, Shoe Manufacturers and Retailers Should Pull Together—Quit Passing the Buck—Tell Your Customers Why Shoes are High

A YEAR ago the SHOE AND LEATHER JOURNAL suggested the three sections of the trade getting together and to this end promoted the formation of a general shoe manufacturers' association last fall and began the agitation for the foundation of a Retail Shoe Dealers' Association, which has borne fruit in the coming convention at Toronto. In our June 1st issue we have an editorial leader entitled "On a National Basis," in which we called for a frank understanding amongst the three trades of their attitude and relation to each other. We are glad to notice that in its issue of June 19th the "Shoe and Leather Reporter," the oldest shoe paper in the United States, takes up the same question in a leading editorial. It backs up the points made by the SHOE AND LEATHER JOURNAL so well that we quote it in full:

"The formation of the Allied Shoe and Leather Council, although primarily for the purpose of standardizing colors of leather, should ultimately mean very much more than this. There are many directions in which better co-operation is necessary. We are a chain of inter-dependent industries constantly jangling among ourselves, and yet frequently astonished because we are misunderstood by the consuming public.

"It is a far cry from hides and skins on the backs of animals scattered over the surface of the earth to shoes on the shelves of retail dealers. There is, unfortunately, plenty of room for dissension along the lines stretching from our western plains, or from Europe, Asia, Africa and South America, whence we draw tanning materials and hides and skins to shoes ready for wear.

"A better understanding of each other's problems would go far towards smoothing the asperities of the industry and enabling the different departments to make a united stand for the general good. There is an old adage regarding what happens to a house divided against itself.

"In these parlous times, when prices are growing over night like weeds, it is unfortunate that the basic, underlying causes are not fully understood. As matters stand to-day one branch of the trade blames another, instead of everyone standing together to explain that the higher plane of values results from world-wide conditions for which none should be held responsible.

"The shoe retailer is the man on the firing line. He is the only member of our complex industry

who actually meets the ultimate consumer face to face. If the shoe clerk is unable to explain why shoes formerly sold for \$6 are now held at \$10, or if he suggests that shoe manufacturers and tanners are profiteering, the long suffering consumer goes home nursing a grouch.

"How much better it would be if customers were told the actual facts, if shoe retailers could be made acquainted with the conditions which have forced an upward revision of prices in leather, shoes and all other manufactures of leather. If the ultimate consumer is permitted to believe that he has been robbed our industry as a whole is injured. This is deplorable, especially as it happens to be a fact that every advance scored on shoes has been induced by causes beyond the control of anyone, from the retailer to the hide dealer or packer.

"It should be generally comprehended that the higher costs of raw materials and labor have been created by international conditions, and that in countries where wages were formerly much lower than in the United States the men are now demanding and receiving higher average remuneration than the American workman. This accounts for the expanding export demand for our leather and shoes.

"Every man and woman who buys a pair of shoes should be informed that the highest rates asked by dealers are low in comparison to the prices ruling in other countries where money is less plentiful. Indeed, there are said to be many thousands of persons of ample means in Europe who are unable to obtain the shoes they want at any price.

"Technically we are at war with the Central Powers. The blockade continues in force and so also is the trading-with-the-enemy act. There are all sorts of restrictions upon exports, so that the present excited market situation promises to be worse before it is better, as the obstacles between importers and exporters are gradually removed.

"The times call for mutual forbearance and consideration. Retail dealers should refrain from fanning the flame of discontent. There has been a general pushing back, a contest against the rise in prices, but it was like trying to keep out the tide with a pitchfork. The tanner contested the boom in hides and skins, the shoe manufacturer protested against the new rates for leather, the retailer deplored the high cost of shoes at wholesale, and the consumer has strenuously objected in every store.

"If all these protests were unavailing it may be accepted as a fact that something may be lost while nothing can be gained by attempting to shift the blame for prices which have been put upon our industry by extraneous conditions."

ROCHESTER STYLE SHOW

The seventh semi-annual Rochester Style Show will be held at the Palace Hotel, July 7-12, and promises to be the biggest and best of Flower City Style Shows.

CHICAGO STYLE SHOW

The Chicago Style Show will be held this year July 7 to 11.

Copy That Violates Rules

There Are Times When It Outsell Its Conventional Brothers—Naturalness To Be Sought First and Always

NATURAL expression in print, as in conversation, carries with it, says D. A. Reidy, in "Printers' Ink," a certain weight and confidence that adds 100 per cent. to its selling effect. Why not? The natural language of business is the language of the street as ordinarily heard. Men do not sit at a business deal and conjure up symphonic sentences to impress the other fellow with their meticulousness of words, or write business letters that sound as if every sentence was written with the aid of Webster's Unabridged. The salesman who would talk to his customers in the stilted language of the ordinary kiln-dried ad. would be looked upon as a martinet. Nobody but a literary gent would undertake to sell goods to any ordinary prospect by indulging in set sentences studiously synchronized, strenuously selected and solemnly set forth. In salesmanship, as in other human relations, if the touch of human nature is lacking, the effort is very liable to lose weight. Why not apply this same rule to salesmanship in print? In truth, whenever this very thing has been done, the effect has not only been refreshing to the mind of the reader and carried complete confidence, but in some notable instances that occur offhand, you will agree it has produced remarkable response.

Copy We All Understand and Appreciate

We remember, with what relish some years ago, we swallowed the blithe business messages of a big St. Louis hardware house written by "Mike the Teamster" in a style and language we all could understand and some of us happen to know how said hardware concern in a short time trebled its business as a result of the house organ being written and edited entirely by "Mike." Also we recall with gusto the first time a daring young Lochinvar broke into print with the longshore vernacular and abjured us gentlemen of the upper crust to pack our old Jimmy pipes with that sure enough baccy stuff called for convenience P. A., which, being only human, several millions of us immediately proceeded to do and have kept on doing ever since.

That there is something more than mere novelty or cleverness in getting off the pedestal and chucking the rules for a change, was still more recently proved by "Jim Henry" who, so to speak, took off his coat and collar and dared to talk everyday salesman's language with the result that the Post Office was fairly gummed up for a while sending out millions of sample shaves ordered by people who didn't feel at all resentful at the every-day naturalistic conversation of Jim. People do like to feel that they can touch elbows with a business concern in print, just as they would in a Pullman smoker or the lobby of a hotel. Every time it has been tried out, within reasonable bounds of course, the natural note in copy has made a hit and the wonder is that it is not being done a great deal more, considering the undeniable fact that the Colonel's Lady and Judy O'Grady are now, always have been, and always will be sisters under the skin.

One of the best pieces of copy I have ever seen in print was written by a mountain weaver down in North Carolina. It appeared recently in a camp newspaper and told about homespun tweeds. I could not get to my office quick enough to order samples of those tweeds. I took the paper home and my wife seeing the ad. also ordered samples, not knowing I had ordered some the day before. That piece of copy would never have been passed by an advertising censor.

It violated all rules of the game. There was no coupon, no urge to send at once, right away, to-day, for samples, before you forget it; no climax or anti-climax; no scientific, psychological assembling of words. The writer probably never wrote a piece of copy before in his life. But he expressed the soul of his business in a way that sold me and my wife twenty-seven yards of his tweeds. The stuff he wrote was not advertising copy as usually written and judged. It was simply the homely voice of his homespun looms expressed in a simple, roughshod way. In my case it did its proper work. It got over the plate. It was the kind that could not fail to get over the plate. It was a weaver at his hand loom making a short speech in print just as he might talk.

And when you come to think of it, isn't advertising the voice of a business after all? If so, then why not express the business in natural every-day language instead of trying to make it appear high brow and classical and more or less aloof from the language of the street? Of course, there is a dividing line between what is natural and what is slap stick, but no copy-writer with a sense of proportion is liable to go across the line. The point is that there is a decided tendency to appear stiff, formal and eminently proper in print while a little of the milk of human nature and a little bending of the steel bands would be welcomed by the public as a relief, and might at the same time solve the problem seemingly so acute of how to find a copy writer with "real punch." Let him limber up his language muscles, try the freehand stroke in composition, strike straight ahead with his natural right swing and nobody will complain about the punch.

As an example of this sort of free-hand treatment applied to a serious appeal, every one who saw it will recall a Victory Loan ad. that appeared in New York newspapers the other day. It told of a boy who stuck his foot through the Victory Arch on Fifth Avenue and found it was only papier-mache. As you read it, you could almost see the boy pulling his foot out of the mock marble pillar with a look of sorrow on his face. This ad. was not written according to rule or sat on by a Board of Experts, or changed twenty different times, or passed from one judge to another to see where it could be improved. As a matter of fact, it was dictated red hot to a typist, never read a second time by the author, and went into print with all its original barbs and burrs, and maybe that very fact explains why it left such a fetching impress on the reader's mind. One cannot help admiring the audacity that dared to use the expression, "stuck his foot," instead of "penetrated with his boot" or "punctured with his shoe" or some other Sunday school phrase that might be suggested by the rules. This piece of copy broke all the ten commandments as to length of sentences and selection of words, but it drove straight home even among advertising men and on account of its unusualness carried the reader right along.

Thus are we being gradually shown in various ways that the book, "How to Write Good Copy," may soon be on its way to the waste basket and that the first, last and middle rule for writing good copy is to be first of all a good business thinker and then express your business thoughts easily, naturally, spontaneously and sincerely—thus making your own rules.

I have known a number of brilliant men who failed because they were unable to shake off their belief that a small element of dishonesty in business was really shrewdness. They agree that honesty is the best policy, considered in a general way, but think there is no harm in being dishonest in some minor business details. The fact is, there ought to be more scrupulous honesty in big business than in any other human relations.

Be sure you trek to Toronto July 21-22.

What To Do With Your Bonuses

Why Not Consider Your Bonus "Found Money" and Save it in a Special Account?

MR. JAS. H. COLLINS, the special writer for the War Savings Organization, Treasury Department of the United States Government, has sent out a letter with some real good sound sense in it that Canadians may profit by as well as people of the United States. It is unfortunate that our War Savings Stamps have not become more popular. They are a splendid means for using small savings and safe and profitable. Mr. Collins' letter follows:

I notice a wide interest in the bonus as a means of stimulating not only retail sales, but a greater efficiency in other departments of retail stores, such as the payment of bonuses for careful packing, prompt deliveries, the elimination of errors and waste, and the like. Practical plans for awarding such bonuses are constantly appearing in trade journals like your own.

There is an excellent opportunity to link thrift with bonuses. All money earned in this way by employees in retail establishments is practically extra money, paid by the employer for greater effort, skill and carefulness.

Now, shall this money be lightly spent as "velvet," or might it not better be regarded as savings, and securely invested?

A Well-Planned System

I believe that if both employer and employees will look at bonuses from the standpoint of thrift, there will be an improvement and extension of the whole bonus plan. Some bonus plans amount to little more than prizes. That is, the employer will offer a nominal sum, say \$10 weekly, to be paid to the salespeople who make the greatest number of sales each week, or the greatest increase over the last week's sales. Prize money divided that way may give only a couple of dollars monthly all round to each salesperson in an average store. But where substantial additions to pay envelopes are made on a real bonus system, and there is honest profit sharing on extra earnings, employees might benefit by earning 10 per cent. over their fixed wages. Almost any capable employee has 10 per cent. reserve power, and a well-planned bonus system would bring this reserve power out. The employee would profit by increased earnings and the employer by greater turnover and reduced overhead.

Systematic thrift implies orderly saving by a plan of at least 10 per cent. of one's income and safe depositing of that money in a bank, or putting it into some security. Let any man or woman set aside 10 per cent. of their income for a few months, and he or she will be benefited greatly. Such savings provide for emergencies, keep people out of money lenders' hands, teach better management of money and things, give respect for other people's property, and arouse the energy and ambition which develop executive ability.

Link Bonus Plan with Investment

The bonus plan should not only be linked with thrift, but may be linked with investment. If extra earnings were paid employees in the form of War Savings Stamps, they would not only be saved the moment received, but each 80-cent bonus would be increased to a future dollar. There is no better or safer investment security available to-day than the War Savings Stamp, and moreover, it has every advantage of convenience, because deposit calls for no trip to the bank, and no detail.

Through the War Savings Organization the Government is conserving thrift habits acquired during the war. Government borrowings, now that the Fifth Liberty Loan has been subscribed, will largely take the form of War Savings Stamps. Last year more than \$1,000,000,000 worth of these little stickers were purchased by the nation. It is estimated that a similar amount yearly will suffice for Government finance, and that the thrift habits inculcated by the War Savings Stamp will result in economics amounting to billions of dollars in addition, which will benefit our savings banks, life insurance companies, building and loan associations, commercial banks, bond houses and the whole industrial and economic business of the country. It is interesting to learn that the coupons on Liberty Bonds alone now return to the holders \$800,000,000 yearly, and that simply transforming these coupons directly into War Savings Stamps will come within 80 per cent. of meeting the Government's future borrowing needs.

In planning bonus payments employers may well consider the possibilities of the War Savings Stamp. Let the bonus be planned as extra earnings to bring out extra effort and these extra earnings be securely put away for a rainy day. I believe that if the matter were placed before employees in this light most of them would see the constructive possibilities, and that they would gladly accept bonus money in the form of War Savings Stamps—a percentage of it at least. Of course, payment in this way should be made only with their own consent.

Write to War Savings Organization

The War Savings Organization is interested in hearing about every bonus plan linked to War Savings Stamps. You are asked to publish this letter so that the business men who read your journal may view present or contemplated bonus plans from this aspect of thrift and savings. Wherever the thrift view has been applied to bonus plans, and bonus money is being paid in War Savings Stamps, the War Savings Organization would be glad to obtain details, so that information about successful methods may be made available to others.

ONTARIO SHOE WHOLESALERS ORGANIZE

A meeting of the wholesale shoe distributors was held at the Board of Trade, Toronto, on Thursday, June 26th. at 2.30 p.m., for the purpose of organizing an association. On account of a large number of the jobbers being down east looking at samples the representation was not as large as expected. Letters were read from Toronto and outside concerns stating that the delay in getting manufacturers' samples ready had held them in Montreal and Quebec a week longer than expected. The following firms were represented: White Shoe Co.; Ames-Holden-McCready Co.; Philip Jacobi; McLaren and Dallas; Blachford, Davies Co.; F. J. Worton & Sons.

An interesting discussion took place on the general outlook of the shoe trade and some of the difficulties incident to doing business at the present time. At the close of an hour's session afternoon tea was served and an enjoyable social chat enjoyed.

Mr. E. O. Weston, of F. J. Weston & Sons, was elected chairman, and Mr. J. W. Muir, of Blachford, Davies Co., secretary *pro tem*. Another meeting will be held on July 9th for the adoption of constitution and by-laws and the election of officers.

Keep July 21 and 22 open for Toronto—Big National Retailers' Convention.

Volume's the Thing

**Turnovers Are What Bring You Profits—
Study Your Situation to Make as Many
as Possible in a Year, for Volume is What
Counts.**

THE peculiar nature of the retail shoe business makes it necessary for a buyer to exercise the greatest care in order that he may obtain the best results from his buying. In other words, in order that he shall not have a quantity of dead stock on his hands and shelves he should buy only those sizes and models that will sell quickest, for it is volume of sales that counts in profits and those shoes on the shelves and in stock do not bring any profits so long as they are in stock.

The difficulty in buying shoes will be immediately understood when compared with other lines of merchandise. Consider, for illustration, the clothing business. There will not likely be more than two or three really good models and certainly not more dominating colors. The size range is well marked and not large, making it easy for the buyer to keep well within ranges of style and sizes. In women's clothing it is largely the same. After one has settled on the styles and colors and the limited range of sizes it is largely a matter of quantity that is the deciding factor.

How different in shoes. The very long size range makes it very difficult to keep the quantity within the profit making point. A buyer may choose a model and color and then a size, but that range is amplified by the width range running all the way from a half dozen A's to as many E's in each size. And compared with the clothing business he has a much greater range of colors and combinations for a given season, and a much greater variety of lasts, patterns and models to consider. In other words, the shoe buyer must exercise more real headwork than the clothing buyer, just on account of the tremendous variety. Add to the size problem the width question and you will see how much more study it needs to buy a stock of shoes intelligently that will turn over quickly and leave as few pairs as possible that are not quick sellers.

It is just possible that some buyers in the smaller towns and smaller stores do not know that as far as the instep, heel

and ball measurements are concerned, when they buy a five A they are buying the equal of a four B, a three C or a two D. If they do not know this, they will be liable to buy too many small sizes and narrow widths to sell quickly, and so the stock will not turn over so quickly as it should to produce profits. This condition simply means that many stores have a great deal more stock than necessary to conduct their business. This does not mean that they have a too heavy stock in the sense that a clothier might be overstocked, but it means that because of lack of judicious buying he will have too many of some sizes and widths, but not enough of others. These off sizes are what play mischief with the turn over and hold capital on the shelves instead of keeping it circulating in turnovers.

To overcome this condition some careful watch should be kept on the stock and on the needs of the trade for each store. For it is apparent that what one store may need and sell rapidly in one section, will not do for another store in another locality. It will at once be seen that each store must study its own requirements and buy in such a way that the stock will turn over quickly and so the volume of sales be increased. Do not stick to any set rule as to sizes in buying. Study your own selling results and buy according to the needs of your own case. If fours AAA do not sell with you, but you know they sell with some other store, cut them out. You are meeting the trade of your own customers and if that size and width do not sell with you, drop it. And so by a careful watch of the lines and sizes that do sell with you, you will be able to eliminate the slow sellers and so reduce your stock to the quick turnover and profit making point.

Some buyers make the mistake of buying too many lines. If we may be permitted to use the term, they desire to "hog" the trade in all the makes they can lay hands on. If they advertise all the different makes they carry they get into hot water, for unless the stock is tremendously heavy a customer is liable to ask for some particular size and width of some make which he will not have. Fewer lines, that is fewer makes, will give better results, for with a smaller stock of two or three good lines well sized and widthed, greater volume of sales can be obtained on less capital because of the quicker turnovers.

Where small stocks are bought from different factories there is bound to be trouble in fitting even if people do not pay attention to whom the makers are. For example, suppose a woman customer wants a particular kind of shoe, let us say a medium heel low shoe. The salesperson shows

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A window of the T. Eaton Company, Limited, Toronto, showing an Arrow-smith display



A "System" Should Be Efficient

A Shoe Retailer Takes Exception to the Article in June 2nd Shoe and Leather Journal, "A Simple System of Stock Keeping."

EDITOR SHOE AND LEATHER JOURNAL: I have read with much interest the article in June 2nd issue of your paper, entitled: "A Simple System of Stock Keeping," and while there are some features about it that seem good, I personally feel that it is too complex if not cumbersome to be of practical service in the average sized shoe store.

Among other meanings given the word system are "A plan or scheme," "Method." But the meaning given the word to-day in the mind of the average business man is "Revolutionizing of some department of his business by installing some arrangement of card indexing or other plan whereby records may be kept accurately and easily, and to which access may be had at a moment's notice and a correct account obtained at a glance."

While this idea of the meaning of the word is right it does not cover all that it means. Every one has some system or other in the conduct of his business. When a man opens his store at eight o'clock in the morning, or any other hour, that is "system." It is method or order, both of which are system. But it is of this newer meaning or generally accepted meaning of the word that I wish to speak.

The object, then, of system is to obtain the maximum of results with the minimum of labor. When any system falls below this it is then not doing the work it was originally intended to perform. Also if a system after being installed is found to be cumbersome and unwieldy it should be discarded. This may often be found in the case of a small business. That is, the business may be found to be too small to need an elaborate system that would take more clerical work to keep it up than the results would warrant. For example, if it would take longer to find out the condition of the stock by referring to the records than it would to go to the stock itself and find how it was it would not be economical nor wise to continue such a system. In large businesses it is almost imperative that a system of records be kept, for it would be difficult to find the condition of a large stock by direct reference to it. So it will be for each merchant to settle what will be the best method to adopt in his own particular case, but by all means if the plan or system he should adopt will take more time and labor than the results warrant it should not be maintained.

It seems to me, as stated above, that the labor in connection with this system would be more than the results would justify. Wherever labor is expended it means expense, so when I say that the labor would be more than the results would justify I include the expense also.

Please note that every size, width and quantity must be entered on their receipt, even to one odd pair. Now if one will stop and consider he will see this will entail a very great deal of time and consequent expense. The same thing must be done when the goods are sold. Now what will be the benefit, actual benefit of this record to the average shoe dealer? It will be claimed, of course, that repeat orders can be made from this record. But the average run of shoes to-day are not repeated to any great extent—possibly not one in ten that will be re-ordered. New lines are constantly coming in, and when a line is stocked the idea is to get rid of it as soon as possible, then, if necessary, sort it a little; but the chances are that some new ideas will be in that the

merchant will choose and very very few of the last line will be re-stocked.

In my mind I feel quite sure that if the stock is kept in a systematic way, one can go to the stock itself and obtain a better idea of its condition in less time than it would take to turn up the records and not only is the time of looking up the records saved, but the time of making the entries would also be saved, which is more than that of referring to the records to see the condition of the stock.

Another objection I have to the system as outlined is the use of labels on the cartons to be taken off when a sale is made. I cannot see how these labels will add to the appearance of the store. They will never be uniform, and I think will detract from the neatness of a well kept stock.

If one has a rightly trained selling staff they will be able to keep a system right in the stock itself rather than in books or card indices. Each person will have a certain amount of stock to look after and that person should know by the way he handles his sales just how the stock stands. Therefore, let the system be in the stock itself rather than in the records.

Now a word about the time it will require to make these records. The article admits it will take an hour a day. Well, an hour does not seem long, but in these short-hour days an hour is quite a big hunk to take out of a day. An hour a day means six hours a week, which is about twenty-six hours a month. Or let us say twenty-five hours a month, which means three hundred hours a year. Figured at the old day of ten hours that would be thirty days a year or over a month in the year that would be devoted to making these records. That would be over a month of time used up in this work. The question immediately arises in my mind, are the results worth the time and expense of keeping a system in the way outlined in the article? I know that it would not be profitable for me, and feel sure there are many others in the same boat as I.

VOLUME'S THE THING

(Continued from page 33)

her a pair and they suit her well in style and heel, but they do not happen to be the right size. Not having the right size in this particular make, it will be almost impossible to suit her with another make, for it will not be the same in style or model as the first one she liked so well. Now, had the stock been larger in fewer makes the chances are all in favor of this woman having been suited in the size of the make she preferred. While it is sometimes possible to sell a person a pair of shoes somewhat against their will, and this is even termed good salesmanship, still it should always be remembered a satisfied customer is the best advertisement and to sell a person a pair of shoes they really did not like so well as another pair of make, is questionable as to the best results and lasting satisfaction.

From all this it will be seen that the best buyer is he who can purchase the least stock on which to conduct his business and make the most turnovers in a year, thus increasing the volume of sales, for "Volume's the thing."

MR. FENWICK PROMOTED

E. Roy Fenwick, manager of the St. John branch of the Dunlop Tire & Rubber Goods Co., Limited, recently received word of his transfer to Montreal, where he will be manager of the firm's branch, the largest in Canada. While his friends are sorry to see him leave St. John they congratulate him on his promotion, which shows the confidence the company has in him. Mr. Fenwick joined the Dunlop company as a traveller twelve years ago. For four years he was on the road, and the last eight years he has been manager of the St. John branch. His successor here has not yet been named.



KITCHENER INVITES

EVERYBODY'S COMING

Kitchener — The Shoe and Leather Exhibition City

A City Well Chosen for a Shoe and Leather Exhibition.

KITCHENER is possibly one of the most model cities in Canada. Splendidly located in the heart of the prosperous agricultural county of Waterloo it has the double advantage of being a manufacturing centre surrounded with a farming community that insures a cost of living on as low a plane as possible. It is such conditions as



Memorial Day Parade, Kitchener, 1919

these that make advancements possible for the best conditions in town and city life.

It is the county seat of Waterloo county and has a population exceeding twenty thousand. Few places in Canada are making the advancements as a manufacturing centre that this young city is making, and this is largely due to its splendid location and the enterprise of the business men who take an active part in the municipal government of the city. It is located on the main line of the Grand Trunk Railway running direct to Sarnia and Detroit to the west and Toronto, Montreal and Halifax to the east. The Galt, Preston and Hespeler electric line connects it with the

C.P.R., and the Lake Erie and Northern Railways electric line forms a connection with Port Dover and the boats for Cleveland, as well as other lake ports.

It is quite generally known that the name Kitchener was given the city in the year 1916. But that was not a



Bridgeport, the Coney Island of Kitchener

new experience in the city's history, for it has had no less than four names in its lifetime. First it was Sand Hills, then Mount Pleasant, still later Berlin, and last Kitchener.

It is a noteworthy fact that Kitchener has gradually



One of Kitchener's pleasure parks



THERE'LL BE 1,000's



AT KITCHENER

acquired all its public utilities and now owns its entire water system, sewer system, gas and electric light and power system and its street railways. This has meant a consider-



Staff of Chas. Ahrens Co., Kitchener

able outlay of money, but it has proved to be a great piece of municipal wisdom, for it has been a great money-making and tax-saving investment. The citizens are very proud of



A pretty view of a Kitchener park

these utilities and use them to the full, knowing the profits will be applied to the keeping down of taxes.

It would be difficult to find a city in which so many of its citizens own their own homes as is the case in Kitchener. And where a city or town is found in which this condition obtains it will always be found a prosperous community, for

the citizens who own their homes always take great pride in them and in the town or city as well. There has been a city ordinance of many years' standing whereby it is impossible to erect cheap and ordinary houses because of the restrictions imposed. This means that nearly every house is brick or similar material and frame dwellings are a curiosity. The diversity of industries in the city make Kitchener a splendid place for families who may have members seeking employment. It means that different classes of work are obtainable.



The Grand River at Bridgeport, where the Breithaupt Leather Co. will entertain the visitors Wednesday evening

thus suiting the various tastes that may exist in a family of boys and girls. Its factories, too, are particularly well heated, lighted and ventilated and the Government inspector of factories complimented the authorities on this very point, saying he had not seen a city so well situated in this regard and so suitable for both labor and production.

It is well supplied with schools and churches and an exceptionally fine free library. Its parks, too, are in keeping with its other progressiveness and afford splendid places for recreation and amusement. In connection with these are play grounds for children that are not equalled by any other places of the size of Kitchener.

The city has always been noted, too, for its splendid



Convention Special going to Kitchener

Come to the

First Canadian

Shoe and Leather Exhibition

At Kitchener, July 21st to 26th



This big event offers to everyone interested in the development of the Canadian Shoe industry, a wonderful opportunity to accumulate a gist of knowledge pertaining to the operation of any Shoe Leather or Findings business, be it Manufacturing, Jobbing or Retailing, that will prove of a most valuable nature.

Everything is lined up for a wonderful occasion, and in addition to the benefits to be derived from a business standpoint, an enjoyable outing is promised.

Kitchener manufacturers are shoulder to shoulder in their efforts to make this the first Canadian Shoe and Leather Exhibition the biggest event in the history of the industry.

Make up your mind that this opportunity is not going to slip by you and that you are coming to Kitchener and going to enjoy every minute of your stay.

Kitchener Calls. Will You Come?

Remember the Dates

MEET YOUR FRIENDS



AT KITCHENER

musical organizations, possessing not one, but several good bands. These furnish music in the various parks in summer and afford much enjoyment for the citizens.

As a sport town it has always been among the first cities to have hockey and baseball teams that have been



Hydro-City Shoe Co.'s Staff

champions or strong runners up for the position. And it still maintains this reputation.

It has a strong Manufacturers' Association and this organization a year or so ago issued a very attractive book advertising the various firms and products manufactured by



Staff of the Greb Shoe Co., Kitchener

them. This was a very commendable way of creating business and all profited thereby.

It was this same spirit that moved the twenty-six or more boot, shoe and rubber manufacturers of the city to

hold the Shoe and Leather Exhibition during the week of July 21 to 26. They felt sure it would be a splendid way to let the retailers and manufacturers become acquainted with the leather goods industries of the city. With this determination in mind they have gone ahead, not sparing time or money in making it one of greatest commercial enterprises ever undertaken by any town or city in Canada in connection with the shoe and leather trades and their allied industries. That it will be a big success is now absolutely assured by the splendid list of exhibitors who have already signified their intention to be there. Among these exhibitors are the following:

Regal Shoe Co., Ltd., Toronto; Greb Shoe Co., Ltd., Kitchener; Getty Shoe Co., Ltd., Kitchener; Dominion



A glimpse of a residential street, Kitchener

Rubber System, Montreal; United Shoe Machinery Co. of Canada; Galt Shoe Co., Ltd. Galt; Murray Shoe Co., Ltd., London; Lady Belle Shoe Co., Ltd., Kitchener; Ames-Holden-McCready, Ltd.; Hydro City Shoe Co., Kitchener; Ed. R. Lewis, Toronto; Lang Tanning Co., Ltd., Kitchener; Chas. A. Ahrens, Ltd., Kitchener; Nugget Polish Co., Ltd., Toronto; Gutta Percha & Rubber Ltd., Toronto; Edwards & Edwards, Toronto; W. E. Woelfle Shoe Co., Ltd., Kitchener; Breithaupt Leather Co., Ltd., Kitchener; International Supply Co.; Anglo-Canadian Leather Co., Ltd.:

(Continued on page 70)



Convention Special coming home



KITCHENER, ONT.

**Shoe Manufacturers, Leather Merchants,
Retail Shoe Merchants and Shoe Repairmen:**

WE extend to you a most cordial invitation to partake of an informal supper and entertainment at

THE CASINO

BRIDGEPORT, WEDNESDAY EVENING

JULY 23rd

in connection with the First Canadian Shoe and Leather Exhibition.

Full information will be obtained at our booth in the Auditorium, and in order to facilitate matters we will appreciate those accepting our invitation, signifying their intention of doing so when visiting our exhibit.



The Breithaupt Leather Co. Limited

TANNERS OF

The Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock



Big Convention of Shoe Men

Every Shoe Man Who Can Find it at all Possible to be Present Should Not Miss This Coming Convention in Toronto, July 21 and 22

ALL arrangements are just about completed for the monster convention of Retail Shoe Men of Canada, to be held in Toronto, July 21st and 22nd. Every indication points to there being between three and



One of Toronto's leading shoe stores

four hundred present and the arrangement committee state there will be abundant hotel accommodation for all.

The convention headquarters will be at the King Edward Hotel and within a few minutes' walking distance from the

hotel are situated the Queen's Hotel, Walker House, Carls Rite, Prince George, Iroquois, Elliott House, and many private hotels. The King Edward is situated within a few minutes' street car ride, or even within walking distance of the trains and boats. It is an ideal place for a gathering of this character.

The programme committee have made the final draft, which appears herewith, and shows the excellence of the subjects to be considered at this gathering.

Convention Programme

MONDAY

- 9.10 a.m.—Registration of delegates.
- 10.00 a.m.—Call to order. Chairman, W. T. Fegan.
Address of Welcome—Mayor of Toronto.
Replies—Geo. C. Gales, Montreal; John Afleck, Winnipeg.
- 10.30 a.m.—Business:—
(a) Organization of Association.
(b) Adoption of Constitution and By-laws.
(c) Appointment of Committee on Resolutions.
(d) Appointment of Committee on Nominations.
- 11.00 a.m.—Addresses:—
F. S. Scott, M.P., President Can. Shoe Manufacturers' Association.
R. E. Jamieson, Dom. Rubber System.
- 12.30 —Adjournment.
- 2.00 p.m.—Address and Discussion—"Advertising," by R. A. Baker, Baker Advertising Agency.
- 2.30 p.m.—Address and Discussion—"Making Your Business Pay," by F. W. Stewart, of Montreal.
- 3.00 p.m.—Paper and Discussion—"Fire Insurance," by W. G. Wright, Esq., Insurance Editor Saturday Night.
- 3.30 p.m.—"Retail Problems"—Ten minutes addresses:—
(1) "Exchanges and Returns," H. W. Rising St. John, N.B.
(2) "Retail Shoe Store Credits," Fred Argall, Three Rivers, Que.
(3) "Standard Cartons."
(4) "Transient Traders," W. C. Miller, Secretary Ontario Retail Merchants' Association.
- 4.00 p.m.—"Local Organization," Wm. A. Smith, Hamilton. Discussion.
- 4.30 p.m.—"Question Box," Capt. Howard C. Blachford.
- 6.00 p.m.—Adjournment.

(Continued on page 42)



Front of Walk-Over Boot Shop



Natural Tread Shoe store, Yonge Street, Toronto

H. O. McDowell

H. N. LINCOLN

INTERNATIONAL SUPPLY CO.

IMPORTERS MANUFACTURERS  JOBBERS SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

EASTERN BRANCH
401 CORISTINE BUILDING
MONTREAL

MAIN OFFICE AND FACTORY
37 FOUNDRY ST. S.
KITCHENER

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

Lynn Wood Heel Co.,
Keene, N.H.
Wood Heels and Die Blocks.

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.

H. S. & M. W. Snyder Inc.,
Boston, Mass.
Kids, Cabrettas and Horse

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.



All good finishers recognize this Trade Mark. They know it **Stands for Highest Grade, Dependable Finishes** for all grades of Shoes.

It is not necessary for you to import your finishes, we have a complete line of finishes to meet the requirements of any and all kinds of leather.

Inks, Stains, Dressings, Dyes, Waxes and Polishes AND THE FAMOUS CYCLONE BLEACH

If you are not familiar with these goods you owe it to yourself to get acquainted. Now is the time.

We are ready to submit samples and demonstrate.

We carry a variety of specialties

- Cheese Cloth**
- Silkoline**
- Vel Chamee**
- Very Fine Polishing Cloth**
- Round Belting**
- Oak Tanned Indian Tanned**
- Castors**
- Buttons**
- Belt Hooks**
- Tag Holders**
- Treer's Shank Brushes**
- H.B. Canvas**
- Cotton Thread**



For Puritan Machines
FOR FAIRSTITCHING and UPPER FITTING

You need have no hesitancy about sending your orders to us. Our business is founded on the principle of **FAIR DEALING** and we handle only **GOODS of HIGHEST QUALITY.**

Consider the List of Houses **WE REPRESENT.**

BIG CONVENTION OF SHOE MEN

(Continued from page 40)

8.00 p.m.—Reception, King Edward Hotel (informal).
Orchestral music and refreshments.

TUESDAY

9.00 a.m.—Business:—
(a) Report of Committee on Resolutions.
(b) Report of Committee on Nominations.
(c) Election of Officers.
(d) Place of next Convention.
11.00 a.m.—Address—"Leather Conditions," Hon. E. J. Davis.
11.30 a.m.—Paper—"Early Closing," A. L. Wilson, Hamilton.
12.00 —"The Help Problem," Jas. W. Jupp. Discussion.
12.30 —Adjournment.
2.00 p.m.—Address—A. H. Geuting, Pres. R.S.D.N.A.

3.40 to 4.00 p.m.—Unfinished business.
4.00 to 6.00 p.m.—Drive. Complimentary automobile tour of city and visit to Gutta Percha and Rubber plant.

7.30 p.m.—Banquet (informal).
8.00 p.m.—Theatre party for ladies, Royal Alexandra.

WEDNESDAY

Kitchener Day—Special train leaves Union Depot 8 a.m.
Returning leaves Kitchener at about midnight. Mem-



Interior of Walk-Over Boot Shop Toronto



Interior view of Walk-Over Boot Sho , Toronto

3.00 p.m.—Address—"World Shoe and Leather Conditions," Jos. Daoust, Esq., Montreal.

bers and their ladies will be provided with tickets. Complimentary supper tendered by Breithaupt Leather Co., Limited, at Bridgeport.

It will be seen from the above that splendid scope will be given to everyone attending this convention to discuss subjects that are of the greatest importance to the shoe retailer.

On Monday evening there will be a reception in the ball-
(Continued on page 48)



Invictus Boot Shop, Toronto



*A nationally advertised and universally known
line of exceptionally good Shoes for Children*

Chums are the outcome of careful study of the modern requirements in shoes for growing children.

Chums are the result of practical application of modern methods of shoe making essential to the production of true-fitting, comfort giving, wear resisting footwear for the younger generation.

Chums are the product of concentration and specialization. They have proven their merit to Merchant and Public and are nationally advertised in leading Canadian magazines.

Chums should be handled by every Shoe Merchant desirous of getting the best results from the Children's Department.

Chums will be displayed for your inspection at the

**Canadian Shoe and Leather Exhibition
KITCHENER, JULY 21-26**

Learn all you can about "CHUMS," it's good business.

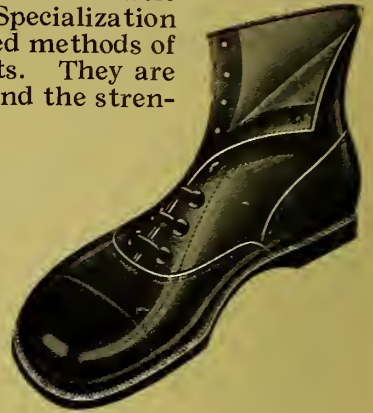


Charles A.
AHRENS
limited.
KITCHENER



Shoes for Children

GETTY SHOES are a new line of Children's Footwear, the exceptional merits of which warrant your selection from it to secure a valuable share of the Children's Trade. They are the product of Specialization in this one line, produced according to the most advanced methods of Children's Shoemaking, under the supervision of experts. They are modelled to give the proper FIT and are made to withstand the strenuous wear to which they are subjected.



GETTY SHOES

A Complete Range and Excellent Values in
FINE McKAYS and TURNS
Youths' Misses' Children's Infants'

Be sure to investigate this New Line at the Canadian Shoe and Leather Exhibition. Also wait for the "Getty" Salesman.

THE GETTY SHOE COMPANY
KITCHENER - - ONTARIO



"Honest All Thru"



With over three thousand of the Country's keenest Retailers, and an ever increasing number of satisfied Wearers

GREB SOLID WORK SHOES

have built up an enviable reputation for RELIABILITY—the result of good honest Quality in the Shoes, and Sound Values

for Men, Boys and Youths

The Greb Line will be on display for your inspection at the Canadian Shoe and Leather Exhibition. Be sure to see it.

Greb Shoe Co., Limited
KITCHENER - - ONTARIO
SPECIALISTS IN GOOD WORK SHOES

ANCHOR SCOURED OAK SOLE LEATHER



SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

THE

LANG TANNING COMPANY

LIMITED

KITCHENER

- ONTARIO



EDWARD COOK, Toronto



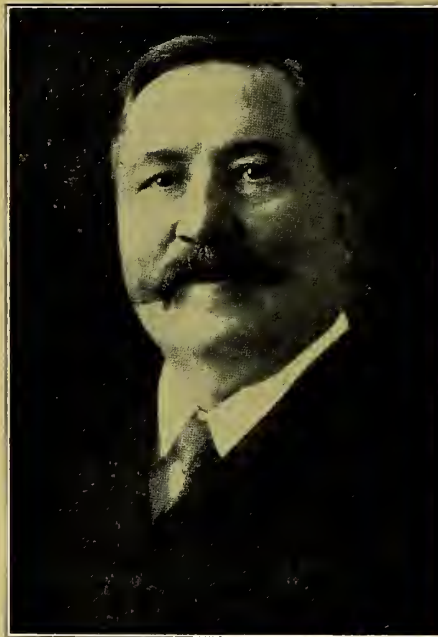
A. H. GEUTING, New York



Hon. E. J. DAVIS, Newmarket, Ont.



F. S. SCOTT, M.P., Galt, Ont.



JOS. DAoust, Montreal



ARTHUR L. WILSON, Hamilton



HOWARD C. BLACHFORD, Toronto



W. A. SMITH, Hamilton



R. E. JAMIESON, Montreal



JAS. W. JUPP, Toronto



JOHN SLATER, New York



WARREN T. FEGAN, Toronto



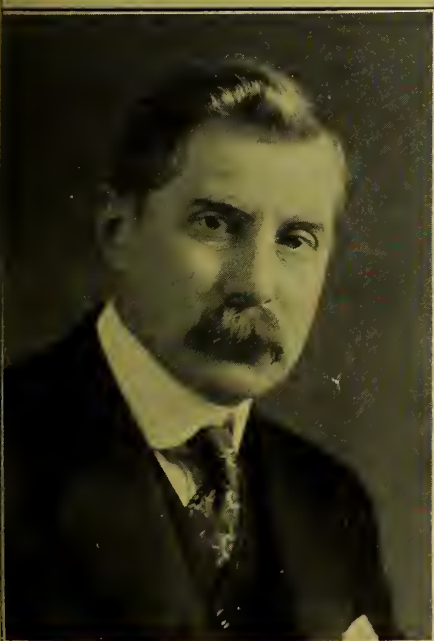
H. W. RISING, St. John, N.B.



R. A. BAKER, Toronto



W. C. MILLER, Toronto



GEO. G. GALES, Montreal



F. W. STEWART, Montreal



GEO. A. BLACHFORD, Toronto

BIG CONVENTION OF SHOE MEN

(Continued from page 42)

room of the King Edward Hotel, which will be of an informal nature. The object of this reception will be to furnish an opportunity for everyone to become acquainted with each other without the process of a formal introduction. To aid this spirit of good feeling an orchestra will be provided and other entertainment that will greatly help in making the evening one of thorough enjoyment.

On Tuesday afternoon the delegates and their lady friends will be taken for a drive around the city. This outing is through the courtesy of the Gutta Percha and Rubber Limited. The drive will be through the principal beauty spots of the city, including High Park, Queen's Park and the picturesque residential sections of the city.

On Tuesday evening the delegates will be guests of the manufacturers and wholesalers at a complimentary banquet at the King Edward Hotel. Between twenty-five hundred and three thousand dollars has been set aside for the entertainment of the delegates, and this banquet will eclipse anything that has ever been brought before the shoe trade in Canada. No expense will be spared to make it by far the best that has been both in service and entertainment furnished. It will be in easy dress and it is stated that evening dress is positively tabooed. It will be a bang up affair with oceans of fun from the moment the piano starts, and not a minute will go by without something being done. No long-winded speeches. They will be held down to a minute or two.

The ladies will be looked after by having a theatre party tendered them at the Royal Alexandra theatre, when the splendid play "Officer 666" will be given by the Robins Players.

The reception committee of the convention will consist of twenty members with their ladies, who will have charge of looking after the welfare of those who will attend the convention. It may be well to notify the secretary, Mr. Cook, in advance, so that accommodation may be secured before your arrival.

There will be representatives from all over Canada, practically, reaching as far east as Halifax and St. John, and Mr. A. H. Geuting or Mr. John Slater, of New York, are expected to speak at the banquet.

On Wednesday the big excursion will start at 8 o'clock for Kitchener to the Shoe and Leather Exhibition and members of the new association will be the guests of the Kitchener Exhibition Executive in so far as transportation is concerned. The train will be met with a band and the members escorted to the auditorium, where a reception will be held. In the evening the party will be the guests of the Breithaupt Leather Company at a supper at Bridgeport, to which place they will be conveyed by motor. The train will leave on the return trip at about midnight.

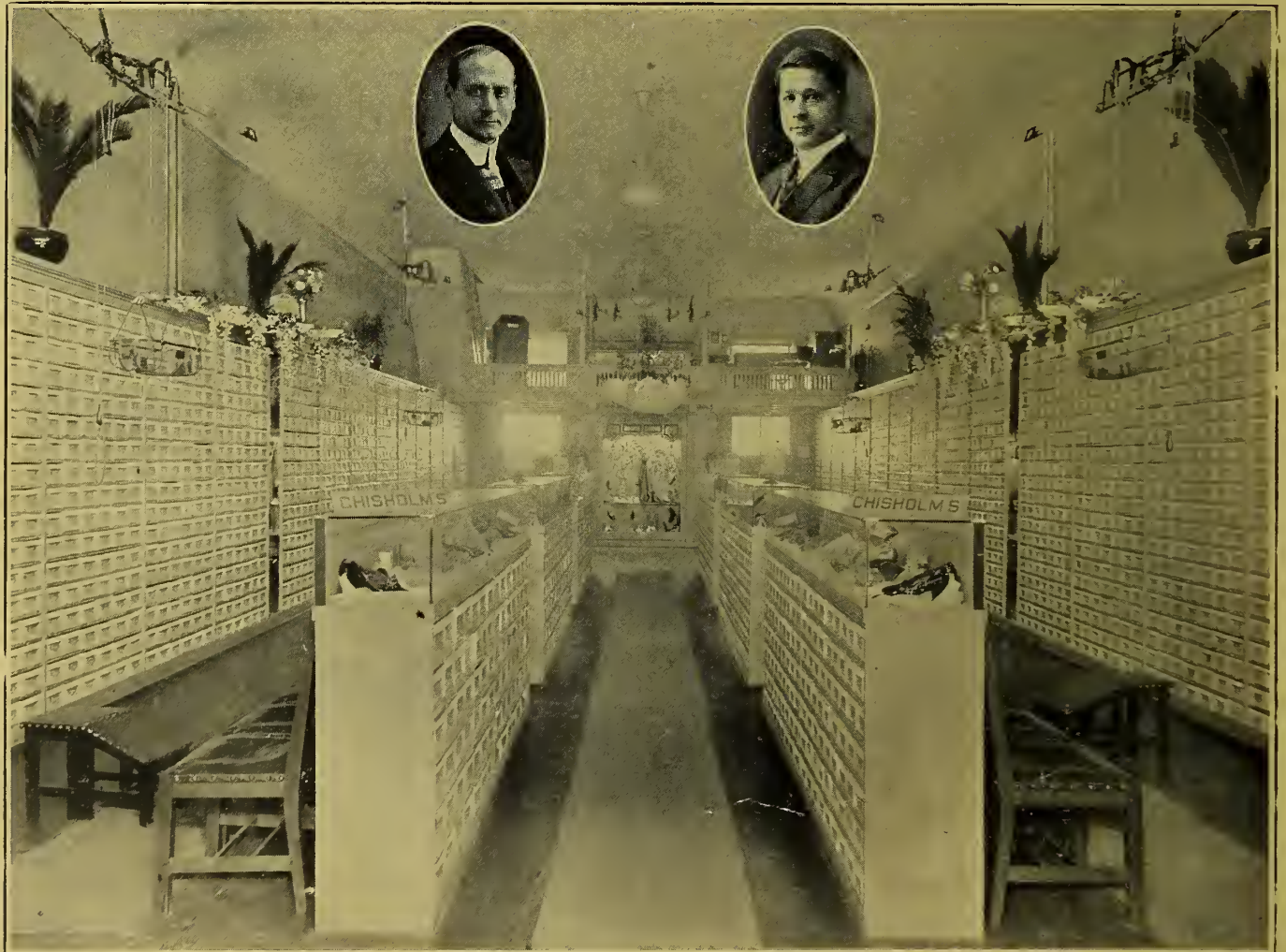
AN ENGLISH APPRECIATION

Enclosed please find our subscription to your "Shoe and Leather Journal" up to January, 1920; your receipt will oblige.

We might add that we look forward to this edition arriving regularly from now onwards; it is always bright and newsy, and Solomon is evidently a good sort.

Yours faithfully,

W. SMALE & SON.



Interior of Chisholm Bros. Shoe Store, Toronto

Come to Kitchener—

It is to the very best interests of all progressive shoemen to visit the Canadian Shoe and Leather Exhibition at Kitchener. There are benefits to be derived that none can afford to miss.

You will find one of the most interesting features to be

THE LADY BELLE EXHIBIT

Where this splendid line of footwear will be on display for your inspection and where you will be given a hearty welcome. You are also cordially invited to

VISIT OUR PLANT

and see Lady Belle Shoes in the process of making.



—July 21st to 26th

The Lady Belle Shoe Co. Limited

Makers of Ladies' Fine McKay Shoes

Kitchener - - - - - Ontario

A Stronger Hold
on the
Staple Footwear
Trade

can be secured by
handling

HYDRO
CITY
STAPLE
SHOES



Appearance, Comfort, Long Wear, Sound Value are outstanding features of Hydro City Solid Leather Shoes. They are made to stand Hard Wear, and are styled to stand critical comparison as to Appearance. No Staple Line is more SALEABLE or RELIABLE.

Take special note of the Hydro City Display at the Canadian Shoe and Leather Exhibition. You will find it of great interest.

HYDRO CITY SHOE MFRS.
LIMITED
KITCHENER, ONTARIO

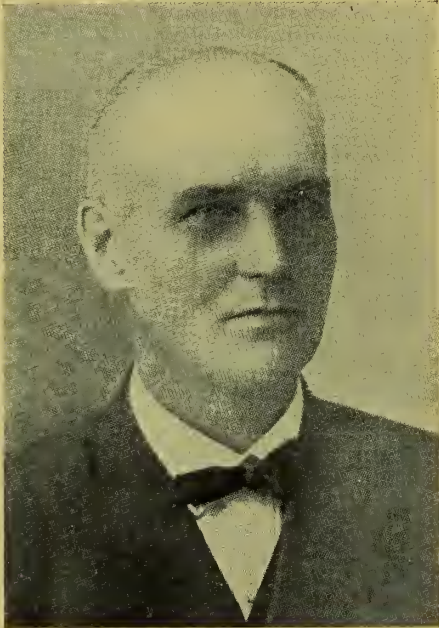
Some of the Kitchener Ex- hibition Officers

Some of the Men Who Are Making a
Success of the Big Shoe and Leather
Exhibition

THE man who invented the term "the man behind the gun" did a real job for the English. Few expressions are so "multum in parvo," or much in little, as this one. Concise and expressive, it says a great deal in a very short time. If one lets his mind wander he will see that no

matter how good a gun may be if the man behind it is wanting the effect and result of the gun's work will be nil. This same reasoning applies to every phase of human endeavor. An enterprise may be ever so worthy but unless backed by men of judgment and experience the results will not be so gratifying as one would like them to be.

The men behind the guns of the first Canadian Shoe



CHAS. A. AHRENS



H. N. LINCOLN

and Leather Exhibition, which will be held in Kitchener during the week of July 21st to 26th, insures the success of the enterprise from the very beginning. They are men who have been successful in their respective businesses and are devoting a great deal of their time in making this event one that will be a credit to their city, to Canada and to themselves. That much good should result from this exhibition goes without saying. The meeting of manufacturers alone has an effect that is bound to be resultful in much good.

To the retailer the results will be uncalculable. The



L. O. BREITHAUPT



H. O. McDOWELL



ALEX INRIG

mere fact of a man getting away from his business for a time has a good result, and when he can get away and meet men in the same business from other towns and cities the exchange of ideas is worth a great deal sentimentally and also in dollars and cents. That retailers will be able to meet with the manufacturers and their representatives will be an education in itself that will bring profit to them. And so this big Exhibition will furnish all this from a business point of view and provide much more in the way of entertainment.

Kitchener's progress as a manufacturing centre is due to just such men as are linked up with this exhibition, and the officers and promoters of this enterprise are men who have helped and made the city grow to its present enviable position as one of the best small cities in the Dominion. The officers and committees which have been appointed are as follows: President, Chas. A. Ahrens; vice-president, Alex. Inrig; secretary, J. P. Scully; executive committee—Chas. A. Ahrens, Alex. Inrig, H. O. McDowell, Oscar Rumble; committee on arrangements—Alex. Inrig (chairman), G. W. Charles, Fred Ahrens, J. Valentine, H. N. Lincoln, L. W. Hansen; entertainment committee—Oscar Rumble (chairman), R. J. Kerr, Erwin C. Greb, L. O. Breithaupt; advertising committee—H. O. McDowell (chairman), N. Davidson, A. A. Armbrust.

With such a bunch of willing, energetic and enthusiastic workers as these there seems no reason why this exhibition will not be a tremendous success. Mr. Charles A. Ahrens is the head of the Chas. A. Ahrens Company, of Kitchener, which dates its beginning back to 1886, and it was a prosperous concern from the very start.

Mr. Inrig is connected with the Lady Belle Shoe Co. and is one of Kitchener's best known shoe men. The company make women's fine shoes.

Mr. H. O. McDowell is the president of the International Supply Co., of Kitchener, and is well known to the trade all over Canada. They do a tremendous business in supplies and have an office in Montreal as well as in Kitchener, where the factory and main warehouse are situated.

Mr. Oscar Rumble is the head of one of Kitchener's large felt concerns and has been in business there practically all his life. Mr. Rumble, as head of the entertainment committee, is in his proper place, for he has had abundant experience in this line.

Mr. C. W. Charles is the manager of the Canadian Consolidated Felt Co., of Kitchener, and is well known to

the felt and shoe men of the country. He is a hustler, and when he takes hold of anything of this kind he usually makes it go with a vim.

Mr. Fred. Ahrens is the son of Mr. Chas. A. Ahrens, and is associated with his father in business and is working hard on the committee of the exhibition. Fred. is another young hustler and can always be depended on.

Mr. J. Valentine is the head of the firm of Valentine & Martin, of Waterloo, and is working with the committee to



ERWIN C. GREB

make the exhibition a big success. Mr. Valentine is a very successful shoe manufacturer and a hard worker.

Mr. H. N. Lincoln is the business partner and associate of Mr. McDowell in the International Supply Co. He usually works hard at a job and is doing this on the committee to which he has been appointed.

Mr. L. W. Hanson is too well known to need mention, for he is the manager of the United Shoe Machinery Com-

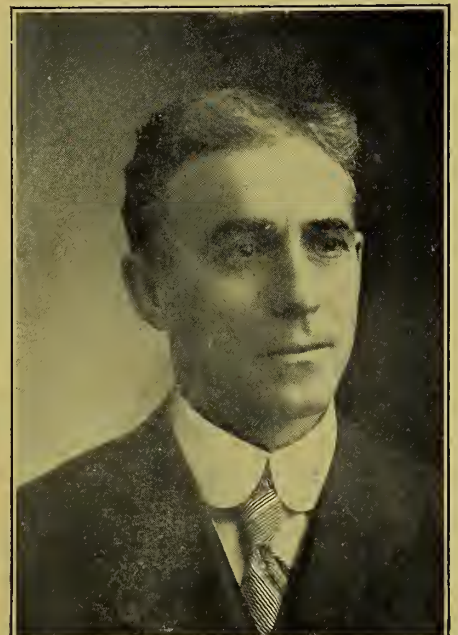
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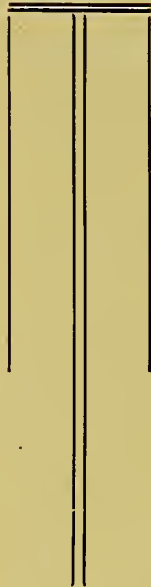
A. A. ARMBRUST



L. W. HANSON



R. J. KERR



ON behalf of the management of A. R. Clarke & Company, Limited, I desire to extend to the Shoe Retailers of Canada sincere good wishes for a most successful convention.

May the inauguration of a Canadian National Shoe Retailers' Association prove an event in the history of the Canadian Shoe Industry that will be outstanding in its benefits to all concerned.

I also wish to extend to all attending the Convention, a most cordial invitation to pay us a visit during your stay in the city.

GRIFFITH B. CLARKE,
President.

A. R. Clarke & Company, Limited

Largest Manufacturers of Patent Leather in the British Empire

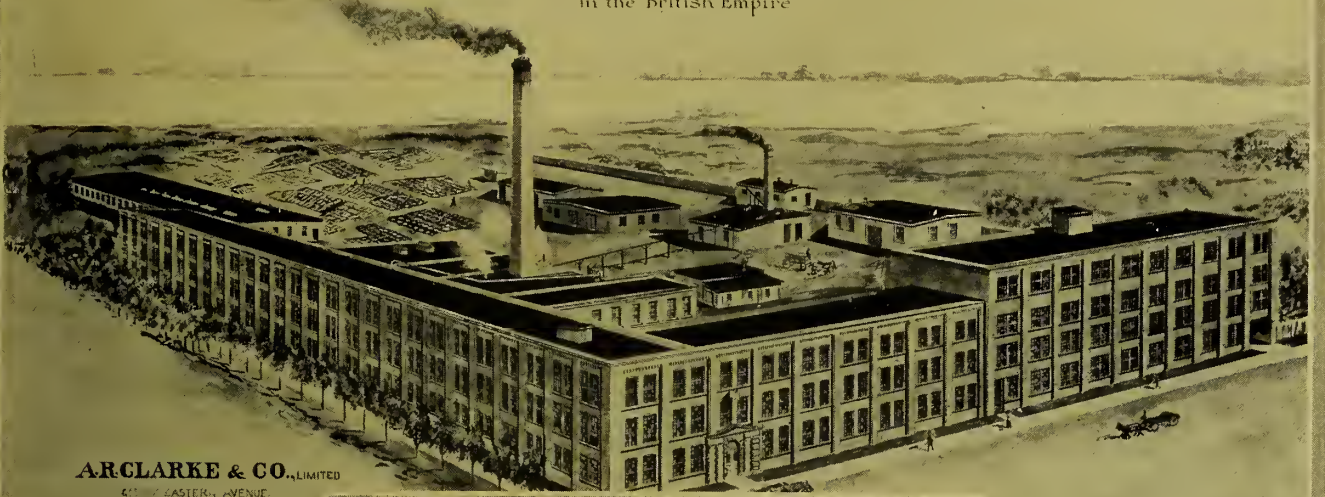
Montreal

Toronto

Quebec



The Largest Patent Leather Factory
in the British Empire



ARCLARKE & CO., LIMITED
67 EASTERN AVENUE
TORONTO.

Offices and Main Plant
Also Laing Street Factory



Lower Picture
Leather Assembling Room



To Members of the Retail Shoe Trade Convening at Toronto, July 21st, 22nd

We extend our best wishes for a most enjoyable and profitable gathering and also cordially invite you to visit us during your stay in the city.

Conveniently situated within three minutes' walk from the King Edward Hotel, where the convention is to be held, you will have no difficulty in locating us. We will have

SOMETHING VERY INTERESTING

to show you. Something that will make your visit well worth while.

BEAL BROTHERS LIMITED
52 WELLINGTON ST. EAST, TORONTO

RETAILERS!

From the Convention---

it is just a nice little run

**Out to Sisman's,
at Aurora.**

The Home of those well-known Shoes

"BEST EVERYDAY" and "AURORA"



Come out and see us. It will be an enjoyable trip. We can promise you a hearty welcome, and feel sure you will find much to interest you in a visit to our plant.

THE T. SISMAN SHOE CO., Limited
Aurora Ontario

SHEEP LEATHER

Our products will be displayed for your inspection at the First Canadian Shoe and Leather Exhibition.

One of our representatives will be on hand to greet you.

We cordially invite you to visit our exhibit.



Offices in:

NEW YORK CITY—Woolworth Building
 ROCHESTER, N.Y.—Charles Stern & Co.
 CINCINNATI—P. A. Henry & Co.
 CHICAGO—New Castle Leather Company

Canadian Representative:

ED. R. LEWIS

45 Front St. East : TORONTO



DONNELL-CARMAN & MUDGE INC.

SHEEPSKIN TANNERS

Boston, Mass. : Toronto, Canada



Stray Shots From Solomon

*Wisdom crieth without;
she uttereth her voice in the street.*

No man who has any respect for himself, will be associated in business with a man he knows to be unprincipled or dishonest. He cannot afford it. In our school

COME
OUT

of years ago we had the story of "Tray and Snap," the good and bad dogs, and we know what happened with Tray in spite of his innocence. The inevitable is loss of both respect and confidence, and often degeneration to the same moral level. Cases of a decent, righteous man reforming an unscrupulous, thieving partner are as rare as a chaste, virtuous woman reclaiming a worthless, drunken man by marrying him, and the process is quite as dangerous. All the money of a Cræsus will not atone for loss of character. Better work in a drain at a dollar a day and have "a conscience void of offence" than be "clothed in purple and fine linen and fare sumptuously every day," and know you ought to be wearing stripes. "Whoso is partner with a thief hateth his own soul."

* * *

Men are scarce. With all our twentieth century machinery there seems to be no danger of over-production. There are plenty to

MEN
WANTED

fill the census reports, but of men who like Saul, the Benjamite, stand head and shoulders above their fellows, there is as sad a lacking as ever. A good man does not need a labor union or a combination to stand at his back. The reason why the species is degenerating mentally, morally and physically, is that there are so many looking for others to hold an umbrella over them. There is a lack of independence of thought and act that develops parasitism of the most deadly kind. Have an ambition to be a man. Put away childish things. Use the brains, lips, hands, feet and conscience God has given you to rise to better things than being a "mere echo of other people."

* * *

Religion that lets a man steal extra discounts and allowances from his creditors, and permits him to cancel orders to return goods in order to buy from others, is cross-eyed. A man may be an elder, a

CROSS-EYED
RELIGION

deacon or a steward in the church; but if he works the flim-flam game on the people he buys goods from, his religion is not worth the powder it will take to blow it over Gilroy's barn. There is too much of this psalm-singing on Sundays and "shinanagin" on Mondays. The worst

of it is that people try to make themselves believe that this kind of thing is not exactly crooked. We would like to know the difference between a man who gets lots of goods and holds up the seller for an extra three per cent. discount, with the alternative of having them returned, and the highwayman who drops a pistol under your nose on a dark night and requests the privilege of examining your purse or your watch. The man who can make the distinction will beat the devil at drawing fine lines. The only difference we can see is that a man gets penitentiary in one case, while in the other he usually gets the discount.

* * *

"Whatsoever thy hand findeth to do, get somebody else to do it with their might." This is the modern paraphrase of the well-known utterance of the wise man. Nine men out of ten are on the hunt for someone to "do" for

DO
IT

them. The children are so waited upon hand and foot these days that it is not any wonder they become useless and dependent. Things come to us so easily that we object to raising our hands to our mouths. Just the same, it is the man who does it with his might who gets there. This is no plea for the fellow who has not horse sense enough to use other people when necessary, or for the "potterer," who believes in doing every little fiddle-faddle himself. There are people whose might does not amount to any more than a mite. This everlasting looking for someone to do for us what we should do for ourselves makes pigmies of giants. Get up and "do it" with your might. Put a right good will into it, and a right good aim behind it, and you will have one of the greatest joys of life—seeing things and knowing you made them.

* * *

I would rather take my chances with the worst old pirate that ever sailed under the black flag than

WOE
UNTO YOU

to be in the same boat with the slick scoundrel who goes to church twice on Sunday and makes the money he puts on the collection plate by betraying his master. "Ye hypocrites, how shall ye escape the damnation of hell?" The most damnable sin of this age, as well as that of the past century, is hypocrisy. Jesus of Nazareth had only compassion for the woman taken in adultery, but whips of wrath for those that made His Father's house a den of thieves. O for a revival of that kind of religion that will scourge out of the sanctuary the blood-sucking money changers and soft-tongued scoundrels who use it for a rendezvous for their devilish naturcs. The trouble is that the church is sold to Mammon, and the strange incense of money is offered instead of that of a broken and contrite spirit. Whether in the church or out of it, hypocrisy is the leprosy of hell, and will be relegated in judgment to its deepest depths.

It is great wisdom to proportion our esteem to the nature of the thing; for as that way things will be undervalued, so neither will they engage us above their intrinsic worth.



The VARSITY

The "Varsity"—a true ideal definitely conceived and clearly expressed.

The achievement of the master mind supplemented by master shoe making—a delightful combination of the highly artistic and skilled craftsmanship.

Executed in the popular high quality colored leathers it merits the approbation of Shoe Merchant and Wearer.

SCOTT-CHAMBERLAIN, LIMITED

Makers of Astoria and Liberty Shoes.

London

--

Ontario

A GREAT LEADER

One of the outstanding successes of the Marsh line for the past season has been their men's shoes on "the Wow Last." This shape has taken the fancy of every retailer who has seen it, and from the repeat orders that have come in it has apparently made a great hit with lovers of artistic footwear. It has a recede toe that is just different from the ordinary run that gives it distinction, and the shape gives that easy, graceful fit that means comfort as well as style. It will be continued in the coming season's samples in all appropriate leathers.

The W. A. Marsh Co. are including in their new season's

shoe manufacturer of Brockton, Mass., with the view of establishing a shoe factory and tannery in the Island city. Mr. Basler offered to invest considerable money in the enterprise if the city would guarantee some encouragement.



The "Wow" Last made by the Wm. A. Marsh Co., Limited, Quebec



J. H. BOWMAN
Of the Getty Shoe Co., Kitchener, Ont.

offerings a line of one, two or three eyelet ties for ladies that for snap and what the French call "Chic" style cannot be excelled by anything made in America. They ought to make a great hit.

SHOE FACTORY FOR CHARLOTTETOWN., P.E.I.

The Industrial Promotion Committee of Charlottetown, P.E.I., have been negotiating with a Mr. Basler, a practical

The proposition is to start a factory and tannery with a capital of \$50,000. The tannery capacity would be 300 hides a day and the factory 300 pairs of shoes a day. A store would also be conducted in the city in connection therewith. About fifteen persons would be employed in the tannery and thirty in the factory. The hides would be manufactured by the new 48-hour process.



E. C. GETTY
Of the Getty Shoe Co., Kitchener, Ont.

Toronto—A Convention City

A City of Beautiful Homes, Parks and Pleasure Places—Nicely Situated on Lake Ontario



All aboard for Niagara Falls

THE choice of Toronto for the Shoe Retailers' National Convention was a happy selection, for the city in summer is truly a beauty spot. Its many beautiful streets and attractive homes make it a joy to visit at this time of year. Its marvellous growth during the last ten years has jumped its population up to nearly 600,000 people, a city of over a half million people. In extent it is nine miles long on the water front and four miles wide. In

of the convention. There are many charming beauty spots in and near the city that will be of the greatest attraction to the visitors. Among these is High Park, one of the largest semi-wild and natural parks in any city in Canada.



A view of High Park



View of bay from Union Station

Then there is Queen's Park, in which are situated the Provincial Parliament Buildings. The Riverdale Park is the home of the zoological quarters, in which are many very rare animals. Among the amusement parks is "The Island," which is reached by a very pleasant little boat trip. Various outdoor amusements are to be had there that will interest

other words it is a city of thirty-six square miles, which should be able to furnish many features of great interest to the visiting shoe men and their wives. There will also be much to be seen among the stores, where ideas are to be had that will help in various ways those who come from a distance.

The executive committee in connection with the convention has arranged that the visitors shall have a pleasant time from a social point of view as well as from the business



THE LAKE SHORE

Along the lake shore



A portion of Queen's Park

both young and old. Farther down is Scarboro' Beach, with its many attractions that never fail to delight. Then Niagara Falls can be reached by boat, leaving ample time to visit every point of interest on both sides and return to Toronto the same day. Boats may be had to Hamilton and Port Dalhousie, both of which trips may be made in one day.

There are also many theatres that are open during the summer months that will afford opportunity for many to see some of the best things in stagedom.

So it will at once be seen that those who come to the convention will have a splendid opportunity for enjoyment added to the profit to be gained through the association gathering.

Leather and Shoe Trade Jottings

**The Leather and Shoe Markets—
Prices Still Soaring—Manufacturers
Will Not Quote for Future Supplies
—Shoes the Subject of High Cost of
Living Investigation**

THE excitement in leather and shoes is unabated. Shoe jobbers who have returned from the east report that although they were advised to hold off their visit for a week or so, many manufacturers were still unprepared to show samples of their new lines. Those who had their lines ready did not seem anxious to take orders and absolutely refused to guarantee prices or sell except on direct orders given at the time. They say they will make samples for jobbers subject to the changes in the leather market at the time these are sent to them and will only fill orders subject to future changes in the market. Not a few have been caught short and have to raise their prices or leave them from now on subject to advances on leather. As much as a dollar or more on some shoes is quite common, and so great has been the advance in calf and kid that some manufacturers are cutting out these lines altogether and substituting side leather. The effect has been to create an increased demand for this class of stock, which has gone up in some instances to over sixty cents a foot. Leather men predict that side leather will be up to seventy cents within a short time in correspondence with high-grade lines across the border.

The Hide Market.—Some large transactions are reported in packer hides, which continue to manifest unwonted activity. Heavy native steers have sold as high as forty cents, with forty-two cents for spreadies. Heavy native cows have sold at 39c., with light at 45c. for June take off. There are but few offerings of country hides and the market strong with desirable grades selling at high prices. Large tanners have been holding off in hope of the market quieting, although sales are reported of buffs at 35c. and even 36c. for Aprils and Mays. Calfskins are ruling strong at 80c. for packers', with 68c. for country selections. The dry hide market is unchanged and what lots are moving are purchased at high prices. Dry calfskins are quoted 90c. to 95c. Imported dry hides have advanced a couple of cents, Bagotas being quoted on a basis of 46c., although 48c. has been paid for mountain varieties. Eastern kips are quoted as high as 60c. European buyers are scouring the eastern markets and cleaning up available stocks at high prices. The calfskin market remains strong. French calfskins have been offered at \$1.10 for Paris skins. In fact the demand in Holland, Sweden, Denmark and other European countries where facilities for production have been

unimpaired is such that they are outbidding even England and France.

Leather Conditions.—The sole leather market continues excited and active with further advances every few days. On the other side of the line a further advance of 2c. on union sole is reported, and oak leather has shown the same tendency with standard tannages of oak bends at \$1.05. Higher figures are predicted within the next week or two. The Canadian market is bare of stocks and tanners are not inclined to make contracts ahead. Side upper leather is unsettled and excited and as much as 64c. has been asked for full grain colored leather. Calfskins are soaring sky high. Colored is quoted as high as \$1.25 and tanners do not seem anxious to close orders for any considerable quantities, even at this figure. Some good sales have, however, been made at \$1.15 for top grades. Black calf has sold from 90c. to 95c. and the dollar mark is in sight according to sellers. Prices on lower grades differ considerably. The glazed kid market continues strong and oversold. Tanners are very gingerly supplying those who made contracts with them three or four months ago and there is considerable dissatisfaction amongst manufacturers on this account. Blacks run from 95c. to \$1.05 for Palmas and Brazils, with colors from \$1.25 to \$1.35. Patent leather continues to be in good demand and realizes from 90c. up. Patent kid is selling from 90c. to \$1.15.

Shoe Trade Conditions.—Manufacturers are mostly busy, although buyers seem to be hesitating on account of the strong advances in leather. Nevertheless a healthy activity is noticeable in most of the factories, especially those making for retail trade. Retailers have had a good spring and summer season and are inclined to fill up their depleted stocks. Most of them are beginning to realize that the advance in shoes is here to stay and the larger dealers are buying more freely during the past two weeks and paying the price. Quite a few who have never done so regularly before have visited the market to convince themselves of conditions, and undoubtedly many more who attend the Shoe Retailers' Convention this month will take advantage of the opportunity afforded to make the principal shoe markets. There is little tendency towards speculation, but quite a few are buying freely from the conviction that prices are going higher.

The High Cost of Leather and Shoes.—The shoe and leather trades have come in for investigation by the High Cost of Living Commission sitting at Ottawa, a report of which is given elsewhere. Shoe manufacturers have been able to convince the Commission that they are not open to the charge of "profiteering." Retailers have called attention to the fact that while the high cost of doing business since the war has demanded an increase in the percentage of retail profits upon footwear there has been no advance in staple footwear beyond the increased cost of the goods occasioned by the higher prices of leather, findings and distribution. As one put it very succinctly, the noise about the high cost of footwear has been largely occasioned by the craze on the part of some women for fancy shoes with expensive ornamentation and so forth.



LADY WHITE BOOTS

FOR IMMEDIATE DELIVERY

Special price \$2.50 net.

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.

Style 762
High Heel

Style 764
Lower 12/8 Military Heel



1919 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.



—LADY WHITE OXFORDS—

Style 723

Half Quis Leather Heel same as 762, Price \$2.00 net; assortments 2½ to 6; 2½ to 7; 3½ to 7.

Style 724

12/8 Military Heel, same as 764, Price \$2.00 net; assortments 2½ to 6; 2½ to 7; 3½ to 7.

LADY WHITE OXFORDS

As illustrated below. Same quality and style as the Lady White Boots.

Orders will be booked and shipped in rotation in which they are received.

Let us know your requirements early. You will find these Oxfords splendid sellers during the Summer Season. Thirty-six pairs to case assorted as indicated below.

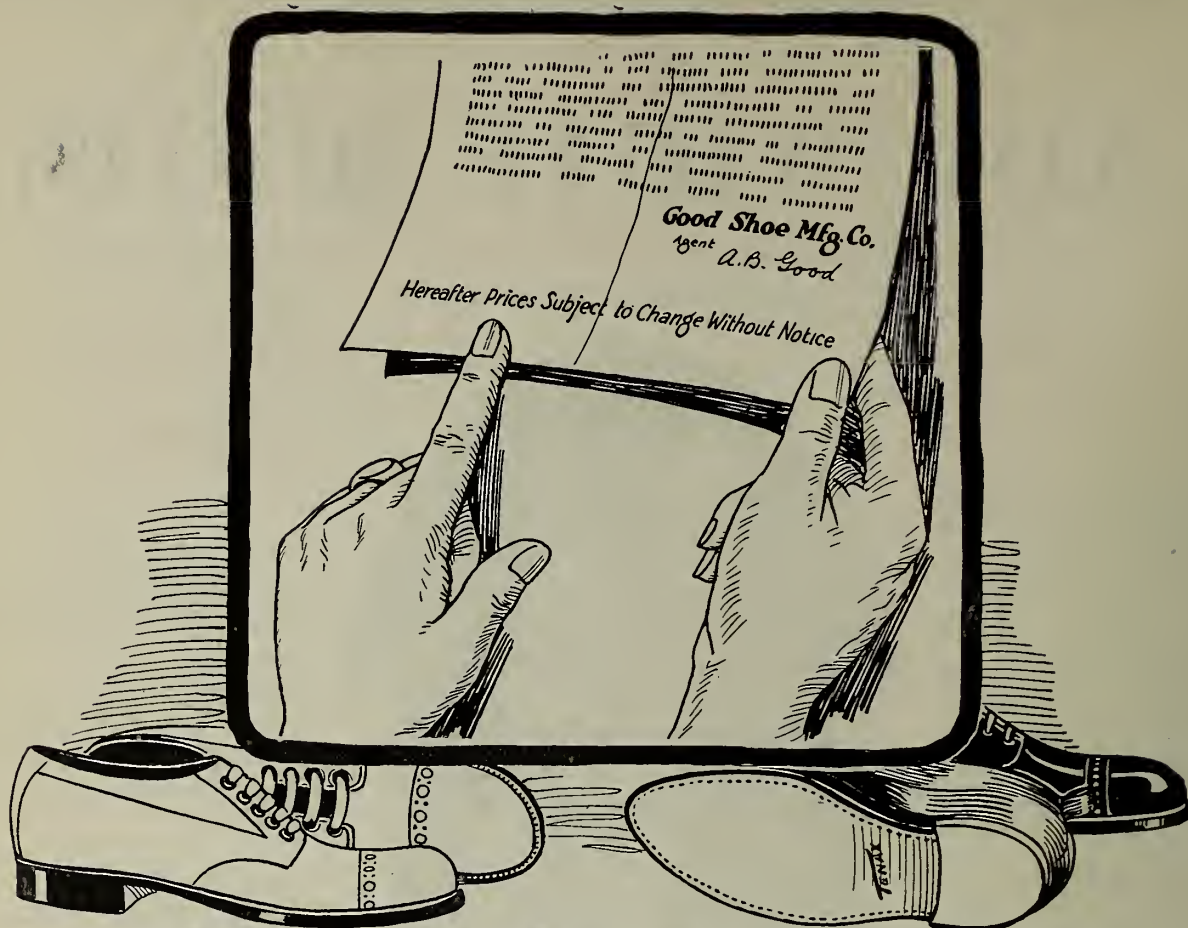
Oxfords now in Stock for Immediate Delivery.

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. Send for Semi-Ready Style Service Folder.



TENAX SOLES

(GUARANTEED)

THE PRICE OF LEATHER is high enough now, but the chances are that it may go even higher. It costs a good deal, in these days, to produce a good leather sole.

You don't have to do it. Here is Tenax, right at hand, ready to do everything that leather can, and more--and at a lower price.

It isn't possible to improve on Tenax Soles, as a substitute for leather. Try them on your repair work, and see. Made in black, tan and white, both full soles and tap soles, in all sizes for men and women. Tenax is also made in sheet soling, 36 in. by 48 in., and in all the usual thicknesses.

Stocks are carried at all Branches.



Tenax Soles will Never Crack or Break.

Made by GUTTA PERCHA & RUBBER LIMITED.

Toronto, Halifax, Montreal, Ottawa, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria.

Rubber Footwear Notes

Biggest Tennis and Sporting Goods Season Ever—Orders for Regular Goods Not up to Expectations—Labor Troubles in Rubber Trade—Raw Rubber Quiet

THE hot weather has certainly created a boom in canvas goods, and especially in the product of the rubber shoe mills. Everything from lacrosse shoes to the elaborate welted goods now turned out by most of the factories is in demand with the result that jobbers have been at their wits' ends to meet the occasion. The call has been for a much better class of goods than usual and this, as well as the increased demand, is due to conditions in leather goods. The higher price of leather bids fair to make sporting shoes popular clear through until the cold weather comes. The factories have been busy on repeat orders and some of them have had to work overtime in order to keep pace with the demand. Already makers are getting under way their ideas for next spring and summer and an enlargement of the lines, as well as the introduction of many new features, may be expected.

Finish of Regular Season.—The dry weather that has prevailed has curtailed sales in regular rubber footwear. Most dealers have carefully stored away in their cellars the surplus of last season's goods, which this year has been larger than ever in heavy goods particularly. The recent advance in prices has had very little material effect upon the purchasing of regular placing stock, although there has been a good deal of talk on the part of dealers about curtailing their orders. The principal thing that has militated against a large business for next fall and winter in rubber footwear has been the unsatisfactory nature of last season's trade. Some dealers, however, have taken the position that, with leather shoes as high as they promise to be next season, a great many people will purchase cheaper lines and cover them with rubbers or make the old shoes last out by wearing light rubbers when they have not been in the habit of using them to any extent in the past. This may probably apply also to heavy goods sold for country use, especially in the woods and lumber camps.

The Raw Rubber Market.—The situation continues easy in all grades of raw stock. Para is quiet with no change in quotations, except in upriver coarse, which has advanced from ½c. to 1c. Upriver fine Para is still quoted at 56½c., with first latex pale crepe at 43½c. Smoked sheets are held at 43c. and caucho ball at 35c. The scrap rubber market is in a most unsatisfactory state with large stocks on hand, but dealers holding for prices. The large demand in Europe is having an effect, and a stiffening in prices of all grades of raw rubber is looked for since the signing of the peace convention.

Unrest in Rubber Factories.—There has been a good deal of agitation amongst rubber shoe operators and some of the companies have been shut down for a period. There is no doubt that higher wages and shorter hours will result before the opening up of the next season's business and that there will be, as a consequence of this and the climbing costs of materials, an upward tendency in the rubber shoe market. Manufacturers are finding an increasing market abroad for their product and this will help to strengthen conditions. Some large orders have been placed within the past couple of months for foreign delivery.

Situation in Great Britain.—Concerning the rubber business in Great Britain, an English shoe paper says:—

"A matter which is seriously occupying the minds of wholesale shoe factors and retailers at the moment is the supply of rubber overshoes, the sale of which increases year by year. During the war our supplies from Canada and the United States were considerably curtailed, whilst the production at home was brought down to zero, and the stocks in the country to-day are a more or less negligible quantity. More goods are coming from American houses, who we believe have some sort of control over Canadian supplies. Patriotic Britishers are doing their best to stand by the British product, and British houses—of which there are but few—are doing their best to supply home requirements, but cannot bind themselves to supply on given dates. The outlook, therefore, appears to be that unless the production of overshoes is largely increased in this country, the rubber shoe trade will pass largely into American hands. The problem is how can the home product be sufficiently multiplied to meet our wants. There are but six concerns in this country, and only one, we think, which devotes the major part of its endeavors to the production of shoes."

RUBBER PLANT MAY BE ESTABLISHED IN BURNABY DISTRICT

The first rubber plant to be established in Western Canada will probably be located on Kingsway, in Burnaby, according to a delegation which waited on the Municipal Council on Monday night, June 9th, to ask for certain concessions.

Mr. J. A. Cunningham, of the Imperial Oil Refineries, and two directors of the Gregory Tire & Rubber Co., comprised the delegation, and while the council could not meet all their wishes it was agreed to grant special water rates satisfactory to the company, and an agreement will be drawn up in due course.

VANCOUVER NOTES

The sympathetic strike that had its inception in the East, struck this city during the last two weeks, and outside the stoppage of street cars and some of the teamsters, little or no inconvenience is felt. The spending power of the wage earners which has diminished is having a quieting effect on trade, but outside of that business is normal. One outstanding feature of this strike was the stand taken by the Boot and Shoe Operators, who, with the exception of two members unanimously voted down any participation in the dispute and have won the confidence and admiration of all members of the trade and other sections of commerce.

We regret to announce the death of Mrs. C. Woods, wife of Mr. C. Woods, junior partner of Woods & Sons, shoe dealers, which took place recently at the Grandview Private Hospital. She leaves a husband and four children to mourn her loss. The remains were interred at the Mountain View Cemetery.

Every indication of a further rise in leather is manifest. Local dealers are offering 75c per lb. for calf skins in this district.

Mr. A. Burrough, 2226 Cambia St., who went overseas with the 11th C.M.R., has opened a repairing depot at the above address.

Rubber boots with peculiarly shaped cleats, into which calks can be fastened on the soles and heels, have been invented by an Idaho lumberman to insure sure footing in slippery places.

McLAREN & DALLAS

30 FRONT ST. WEST
— — TORONTO — —

Canadian National Shoe Retailers' Convention

JULY 21st and 22nd

Harry Lauder says in his latest song:—

“There's Somebody Waiting For Me”

And that is just the way Toronto wants each delegate to feel who comes to the Canadian National Shoe Retailers Convention in July.

As members of the Toronto Wholesale Shoe Trade we extend to you a hearty welcome, and our sincere wish is that you will experience a most enjoyable and profitable time.



McLaren & Dallas

30 Front Street West

Toronto

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

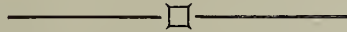


“Vassar” and “Altro” Shoes

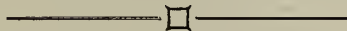
For WOMEN

“Beresford” and “Minister-Myles”

For MEN



We welcome you to Toronto
for the Canadian National
Shoe Retailers' Convention.



Minister-Myles Shoe Company
TORONTO LIMITED

“Peerless”

Glazed Kid

“Ruby”

Glazed Kid

The utmost in Appearance,
in Quality and in Value in
your Footwear Production
can be attained by the use of

EVANS KID

And

you can always be assured
of prompt Service in having
your requirements supplied

JOHN R. EVANS LEATHER CO.

OF CANADA, LIMITED

Specialists in Glazed Kid and Upper Leathers

214 Lemoine Street

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MONTREAL



Advance Announcement Fall Advertising Campaign

THE AMES HOLDEN McCREADY policy of inspiring public confidence and spreading trustworthy information concerning the shoe trade will be continued this Fall. Beginning the first week in September, and continuing throughout the season, a larger list of publications than ever will carry our message to the Canadian public.

We shall continue our policy of placing the bulk of our efforts squarely behind the retailer, in his own local papers.

You are familiar with the high character of Ames Holden McCready copy in the past seasons, which will be maintained this Fall and next Spring. Prepare now to link up your store with this big event in the shoe trade.

Later announcements will go more into detail, but the important thing now is to remember that this campaign is coming, and behind it is all the cumulative effect of the campaigns that have gone before.

AMES HOLDEN McCREADY

LIMITED

"Shoemakers to the Nation"

ST. JOHN MONTREAL TORONTO WINNIPEG EDMONTON VANCOUVER

Style Hints for 1920

Something About Colors And Models and Patterns For Spring 1920.

IT is worthy of note that the National Shoe Retailers' Association and the National Boot and Shoe Manufacturers' Association of the United States work together very effectively in the matter of style production and other things that are of importance to the shoe trade. During the war they rendered very valuable assistance in the styles restriction campaign of the government and now they are continuing to work together in a way that will be productive of much benefit in the matter of suggesting styles, colors, etc., for the coming season.

At a recent meeting of the Allied Council of the American Shoe and Leather Industries and Trades held in New York the joint styles committee of the National Shoe Retailers' Association and the National Boot and Shoe Manufacturers' Association presented a styles program that was adopted by the Council. In connection with this program co-operation of the tanners was secured in regard to color and the introduction of the color card idea for the guidance of Manufacturers. Color samples will be submitted for the guidance of tanners in the production of the various shades required. It will at once be seen that this co-operation will be a great advantage to everyone connected with the shoe business.

It has been recommended that low shoes shall be the dominating note and that these and pumps shall remain in accordance with the existing vogue. It is also recommended that no new styles of lace or button boots be shown for the spring of 1920.

The recommendations in colors are tan in two shades in calf, a nut brown and lighter shade. In kid, a medium dark shade of brown, avoiding the red tint as far as possible, and a darker golden brown. A neutral shade of medium gray.

The continued use of black kid in glaze, semi-glaze and mat; also black calf and black patent leather.

Black, white, beaver and dark brown and neutral medium gray in ooze, suede, buck, and side buck.

White Shoes will be very much in vogue for summer wear in white kid, cabretta, calf, suede, buck and side buck; also fabrics. The making up of fine quality canvas in fine shoes should be encouraged.

Satins should be encouraged for dress and semi-dress-wear only. For evening wear metallic cloths will also be worn. A limited amount of bronze will also be worn.

In regard to lasts, it was recommended that no new ones be introduced with more than a size and a half extension and to carry not more than a four inch vamp. Present lasts to continue.

Lower heels in wood and leather, Cuban and Louis were advised.

Pattern pumps were recommended to be shipped untrimmed. This will permit customers to select their own ornaments.

Light welts and McKays were recommended to be encouraged on all pumps and low effects for semi-dress and street wear.

The sport shoes, as now in vogue, will continue. Present indications are that for the mid-summer season of 1920 sport styles will come back into their own as strong as they have been in years past. The lasts should be up-to-date, carrying 9/8 heel. The use of fibre soles and rubber heels having proven successful should be encouraged.

It was recommended that a color card be worked out by the industry similar to that used in the textile trade.

Men's Shoes

In colors for men it was recommended that the shades of leather should tend to the lighter shades of tan, and that cordovans, always finished dark, should be brought out with more life. The darker tan calf shades now in vogue should also be lightened up.

It is the belief of the Styles Committee that when lighter shades of tan are promulgated more black leather will be used.

In kid, a medium dark brown will be a good shade. "Freak leathers" of every sort not here described should be avoided. There is every indication that two-tone effects will have some call. This would bring in the box cloth shades in buck, side buck and suede, as well as cloth. Black patent in button and lace should be encouraged for dress wear.

There is an insistent demand for an extreme drawn-out narrow-toed last, ranging from 2 to 2 1/4 sizes over standard, flat forepart and narrow shank with 1-inch heel. Present lasts should be continued. The largest call is for medium toe lasts not exceeding one and a half sizes over standard.

An "after-the-war" last is a good suggestion. Much appreciated by young men is a medium full toe, broad tread and slight toe spring, carrying 7/8 to 1-inch broad heel, with extension sole. This last should be built with two prime considerations, namely: it should be a young man's type with plenty of snap, and yet with room enough to take care of the muscled-up feet of soldiers.

High toed lasts are taboo, and all staple lasts of this character should be refined by reducing the "hump."

It was recommended to inject more style features for the young men's trade, opening the way for generous perforations, fancy patterns with pinkings, and some brass eyelets. The use of certain foxings and small pieced patterns is good and makes both for economy and effect.

Wing tips and the so-called "brogue" oxfords will be in good demand. These may be styled with heavy soles and carried over for fall and winter (1920) wear in combination with snappy woolen hose.

(Continued on page 75)

Maple Leaf Brand
Oak and Hemlock Sole Leather
 Sides, Crops (Backs) or Bends

Maple Leaf Brand
Hemlock Tapsoles and Toplifts

Three outstanding features exist in the Leather Trade to-day :

FIRST—The unprecedented high price of hides.

SECOND—The active demand at home and abroad.

THIRD—The scarcity of Tannery labour to enable tanneries to run to full capacity.

Under these conditions prices of leather are not likely to recede from their present high level---on the contrary if tanners are to get back the money they are paying to-day for hides some leathers will have to bring more money than is now being asked for them.

We will gladly give our views and our reasons for them to any enquirers, also the present prices of MAPLE LEAF BRAND---SOLE LEATHER and TAPSOLES.



Anglo-Canadian Leather Co., Limited

Montreal

Toronto

Quebec

Huntsville

Bracebridge

The Largest Sole Leather Tanners in the British Empire.

CHROMOIL

SHOEPACKS FARM SHOES



No. 036

Palmer-McLellan
Men's 10" Leg Draw String Pack

*Durability
and
Comfort*



No. 99X

The Hardest use to which Larrigans, Shoepacks and Farm Shoes can be subjected invariably prove the Superiority of Chromoil Tannage for this kind of Footwear.

PALMER-McLELLAN CHROMOIL GOODS will outlive any ordinary oil tanned product of a similar nature. Because in addition to Chromoil Tannage being more wear resisting, impervious to water, our Chromoil Shoes are of faultless manufacture throughout, assuring the maximum of endurance and allowing every bit of Comfort desired.

OUR FARM BOOTS

are one of our specialties—particularly popular on account of their LIGHTNESS and STRENGTH.

Have you seen our line of Horse Hide Moccasins?

Write us for our Catalogue

PALMER-McLELLAN SHOEPACK COMPANY
FREDERICTON, N.B.

The logo features the word "Model" in a large, flowing, cursive script. Below it, the word "SHOE" is written in a smaller, bold, sans-serif font, underlined.The logo features the initials "W.B.H." in a large, elegant, cursive script. Below them, the word "SHOE" is written in a bold, sans-serif font, underlined. At the bottom, the phrase "ALL SOLID LEATHER" is written in a smaller, bold, sans-serif font.

The HOUSE of HAMILTON

Welcomes You

MR. RETAILER

And extends to you every good wish for the success of your Convention and for the permanent prosperity of your Association.

We want to co-operate with you in every way possible, not only in your efforts toward trade improvement, but also in making your visit here enjoyable as well as profitable. So do not forget to

GIVE US A CALL

We are at your service. And to meet you, on business or otherwise, will be a pleasure.

W.B. Hamilton Shoe Co.
Limited.

TORONTO

The logo features the initials "W.B.H." in a large, elegant, cursive script. Below them, the word "SHOE" is written in a bold, sans-serif font, underlined. At the bottom, the phrase "ALL SOLID LEATHER" is written in a smaller, bold, sans-serif font.The logo features the word "Model" in a large, flowing, cursive script. Below it, the word "SHOE" is written in a smaller, bold, sans-serif font, underlined.

Shoe Men Before Cost of Living Committee

**Manufacturers and Retailers Appear
Before the Committee at Ottawa**

T. H. RIEDER, recently appointed president of the Ames-Holden-McCready Company, and until then a director of the Canadian Consolidated Rubber Company, stated to the Cost of Living Committee of the Commons this afternoon that the United States Rubber Company controlled the stock of the Canadian Consolidated,

He also said that during the last few years the cost of crude rubber had declined. In 1912 it was \$3.10 per pound, and it was now 39 cents per pound. The cost of rubber goods had not advanced in the same ratio as leather goods, and had not gone up to the retailer more than 25 per cent. Prices charged by different firms for their rubber goods were the same; the largest company made its prices and the others followed. The cost of producing was greater than before the war.

As to the Ames-Holden-McCready Company, he stated that the average percentage of profit in the last four years was 2.6. The profit on a pair of boots was a little over 13 cents. War orders since 1916 amounted to \$3,203,805, and the profits amounted to \$86,044.

Profits Not 6 Per Cent.

N. B. Detwiler, of the Hydro City Shoe Manufacturing Company, of Kitchener, Ont., which has been in business for 25 years, declared that the profits did not quite average 6 per cent. The profits on a pair of shoes were less than ten cents.

So far, as his line of goods was concerned, the tariff had no effect in price. There might be competition if the tariff was removed, but prices would not lower.

Thomas Sullivan, of E. T. Wright & Co., St. Thomas, who was complimented both by counsel and members of the committee on the clearness and definiteness of his statements, said his company was a branch of an American company of Brockton, Mass. It had been doing business at St. Thomas since 1912. Until 1916 the losses amounted to \$47,743, but since 1916 the gains had been \$43,354. The profits in recent years were due to the larger volume of business and the rise in prices.

He stated that the average profit was 8 per cent. on the turnover. As to materials, some lines were about the same price in Canada as in the United States, but in other lines the prices were from 30 per cent. to 40 per cent. lower across the border. His company sold direct to retailers.

Dividend of 1 $\frac{3}{4}$ Per Cent.

At the morning sitting T. H. Rieder, president of the Ames-Holden-McCready Company, told the committee that his company had not been able to pay dividends on the common stock, nor had a dividend been paid on the preference stock for five years, but that a dividend of one and three-quarters per cent. would be paid this year.

He said that the market for leather was very high at present, and it was difficult to get supplies. In January and February the surplus leather was bought up, and taken out of the country by English buyers. He stated also that the quality of leather had become gradually inferior during

the last few years. He said that branded hides were on cent a pound lower in value than unbranded. No combination existed amongst boot and shoe manufacturers, and there never had been one.

Asked as to the prices of the highest quality of ladies' boots, Mr. Rieder said: "The sky is the limit for ladies' boots to-day." The reason was because they wanted style. While kid of the highest grade was sold to the retailer by his company at \$10.50 per pair.

"What is the retail price?" asked Mr. Reid.

"As high as they are willing to pay," was the answer.

"They pay for the fashion?"

"They pay for fads."

Had To Raise Prices

The witness said that his company had raised prices on June 1, and on June 15, and would have to raise them again. In three months the prices of calfskin had nearly doubled.

Replying to a question by Mr. Devlin, witness stated that from 1913 to 1919, the company had made \$1,533,653, on a capitalization of seven millions.

Mr. Davis asked if the shoe trade is participating in overseas trade secured by Government credits, and if this had a tendency to make the price for shoes higher.

Mr. Rieder replied that the demand from overseas was principally for boots of medium quality.

Ottawa boot and shoe retailers were examined by the Cost of Living Committee of the Commons this afternoon. E. Letellier, Rideau Street, said that a month ago a shoe costing \$5.75 was now \$6.50. He sold it for \$9.50. He started business in 1914 and last year his turnover was \$51,802. His overhead, etc., expenses were \$10,852. He and his brother-in-law received salaries of \$2,400 each, and they had left a net profit of \$2,619.

Witness said that on one line of shoes he paid the manufacturer \$8.10 and sold for \$12; on another line he bought for \$6.75 and sold for \$11.

Remarking that he kept a large staff for such a small turnover, Mr. Pringle said Mr. Letellier was making an average of 60 per cent. on the shoes he bought from Wright, for instance.

Witness said he had to have this staff to attend to customers or they would get away.

There was merriment when Mr. Pringle rejoined: "You don't want to let a man escape. I don't blame you if you can get 60 per cent. out of him."

After further cross-examination the witness said that he fixed prices to get about 50 per cent.

Mr. Pringle: "You try out a customer with 50 per cent., and if he stands for that it's all right; then you try him with 60 per cent, and if he stands for that, it's all right.

"I think you're doing very well; you're getting along all right," added counsel.

Then the examination turned to expensive ladies' boots. The most expensive sold at \$18.00, and these, the witness said, cost him \$12.65.

Asked as to why the high profit, he said:

"When a woman wants something and we have it, she's willing to pay the price."

Must Be Expensive

Questioned as to what would happen if the price was knocked down he replied that if he had an \$18.00 shoe, and marked it down to \$9.00, she wouldn't buy it at all."

Robert Masson, Sparks Street, stated that he had not increased his percentage of profit since the beginning of the war, nor since he started business. Three years ago a boot which cost him \$6.00 cost now from \$9.00 to \$10.00. The



“ECLIPSE”

Better Shoes for your Children's Department

“Eclipse” Stitchdown Welts

represent a two-fold saving that will appeal to your children's shoe buyers. More simple in construction than the regular Welt Shoe, they can be produced more economically and sold at a lower price. In addition, the life of an Eclipse Stitchdown can be prolonged beyond that of the average Children's shoe because

It is repairable.

“Eclipse” McKays, McKay Welts and Turns

comprise a complete range of Children's Footwear, featuring properly shaped, easy fitting models, well made in every detail, giving a full value return in Wear Service.



The “Eclipse” Line will be on display
at

The Canadian Shoe & Leather Exhibition
Kitchener, July 21-26

Galt Shoe Manufacturing Co.

LIMITED

GALT

ONTARIO

advance was about 50 per cent. and he expected the prices to be higher next September.

He believed there was better value in the Canadian shoe at \$7.50 than in the American imported shoe at \$8.50. The shoe which he sold for \$18.00 cost him \$14.00. His gross profits were from 23 per cent. to 25 per cent. The actual profit he could not state exactly. It was his own business, and he did not keep the accounts of the shoe business entirely separate from his other business affairs.

The Cost of Living Committee was devoted entirely one afternoon to the examination of Ottawa retail boot and shoe dealers. Several witnesses asserted that prices are constantly advancing and one declared that they will continue to soar. The most interesting fact brought out was that during the war Canadian manufacturers were stimulated to turn out higher class goods, with the result that they can now compete successfully with American houses. This statement was made by the manager of Stephens' store on Sparks street, the oldest retail firm in Ottawa. "The war made the Canadian shoe," he said. "The improvement in the last four or five years has been remarkable."

Mr. Pringle: "Can you get a Canadian shoe practically as good as an American?"

"Yes."

Their present stock was 90 per cent. Canadian made. The only shoes they imported were lines not obtainable in Canada, such as fancy shoes, dress slippers and novelty lines in women's wear. One hundred per cent. of their stock of men's boots were Canadian made, but some women still preferred the American article.

With a stock of \$56,000 and a turnover of \$105,000 they made a net profit of \$9,500. They figured on 33 to 55 per cent. gross profits, but did not average this because left-overs were cleared at big reduction. While costs had advanced 50 to 100 per cent. during the war, he declared their percentage of profit had not increased and other witnesses corroborated this statement. A shoe costing him \$4.20 in 1916, now cost \$8.80. Another line he bought at \$7.30 last year, sold at \$11.00, now cost \$9.35 and sold at \$14. Another grade costing \$7 now, and selling at \$11, cost \$4 four years ago and retailed at \$6. Other witnesses gave similar instances.

"I think when we go to the market next September, we will be knocked silly with the high prices. They will be much higher than to-day," said Robert Mason. "Buy now for the next two years and save money."

Some of his customers demanded American shoes and would pay \$18 for them, although Canadian made had greatly improved. He did not ask higher prices for American goods. A \$7.50 Canadian boot was equal to a \$6.50 shoe made in the States, although the latter would cost \$8.50 to Canadian trade.

There was no understanding in the trade regarding prices, "We buy from the same manufacturers, but each man fixes his own profit."

His gross profits ranged from 30 to 50 per cent. His rent had increased from \$1,650 to \$5,500.

"Are you the Hon. Mr. Reid?" the witness asked Mr. Reid, of MacKenzie, while the latter was interrogating him.

"Yes, more so," was the reply.

Ernest Letellier made 40 per cent. average gross profit. On colored and white tops, he added 75 per cent. to the cost. His net profit last year on a turnover of \$51,802 and an investment of \$19,577 was \$2,619. He declared he never marked up his stock with rise in prices.

C. R. Teetzel, manager for Gale and Company, fixed profit at 35 to 60 per cent., according to value. He sold nothing under \$8. The business had never paid since it was opened two or three years ago. Last year they lost over \$2,000 on turnover of \$85,595; this was accounted for by reduction sales at end of season to clear stock, loss on fancy shoes and heavy expenses.

A remarkable advance was mentioned by a witness from Baker and Company, who stated that one make of shoe costing \$2.25 in 1913, now cost \$5.25, and sold at \$7. instead of \$3.

MR. H. FRECHETTE

Mr. H. Frechette is a shoeman and a singer. Most shoe salesmen claim to sing the praises of the goods made by the particular firm which they represent, but Mr. Frechette, the popular sales manager of the Canadian Footwear Co., Ltd., of Montreal, cannot only praise the good qualities of his firm's footwear in a pleasant voice, but has a tenor voice which he puts to good use often at various social functions. He has been connected for years with some of the prominent church choirs as a tenor soloist.

Born in Quebec Province, his first work after leaving school was with a dry-goods firm, remaining with them for about six years, leaving to accept a position with the Regina



H. FRECHETTE
Montreal

Shoe Co., Montreal. During the nine years he was with the latter firm he worked himself up from the lower rung of the ladder, filling various positions, so that he has a practical knowledge of shoe making and the cost of making shoes in all its branches. Mr. Frechette later accepted a position as sales manager with the Canadian Footwear Co., Ltd.

His many friends have no doubt as to his making good, as he is attentive to his duties, a hard worker and possesses that courteous manner and kindly disposition which are characteristics of his race.

A New York paper says a new era for leather business of the United States is at hand and the prospects in sight explain activity and strength in the leather stocks. Germany sold leather in the American markets before the war, with the aid of subsidies; that condition is not expected to obtain in future. The United States was the largest producer of shoes and leather goods before the war, with Germany a close second. Great Britain was the largest customer of both Germany and this country and Great Britain is now buying leather in quantities in this country. France is buying here also. For the present there is more demand for light upper leather than for heavy sole leather, due to the fact that all the Governments are stocked with heavy leather.



Corner of Tannery where Skowhegan Waterproof Leather is Made

Stick to the
RELIABLE



**MOOSE HEAD
BRAND**

Larrigans, Shoepacks, Moccasins



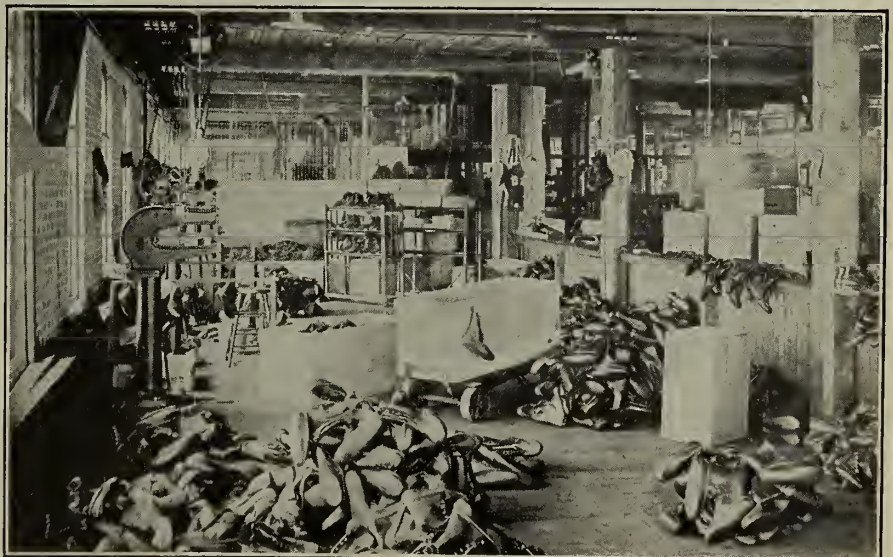
Have been giving satisfaction for over 50 years.

Are demanded to-day in preference to any other.

A complete range covering all needs from the child to the adult.

**JOHN PALMER
& CO. LIMITED**

Fredericton, N.B.



Corner of Shipping Department



9 Wellington Street West

THIS IS THE PLACE

Where Every Visiting Shoeman
attending

THE CANADIAN NATIONAL SHOE RETAILERS' CONVENTION

Is invited to come in and see us. We are desirous to meet the shoe dealers of Canada, and to do what we can to make your visit to the Queen City as pleasant as possible.

We will also have some very interesting values to show in Footwear for immediate and early Fall Trade.

Our travelling salesman will be at home to meet you.

WHITE SHOE COMPANY, LIMITED

WHOLESALE SHOE DISTRIBUTORS

9 WELLINGTON STREET WEST, TORONTO, ONT.

Make it a Big Convention

The bigger the better. The larger the attendance the greater will be the benefit all round, so

EVERYBODY COME

You will be heartily welcomed and well entertained. And we extend to you a cordial invitation to visit us.

White Canvas Footwear Now in Stock. Better Wire Your Requirements Now

HIGH CUT BALS.

Sizes 2½ to 7

4341—Women's White Canvas Bal., ½ Louis M.S.....	\$1.85
4342—Women's White Canvas Bal., Sport M.S.....	\$1.85
4344—Women's White Poplin Bal., Tip, Sport M.S.....	\$2.75
4345—Women's White Poplin Bal., Plain Toe, Sport M.S.....	\$2.50
4346—Women's White Poplin Bal., Plain Toe, ½ Louis M.S.....	\$2.50
4348—Women's White Canvas Bal., Plain Toe, Sport M.S.....	\$2.75
4362—Women's White Poplin Bal., White Kid Saddle Strap, Sport M.S.....	\$3.00
4393—Women's White Poplin Bal., Plain Toe, Covered ½ Louis M.S.....	\$4.00

OXFORDS

Sizes 2½ to 7

4363—Women's White Poplin Oxford, White Kid Saddle Strap, Sport.....	\$2.50
4366—Women's White Poplin Oxford, White Neolin Sole, Tip, Sport.....	\$2.60
4389—Women's White Poplin Oxford, Plain ½ Louis.....	\$2.25
4332—Women's White Canvas Oxford, Covered ½ Louis Heel, Turn.....	\$3.00
4333—Women's White Canvas Oxford, Covered Sport Heel, Turn.....	\$3.00

PUMPS

4311—Women's White Canvas Pump, Sport M.S.....	\$2.00
4306—Women's White Canvas Mary Jane, Sport M.S.....	\$1.90
4309—Women's White Canvas Colonial, ½ Louis M.S.....	\$2.25

BLACHFORD, DAVIES & CO.
LIMITED

60 and 62 FRONT STREET WEST - - TORONTO

SOME OF THE KITCHENER EXHIBITION OFFICERS*(Continued from page 50C)*

pany's Branch at Toronto. The branch located at Kitchener comes under his supervision as well. The company are making a big practical demonstration at the Exhibition and Mr. Hanson is all the more interested and anxious that the show shall be a success from every point of view.

Mr. R. J. Kerr is associated with the Woelfle Shoe Co., of Kitchener, and is an energetic worker when he takes hold of anything of this kind. He is a member of the entertainment committee, which committee have their hands full but are doing their work most satisfactorily, as will be demonstrated when the Exhibition opens.

Mr. Erwin C. Greb is the big man behind and in front and all sides of the Greb Shoe Co., of Kitchener. Mr. Greb has made a wonderful success of his business and is a far seeing and energetic official, and as a member of the entertainment committee is a very potential factor in the success of that body's work.

Mr. L. O. Breithaupt is one of the junior members of the well-known and old firm of the Breithaupt Leather Co., of Kitchener. L. O. is a good scout on a job of this kind and has something big in store for those who attend on Wednesday of the Exhibition week.

Mr. A. A. Armbrust is one of Kitchener's hustling young business men, being head of the Lady Belle Shoe Co. He has been in the shoe business practically all his life and stays in it because he likes it, and a man who likes his job usually makes a success of it. He has been one of the hardest pushers for the Exhibition from its inception and keeps working all the time too.

Mr. N. M. Davidson is a well-known felt man who is Assistant Secretary of the Canadian Consolidated Felt Co., of Kitchener, and is another of Kitchener's hustlers who is a good and fast worker on the Committee,

It will be seen from this splendid array of business men the success of the Exhibition is assured.

KITCHENER—THE EXHIBITION CITY*(Continued from page 38)*

J. A. Scott, Quebec; Perfection Counter Co., Montreal; Clarke & Clarke, Toronto.

The days have been allotted as follows: Monday will be Exhibitors' Day. Tuesday will be Manufacturers' Day. This will be devoted largely to manufacturers. The Lang Tanning Co. purpose entertaining the manufacturers on that day. Wednesday will be the Retailers' Day. It will be on this day that the retailers who are members of Canadian National Retailers' Association, and are in attendance at the Toronto National Convention, will be guests of the executive committee and will be taken by special train to Kitchener from Toronto at 8 o'clock in the morning. The train will be met by a band and the party escorted to the arena, and a reception will be held on their arrival. In the evening the members of the National Shoe Retailers' Association and the manufacturers, leather dealers and repair men will be given an auto trip to Bridgeport, where an informal dinner will be served and the whole outing be the compliment of the Breithaupt Leather Co. Thursday will be Jobbers' Day, devoted to the interests of Jobbers.

Friday will be the Allied Trades' Day. This arrangement will be seen to be most complete and sure to be productive of best results in every way.

AN ENGLISH VIEW OF LEATHER

A steady demand has been experienced in London and the leading centres during the past week, says The London Times in a recent trade supplement. One fact that lends weight to the belief that leather values should soon rule easier is the actual and imminent arrival of very considerable quantities of American, Canadian and Australian leathers. But against this fact has to be put the total cost of such imported leathers by the time they are delivered into consumers' possession.

The further advances of leather and offal in America, storage, insurance, cartage, and freight charges, together with the heavy landing and other expenses on this side, make such leather much more expensive than the original quotations from American tanners led buyers to anticipate and certainly cut down to very fine dimensions any advantage in price compared with similar British leathers that at one time existed.

BE A BOOSTER

Do you know there's lots of people
Settin' round in every town,
Growlin' like a broody chicken
Knockin' every good thing down?
Don't you be that kind o' grouch,
'Cause they ain't no use on earth,
You just be a booster rooster,
Crow and boost for all you're worth.

If your town needs boostin', boost 'er,
Don't hold back and wait and see
If some other fellow's willin'—
Sail right in, this country's free.
No one's got a mortgage on it,
It's just yours as much as his;
If your town is shy on boosters,
You get in the boostin' biz.

If things just don't seem to suit you,
And the world seems kinder wrong,
What's the matter with a boostin'
Just to help the thing along.
'Cause if things should stop a goin'
We'd be in a sorry plight,
You just keep that horn a-bloin'—
Boost 'er up with all your might.

If you know some fellow's failin'
Just forget 'em, 'cause you know
That the same chap's got some good points.
Them's the ones you want to show.
"Cast your loaves out on the waters,
They'll come back," a sayin' true,
Mebbe, too, they'll come back "battered"
When some feller boosts for you.

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.**Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS**

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1906 1909
 NON
 PERSPIRO



Sole and upper absolutely waterproof, with a special sole construction to ensure an even temperature of the foot in varying weathers.

THE DOCTORS THE PROFESSOR

—
A Healthy Trade
 in
 Shoes That Give
Foot Health

Doctors and Professor Shoes are the Lines that Dealers can depend upon to build a sound, profitable, permanent trade. They have long held an enviable reputation for

Health, Comfort, Style and Wear

features which, combined with the High Grade Quality of the Shoes, make them

Exceptional Shoe Value

Ask for these lines at your Jobbers or get in touch with us direct.

**The Tebutt Shoe & Leather
 Company Limited**

THREE RIVERS - QUEBEC

*THE
 Professor*

PAT. N^o. 119409
 GOLD CROSS
 SHOE



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

QUEBEC NOTES

Quebec is just recovering from the recent invasion of jobbers who came, saw, but did not conquer. Never in their history were manufacturers so indifferent to orders. Some were, of course, taken, but they were limited and at to-day's prices. No contracts were made ahead, and when samples are ready for distributors prices will be fixed according to the leather market.

A few manufacturers have, like the wise virgins in the parable, made ready with "oil in their lamps," but even the most fortunate have only enough leather in hand or coming along to take care of their requirements for a few weeks. One or two have enough to carry them until the beginning of winter. The majority are on the hand to mouth basis. The leather market continues excited. Manufacturers have been quoted as high as \$1.40 for colored calf and 70c for colored side leather. The latter can only be had in the boarded finish as most makers have had to cut out the smooth finish for lack of suitable skins. Black side leather is selling at an advance on sixty cents. Sole leather is up again and manufacturers can only get about enough to keep them moving. Dongolas are still scarce and high, although there is some talk of relief with the promise of supplies of raw stock from the east.

Mr. Griffith Clarke, of A. R. Clarke & Co., was in Quebec this week on his way back from England. He says that there is such a famine of leather in the old land, and in Europe generally, that a market can be found overseas for all that can be sent across. His visit was for the purpose of straightening up matters in their London office, and getting a line personally on conditions. He thinks it will take some time before England readjusts itself to peace conditions.

The genial Mr. Shea is having the time of his life keeping his customers satisfied, and while the times are undoubtedly the most trying in the history of the trade, his proverbial good humor never fails. He has evidently found that a little fishing now and then is the cure for the leatheritis that is so prevalent just now.

Fred Marois is not letting little things like a jumpy market take all the fun out of life. In spite of the heavy responsibilities of the biggest factory in Quebec, and the

recent swarm of the jobbers to the Ancient Capital, he keeps on smiling and fishing.

The John Ritchie Co. are quietly going ahead with their plans for the large extension of their premises, which have been in contemplation for some time. They expect before many months to have one of the most complete as well as commodious shoe mills in Canada.

J. E. Samson has completed the renovation of his offices and salesroom. He is one of the few manufacturers in Canada who saw far enough ahead to meet the changing conditions in the leather and shoe trades. He thinks the hide market will not pause until the 50c basis has been reached.

CLEANING WHITE FOOTWEAR PROPERLY

Now that the season for white shoes is here it might be well for the retailer to give some attention to one of the chief difficulties to be met in selling them, and that is the matter of cleaning. The average customer who buys a pair of white fabric or white buck or kid shoes, unless properly informed, is very apt to clean them with the first available cleaning preparation, no thought being given as to whether or not it will injure the shoe.

There are many instances where customers who have thus mistreated their white fabric shoes are given new shoes to replace them, and the merchant then tends to look to the manufacturer for full credit of a new pair of shoes. But the manufacturer feels that he should not be called upon to make good for a shoe which has gone to pieces under such circumstances.

Here is a condition which can be greatly improved if the white shoe customer were given proper advice.

They that shew more than they are, raise an expectation they cannot answer; and so lose their credit, as soon as they are found out.

The worst thing of all, is for a man to be both mentally lazy and conceited. If mentally lazy, he will not think any more than he has to, and if conceited he would rather have a wrong opinion go unchallenged than be corrected.



The attractive store of Fred W. Love, Aylmer, Ont.



PERTH

"Making Your Business Pay"

This will be the keynote of the big Retailers' Convention at Toronto this month.

The most progressive shoe men of Canada will discuss this important subject in all its phases and will undoubtedly endorse the policy of SPECIALIZATION and CONCENTRATION so fully exemplified in

Perth Shoes

Perth Shoe Company, Limited

*Largest Manufacturers of Women's Fine Goodyear Welted Shoes
exclusively in Canada.*

Perth

Ontario

AMES-HOLDEN-McCREADY PICNIC

On Saturday, the 28th of June, the Ames-Holden-McCready staff of the Toronto branch held their first annual picnic at Bond Lake near Toronto. Even James Russell Lowell's perfect June day would have to take a back seat in comparison with the day chosen. It was perfect beyond description. About sixty of the travellers, staff and members of their families, because the street cars still were "striked," walked, treked, ran, hiked, jitneyed, motored or possibly biked, to Farnham Ave. to meet the Interurban line to take them to the joy-spot. And it was all fun from 1.30 p.m. till the last tired soul pulled her numbed and weary number 6 feet into a ten cent jitney at ten o'clock on the last lap home.

It is such gatherings as these that promote good feeling between employers and help, and this one was certainly productive in this very respect. Or maybe this statement could be reversed by saying that the splendid feeling existing among the employees and the management was the cause of this happy gathering. It also served to show the wonderful esteem the staff has for the manager, Mr. H. W. Pearson.

Cup of water race, Misses Lang and Caplan. Travellers' race, Messrs Jones and Dunn. Boys' open, Messrs. McCabe and Stagg. Ladies' peanut race, Misses Davids and Call. Biscuit race, Misses Lang and Davids. Fat man's race, Messrs Stagg, Pearson and Hutchinson. Wheelbarrow race, Hewetson and Boty, Keener and Kalder. Ladies' guests' race, Mrs. Westlake and Mrs. Dunn.

Then came the ball game between the travellers and the warehouse men. And the warehouse boys showed the roadsters where ball playing started. 10 to 5 was the score, with an innings to go for the inside fellows. But say, this was where latent talent was brought out. W. F. Smith, the veteran traveller, showed he could punt a ball clear down into the lake. And H. R. Westlake, when it comes to home runs, let him have the bat. But the real player, the fellow who never missed a double, was H. W. Pearson. It didn't matter where he played or how he played he always made a double that put the other side into the field.

After the game, came the eats. This was the best part of the day. Much credit was due the committee for this



Eventful Events at the A.H.M. Picnic

And he in return was not slow to express his appreciation of his associates. He accused Mr. McCullum of being the instigator of the picnic plot, because he said Mac was full of spontaneous combustion, and if the picnic was not held he was afraid he would combust on his hands.

Races of all kinds and sizes were run, from those for the little kiddies to those for the big fat men and big women (who were not fat). There were wheelbarrow races, and coat races and spoon races and water races and macaroni races, the latter being for young ladies who could not be classed in the fat women's race.

The race winners were as follows: Boys and girls' race, 8 to 11, Misses Ince, Keener and Snelling. Boys' race, W. Stagg and L. McCabe. Bald-headed men's race, Messrs McCabe and Hand. Ladies' flat race, special prize by Mr. Partridge, Misses Ince and Lang. Coat race, H. E. McCullum and Miss Davids, Mr. Partridge and Miss Call. Balloon race, Misses Smith and Lang and Mrs. Partridge.

part of the pleasure, and especially to Miss Miller and Miss Call, who were here, there and everywhere making everyone happy and contented. And Mrs. Pearson was also lavish in her services and later received a handsome bouquet of roses, which she blushinglly accepted.

After this a few toasts and speeches were indulged in and Mr. Keener proved himself a very happy and impromptu chairman. Then came the distribution of prizes which were certainly worth while having competed for. And thus a happy day was ended.

And there, in the golden weather,

He stitched and hammered and sung;

In the brook he moistened his leather,

In the pewter mug his tongue.

—Cobbler Keezar's Vision, Whittier.

STYLE HINTS FOR 1920

(Continued from page 60)

In misses' and children's shoes it was recommended that every effort should be devoted toward speeding up production and keeping down costs by the elimination of detail, as these goods are now difficult to obtain.

The materials, in the order of their importance, will be tan calf and side leathers; black calf and side leathers; black and tan kid; patent leather; white canvas; white buckskin, and white side buck.

As regards tan, the committee made an important recommendation that the effort on the part of manufacturers to follow the cocoa and mahogany trend in men's and women's shoes be discontinued in connection with misses' and children's shoes, as experience shows that the demand from consumers is for the medium shade of tan.

The committee felt that the extreme high price of leather and what it believed to be a too low difference between the price of A, B, C, and D grades has caused a demand for the higher grades of leather which has caused a scarcity of the higher grades and a frequent surplus of the lower grades. The committee also thought that if tanners gave some thought to marking down lower grades to make a greater differential it would allow makers of misses' and children's shoes to use the lower grades of leather.

The development of misses' and children's lasts has been so well conducted along foot-form and orthopedic lines that no changes were recommended and no additions to the existing lasts in these lines.

In boots, there are two heights that please the consumer so well that it was recommended that they be standardized and that two heights only be considered—the so-called "regular cut," and the "pony," or three-quarter high cut.

In boots, lace, Blucher and buttons will still hold good. In low cuts, lace oxfords and Blucher oxfords, ankle ties,

strap pumps and barefoot sandals will continue to be in the largest demand. No additions are desirable or necessary, except that there has been this season a strong demand for the strap Roman sandal. This shoe can be developed for 1920 and result in an extra sale to customers during the season. It is also thought there will be a general return to the Blucher style oxford, as against the straight lace oxford, because of its better fitting qualities and being easier for the mother to put on in the home.

It was also recommended to retailers and manufacturers alike, that while materials and labor force the high-grade children's welt and turn footwear so excessively high, due thought should be given to the importance of developing play boots and oxfords made of the cruder and heavier materials, which are less expensive, in some cases semi-by-products; that they be made with every possible item of labor eliminated, and that consumers be urged to buy these less expensive shoes for play and school wear.

Boys' and youths' shoes are to follow the recommendations made above for men's shoes.

In Australia some one has originated a boot selling scheme with a tinge of uniqueness, if nothing more. A two-column advertisement appears in the Melbourne papers to the effect that the advertisers, who give no name nor address, simply a P.O. Box, will give away one pair each to the first five orders opened on Monday and Thursday of each week. It is claimed the boots are satisfactory in every particular. They have a sort of Herculean name—"Samson watertight farm boots," at seventeen shillings and sixpence post free. While this concern may be thoroughly reliable, the Australian Leather Trade Review suggests that the wording of the ad. and the P.O. address, and no check as to who may be the first five orders, may induce people to think twice before sending once.

FAIRE BRO^S & CO., LIMITED

RUTLAND STREET, LEICESTER, ENGLAND

Manufacturers of **STIFFENERS**



TO BOOT MANUFACTURERS

Our well-equipped modern factories are adapted to meet all your requirements in high grade

SOLID GRAIN STIFFENERS
GRAIN BACKED STIFFENERS

SOLID SPLIT STIFFENERS
TWO PIECE SPLIT STIFFENERS

THREE PIECE SPLIT STIFFENERS
LEATHER LAYER STIFFENERS

In all sizes.

Men's, Army, Women's, Children's and Golosh Shapes.

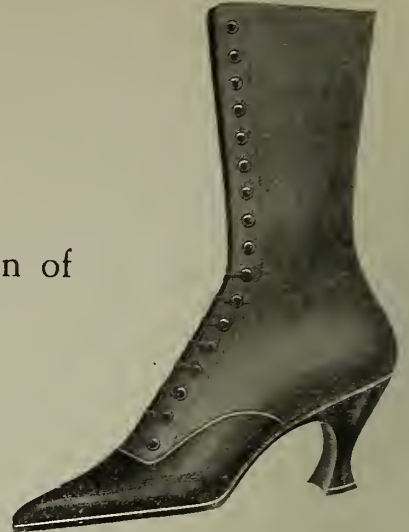
BE SURE AND SEE OUR SAMPLES BEFORE RE-ORDERING.

IT WILL PAY YOU TO DO SO

FAIRE BRO^S & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER



COMPARISON
is the real test of
VALUE



LAGACE & LEPINAY SHOES

will convince you of their exceptional values. You will be well pleased with the entire line, its wide variety and general excellence.

A critical inspection of

Goodyear Welts, McKays, Standard Screws
Women's, Misses', Children's, Infants', Men's,
Boys', Youths', Little Gents'

LAGACE & LEPINAY

25 St. Anselme Street

--

Quebec, P.Q.

Ralston's

The latest arrival in the
Ralston Polish Family.

Ralston's
Kid
Cream



Polishes

This Kid Cream, which we have
in Brown, Grey, White and Black,
has been tried, tested and found
to be just
what is re-
quired for
fine shoes.



A Dressing For Every Shoe.

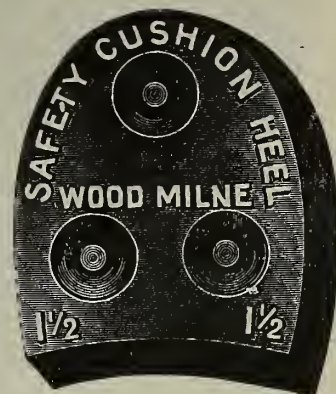


Robt. Ralston & Co.

Hamilton, Ontario

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

A Satisfied Customer

The following extract from a letter from Beatty Bros., Limited, of Fergus, Ont., Manufacturers of Barn and Stable Equipment, Pumps, Churns, Washing Machines, Grain Grinding Machines, etc., a firm of international reputation, speaks for itself. The compliment was entirely spontaneous.

"The quality of your printing in that eight page colored Electric Washer Circular was so satisfactory that I am going to recommend you to a certain firm that has written me to find out about good printing houses.

"If you continue to give such quality at reasonable prices you will get a large share of our work."

BEATTY BROS., LIMITED

Per J. Alton Potter, Adv. Mgr.

We do all kinds of printing, but we specialize in High Class Color Work, Catalogues, Booklets, Commercial Requirements, etc.

OUR SERVICE WILL HELP YOUR BUSINESS

ACTON PUBLISHING CO. LIMITED

TORONTO

MONTREAL



They Cover
A Big Demand

Peterboro
SHOE

A very large proportion of your
patrons can always find in

Ackerman Shoes

Those qualities that they insist upon in their Footwear buying. For neat Appearance, comfortable Fit and long Wear, they are unsurpassed by any staple line. They are obtainable at prices that the average buyer is ready to pay.

Put ACKERMAN SHOES in stock NOW. You will be well pleased with the profitable business they will bring you.

For MEN, BOYS, YOUTHS and LITTLE GENTS.

Ready for Shipment.

Write for Catalogue.

B. F. Ackerman, Son & Co., Limited

Peterboro, Ont.

Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"

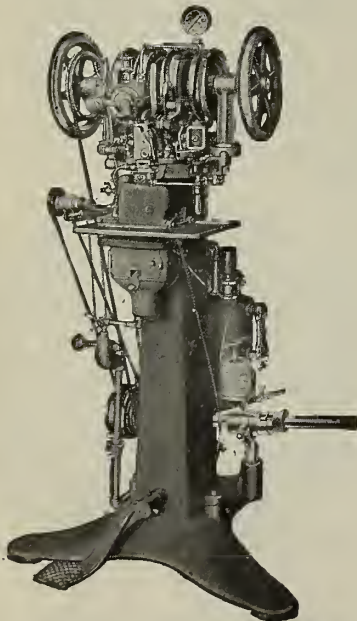
Landis Outfits are Money Makers

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

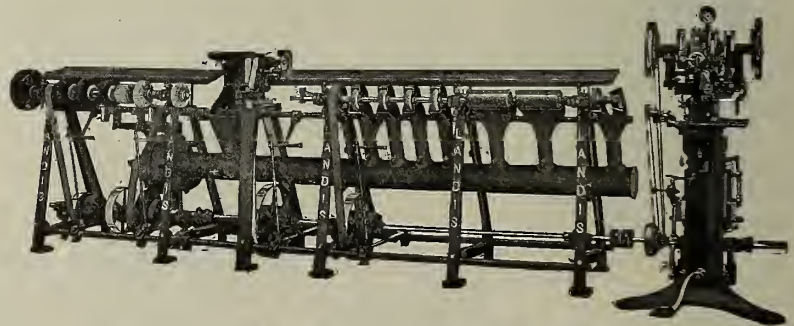
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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

Some Opinions on Heels

Do Flat Heels Cause Flat Feet?—Do High Heels Cause Other Troubles?

THAT there has been much controversy over the heights of heels is a well known fact. That there will likely be much controversy over the heights of heels, so long as heels are worn, seems also to be a fact. The following article taken from a Toronto paper shows that "Authorities" are not a unit on this much controverted subject. We give the article, feeling the shoe trade will be interested in knowing what the feeling is in some circles regarding the heel question;

Toronto women are again wrestling with the problem of their feet—this time it is the trouble of weakened arches, as well as corns and callous spots. And all the trouble is ascribed to the sudden change of fashion from extremely high heels on shoes to flat ones. So say doctors, chiropodists and others.

"When children are young their muscles and tendons are so flexible, they are able to walk in their bare feet or wear a heel without any suffering," said one authority. "At the age when the muscles are setting the average girl commences to wear high heels, and the tendons at the back of the leg are at once shortened. The foot at once accustoms itself to the support which is given with the higher-heeled shoes. When it is again put into the flat-heeled style, the muscles immediately become strained, and fallen arches are frequently the result, which makes the wearer at first flat-footed like a duck."

Some doctors say the flat heel for a woman is as injurious as the high one. One said: "The Cuban heel is the only sensible heel for women. I have found that the very low heel is as harmful to the arch of the foot as the very high one. They have been the means of causing considerable eye trouble, headaches, back injuries, not to say anything of corns and sore feet."

Dr. Elizabeth Stewart, orthopedic specialist, said: "I consider the flat shoe the ideal one for walking. The weight is carried equally by the heel and the arch between the toes transmitting the weight on three points. In the high-heel shoes the heel is, comparatively speaking, not working at all, as all the weight is carried by the front of the foot, which is thrown out of position. Naturally, when the feet are changed from this position to that of the flat heel, they suffer considerable strain at first. The pointed toe is also injurious. In shoes of this type the inside line of the shoe, which should be straight, is slanted and throws the large toe out of position, and has a tendency to develop bunions."

"If Canadians want a race of healthy women they ought to have legislation against the manufacture of freak shoes. We should have straight lasts like the army boots, and sensible heels," said Mlle. Lambert, foot specialist. There are 99 per cent of the women in this city suffering from foot trouble, against 2 per cent. among men. It is all due to the extreme styles in footwear. I consider a heel from $1\frac{1}{2}$ to $1\frac{3}{4}$ inches in height is the proper one for woman, with a sensible toe. Too flat heels cause fallen arches, and the high heels develop other trouble. This is the worst foot-ill we have to contend with to-day. It is caused through the weight of the body being carried on the heads of the toes and the ball of the foot, through the unnatural position it is forced into with the high heel. The bones press on the nerve centre, and the toes are forced back out of position. This bone trouble cannot be cured merely through wearing a support. The wearer must get away from the pointed toe

and high heel. The Cuban heel with medium toe is the only thing to wear.

"The prevalence of the fallen arch and other foot trouble is due to the very low heels the girls are wearing."

TRADE WITH NEWFOUNDLAND

An opportunity for boot and shoe manufacturers to recover a valuable lost trade, says the Canadian Trade Commission, is shown in a special article in the Journal of Commerce, from which the following extract is taken:

"The most surprising feature, however, of the changing boot and shoe trade is the decline in the value of our purchase in Canada—from \$77,000 to \$15,000 in the decade. Britain has only increased her sales to us from \$15,000 to \$21,000. This being partly due to purchases of special lines and partly due to the increased value of all such goods, but Canada's decline is astonishing when it is remembered that she enjoys the advantage of the closest proximity to Newfoundland, and also that some very large boot and shoe factories exist in the Maritime Provinces, which claim to sell their product largely and profitably as far as the Rocky Mountains. Yet, as the figures show, America has robbed Canada of \$60,000 worth of trade, and has also increased her own sales another \$60,000. Not all of this increase, of course, is represented by additional boots and shoes; the stock used in the manufacture of these articles has doubled in value in the past ten years.

Of sole leather Canada's sales have dropped from \$30,000 ten years ago to \$22,000 now, while America's have increased from \$81,000 to \$131,000 in the same time. Of undressed leather, on the other hand (leather partly treated), the import is virtually altogether from Canada, though the sales have declined somewhat owing to local production. The imports from Canada were \$26,000 ten years ago, and are now only \$17,000. Britain and America supply us with virtually none of this material. In grain, buff and pebbled leather, Canada, too, is our principal supplier, though here again, local manufacture is largely capturing the market. The imports from Canada in 1904 were \$24,600, and in 1912-13 they were only \$9,000, and imports from America declined from \$5,000 to \$1,600."

CONDITIONS IN AUSTRALIA

Mr. George C. Robinson, who has been in Australia for over twelve years, is visiting Canada, and intends to make his home here. He has held important positions as salesman and manager in some of the best shoe retail establishments on the island continent. Australia is the very antithesis of Canada in many things, particularly in its seasons. The summer season is from October to April, when they have hot, dry weather, sometimes reaching 120 degrees Fahrenheit, but in the interior this is not as trying as a much lower temperature with humidity at the coast. The winter months are cold, rainy and sometimes dusty, but they never have snow, and most of the days are clear and bright.

Industrial and commercial conditions are quite different in many respects on account of the labour legislation that prevails. Every department of trade is organized, even store help, and minimum wages and hours are fixed for even the boys in the shops. Early closing is compulsory, the hours being eight to six, with a half holiday on Saturday. Business is absolutely shut down for Saturday afternoon and Sunday. The population of Australia is about five millions, and with the development of its mines, ranches and industries that are growing out of its natural production, the outlook seems very promising.

Shoe prices have not advanced as remarkably as in Canada on account of the accumulation of raw stock and leather, but high class footwear has gone up fifteen or twenty per cent. during the war.

YAMASKA BRAND

for

Real Shoe Values

To give all possible VALUE to the customer is the one best way for the Retailer to build a profitable, permanent business.

From year to year Yamaska Brand Shoes have held First Place for Top Values in Staple Footwear.

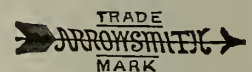
They are Values that ensure the maximum of SALEABILITY in the shoes and are upheld by a Wear Service that always gives SATISFACTION in every way.

IN STAPLE FOOTWEAR, IT PAYS TO PLACE YOUR CONFIDENCE IN YAMASKA RECOGNIZED VALUES.

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



ARROWSMITH'S
FIRST-AID
TO THE FEET
FOOT REST
"ANYBODY CAN FIT IT" "MAKES WALKING A PLEASURE"
"ASK ANY SHOE DEALER"



CANADIAN ARROWSMITH MFG. CO., LIMITED
NIAGARA FALLS — R. J. ORR, Toronto Representative, Phone College 9495 — ONTARIO

STYLE BOOTS TORTURE SOLDIERS' FEET

Here is what a "demobilized" soldier has to say on the question of military and civilian shoes. It is interesting from various points of view. But it is only a question of time till these boys will "fall in" to prevailing styles.

"But it is in one's dealings with tradesmen for the necessities of life (writes one who has recently been demobilized) that the occasional yearning to be back in the service grows most insistent. Why, to take one's present grievance, should shopkeepers sell boots at almost every conceivable shape except the shape of the human foot? It is not so in the army.

"There, whether they were 'ration' boots or boots bought in a military canteen, one never had any difficulty in obtaining a perfect fit; and though one foot-slogged it in the infantry, in desert sand up to the ankles, in Flanders mud or on the hard pave of France, foot comfort was, with moderate care, the rule rather than the exception. Yet having a short and rather wide foot, one comes home to the still persistent dilemma of the boot shop—either a boot that pinches or one nearly two inches too long."

"If one could admire the shape of these shop boots one might be reconciled, aesthetically. But they would still be unnatural, and the more so since all experiences in the army goes to show that the short, wide foot, taking what the quartermaster's clerk calls a 'sevens-sixes,' is not an exceptional foot at all, but almost the normal foot.

"Army boots are all one shape, and strangely enough it is very like the shape of a foot. Two figures denote their measurements, the first describing length or 'size' and the second width or 'fitting.' When a company has needed boots badly for some weeks a large box full of assorted sizes will arrive. And those that no one can do with go back to be changed. The trying on is a serious business, requiring the close attention of an officer. I have seen hundreds of boots sent back."

WOMEN TALK ON SHOES AND STOCKINGS

The Women's Council is a staid organization but has a wide field to cover. For example at the meeting held last week at Toronto, it discussed everything from bolshevism to cabbages. In between some enthusiasts undertook to take a whack at the "Made in Canada" movement, and waxed eloquent over the shortcomings of Canadian manufacturers of stockings and footwear. The press report says:—

"Another charge was that no attention is paid to the artistic side in manufacture. One speaker told of stockings with "no shape to feet and no shape to legs" and a price asked for them higher than for first-class manufacture in the States. Canadian boots, especially, came in for a scoring as being simply unwearable in many cases."

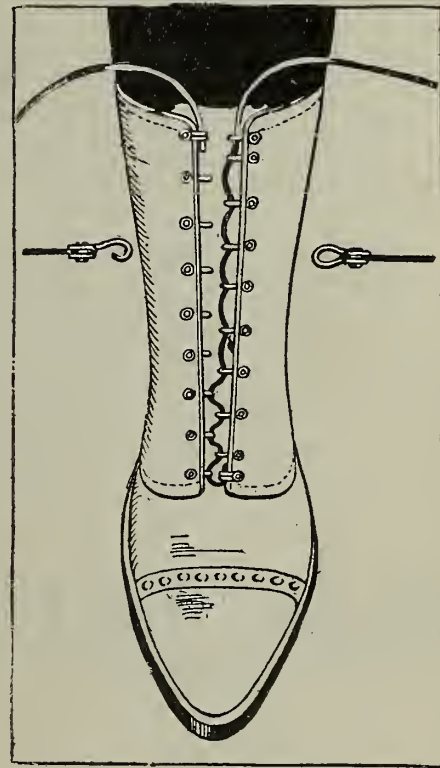
Of course women will talk, and the "council" meetings may compare favourably with some of the gab feasts held by labour agitators and socialists, but it is seldom you will find a gathering of men go out of their way to cast such wild aspersions upon Canadian products.

There are shoes made in Canada that are equal to those made anywhere in the world, and the probability is that most of the women at this "council" meeting were wearing high-class Canadian shoes. It is always a temptation, however, with those who are fond of hearing their own voices to take this deprecatory critical tone. The unfortunate statement quoted above, sent broadcast over Canada, will undoubtedly do great harm to Canadian manufacturers of leather as well as shoes, and will convince a great many that one of the most formidable obstacles with which Canadian

manufacturers and producers have to contend is the unfortunate prejudice in favour of "American" products, especially amongst a certain class of women.

A NEW SHOE FASTENER

The illustration shown herewith is that of a new shoe fastener. The shoelace is secured at the lower end and passes up through the eyes. To lace the shoe it is merely necessary to slip the hooks over the lace and draw the lace taut. Then it is tied to a bit of lacing cord fastened to the top of the shoe. Lacing and unlacing may be accomplished with extreme rapidity, and because the lace runs in a single line from top to bottom the fastening is very flexible and adjusts itself readily to the movements of the foot. As the boot does not ordinarily have to be completely unlaced when it is taken off hooks may be used for only the upper half of the flap. This same form of lacing may



be used for other articles such as gloves. In the latter case it is not necessary to tie the end of the lace. It may be secured by means of a clip. The illustration shows how the lace is manipulated.

BABY'S FEET AS LARGE AS MAN'S

We have not verified this report but give it just as it came to us from a newspaper: "There is no doubt that little Virginia Scroggins, of Rockwell, Texas, has the largest feet of any baby in the world. Virginia is two years old and is beginning to walk around the house. Instead of wearing a tiny pink baby shoe, Virginia wears what would be a No. 10 of men's sizes if such "baby" shoes could be bought in the stores. Her feet are fully ten inches in length and are four inches across the instep. Mrs. Scroggins declares when Virginia was born her feet were almost as long as her body. Since that time they have grown in proportion to the other members of the body, and it is figured that by the time she reaches the marriageable age her feet will be twenty-four inches long."

Are You Finishing Any Uppers Made From So Called Painted Leather ?

If you are, our TAN RE-FINISH made in all colors will be of great assistance to you in re-finishing the upper.

It produces a finish that has less appearance of paint than anything we know of that is now on the market.

It lays right down close and the leather is fine grained and finishes up beautifully.

We honestly believe it would be no mistake on your part if you should send us a piece of each color of painted leather you are using and order samples to match them.

We think we can show you something better than you have ever seen in this line.

Here is a partial list of the numbers and colors we are making. We can match any color you use.

No. 20—Tan Re-Finish—Dark Mahogany.

No. 21—Tan Re-Finish—Tony Red.

No. 22—Tan Re-Finish—Dark Tony Red.

No. 23—Tan Re-Finish—Dark Tan.

No. 24—Tan Re-Finish—Light Chocolate.

No. 25—Tan Re-Finish—Medium Brown.

No. 26—Tan Re-Finish—Light Tan for Russian Calf.

No. 27—Tan Re-Finish—Nut Brown Dark Yellow.

No. 28—Tan Re-Finish—Light Cocoa.

No. 29—Tan Re-Finish—Dark Cocoa.

BOSTON BLACKING COMPANY
MONTREAL, P.Q. : - CANADA

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.

LLOYD GEORGE'S MESSAGE TO LABOR

At a recent meeting of the joint committee of the National Industrial Council, Premier Lloyd George said:

"Though I cannot commit myself to every detail, as many of them are complex and technical, I may say at once that I fully accept in principle your recommendations as to the fixing of maximum hours and minimum rates of wages. As regards hours, a bill is now being drafted to give effect to your recommendations, and will, I hope, be introduced at a very early date. I think you will find that it fully carries out the principles set forth in your report, though, as you have recognized, elasticity must be provided in order to meet the special circumstances of particular industries.

"There are certain industries, such as agriculture, in which seasonal and other conditions necessitate special consideration; and some cases, such as those of seamen and domestic servants, in which it would be impossible to enforce a week of forty-eight hours; but I agree that the act should otherwise apply to all industries in which a legal limitation of hours is practicable, and that, where exceptions are necessary, they should be applied for by those concerned through the machinery which you have suggested in your report.

"As regards wages, I accept the principle that minimum rates of wages should in all industries be made applicable by law. The question of the best method of doing this, however, is complex and full of difficulties, and I do not think that it would be possible to frame legislation until a scheme for carrying out the principle of minimum rates has been fully worked out. I therefore gladly accept your suggestion that the Government should, in the first place, set up a commission with wide terms of reference to report on the whole matter. As regards the extension of the Wages (temporary regulation) Act, a bill has been prepared for this purpose and has been introduced.

"In regard to unemployment, I understand that your committee was unable to make any definite recommendation as to how the present provision against unemployment should be extended, though they were unanimous in thinking extension necessary. In view of the short time at your disposal, I do not think that the committee could be blamed for this, but the question of unemployment is one of the most urgent and important of the problems confronting us, and until it is satisfactorily solved I do not feel that we shall have really effected one of the most vital improvements in our social conditions. I therefore hope that this is the first question to which the National Industrial Council will address itself.

"I cordially welcome your proposal to set up a National Council, and hope that you will take steps to bring it into being as quickly as possible, as I am sure that it will be of great value in assisting the Government to improve industrial conditions."

MILADY'S BOUDOIR

Given a soft dainty shoe, a soft silky stocking and the old foot is quite as attractive as the young foot. That is the ideal old foot. But one wonders whether the present regime of high heels and narrow toes is not going to produce some very ugly feet with big ankle bones and exaggerated joints. And it is difficult to see how women can hobble about indefinitely on high heels and in pointed toes without injury to their feet.

High heels and narrow toes are all well enough for house and evening wear by a woman of leisure. At such times the feet are not under much strain. But the same shoe used for walking and tramping over rough country roads or walking and tramping about the shops and in city streets is decidedly out of place.

And the same shoe worn by business women, by saleswomen who must stand long hours on their feet, and by

the very maids and cooks in the houses of women of leisure—then it is ridiculous.

Physicians storm and moralists preach and mere man talks until he is tired. But mere woman wears what shoes she pleases—and whatever else she pleases too. But let some fad or style for another sort of dress be started and mere woman follows in its wake immediately.

Not long ago a woman in Paris ordered a pair of square-toed boots—and all Paris went to its boot maker and ordered boots of the same maker. If for some reason square-footed boots had been curealls for all ills that flesh is heir to, womanhood would not have worn them. But because they were the choice of a woman with smart taste, they were immediately established on a substantial basis.

The age-defying foot of beauty seems to be in a sad way just now. In the meantime the boot makers and stocking weavers are doing much business. For do not present styles in footwear, whether or not they menace the future of the feet, tempt woman into buying new shoes and stockings?

WHY BUTTONED SHOES HAVE PASSED

Every woman with her eyes open must have noticed that button shoes are little worn, and no doubt the fact that lace shoes are, as a general thing, neater and trimmer and more easily kept in condition has a good deal to do with this.

The fact that button shoes use more leather than lace shoes is the big reason behind their disappearance from fashion, say those who know. It does seem a very little leather to save, doesn't it? But then this is the day when we appreciate the importance of very small things; the saving of a slice of bread a day, a lump of sugar or a half pound of meat—trifles that we are assured amount to enormous proportions in the aggregate.

NEW AMES-HOLDEN-McCREADY MANAGEMENT

A good deal of interest has centered in the organization of the Ames-Holden McCraedy Co. during the past couple of months, and while it was generally understood that the management would be vested in Mr. T. H. Rieder, who recently relinquished the presidency of the Canadian Consolidated Rubber Co., Limited, nothing definite was accomplished until the meeting of the Board of Directors held on May 29th, at the head office.

Mr. D. Lorne McGibbon was elected Chairman of the Board and Mr. T. H. Rieder President and General Manager, and a comprehensive policy was adopted that will, it is said, involve some distinctly new departures in the management in the near future.

Mr. Rieder's history is now so well known to the shoe trade of Canada, that the SHOE AND LEATHER JOURNAL does not need to recount his phenomenal, or it might be even said meteoric, success since he became associated with the rubber shoe industry of this country less than two decades ago. He has made for himself a reputation for far-sighted, sane progressiveness that has turned everything he has touched so far into success. His assuming the management of the Ames-Holden-McCreedy concern will undoubtedly mean much to the shareholders, and, if current opinion goes for anything, to the trade and the public at large.

As representing originally two of the oldest and best Canadian shoe enterprises the company has always had the benefit of a name and a reputation second to none in the country. With a free hand, Mr. Rieder will undoubtedly be in a position to enhance not only the prestige of the concern, but his well-known aggressiveness will, if the signs fail not, result in a considerable development and extension of the Ames-Holden-McCreedy enterprise, in catering to Canadian needs in footwear.

In Your Cutting Room

you need one of these

OPEN SIDE BLOCK PLANERS

to keep your Cutting Boards and Blocks in proper condition.

With this machine you can effect a valuable saving in Time and in Dies, and with Boards and Blocks kept in good condition your cutting will always be of the highest grade.

While SIMPLE IN CONSTRUCTION and EASILY OPERATED, it possesses every modern improvement as well as exclusive features.

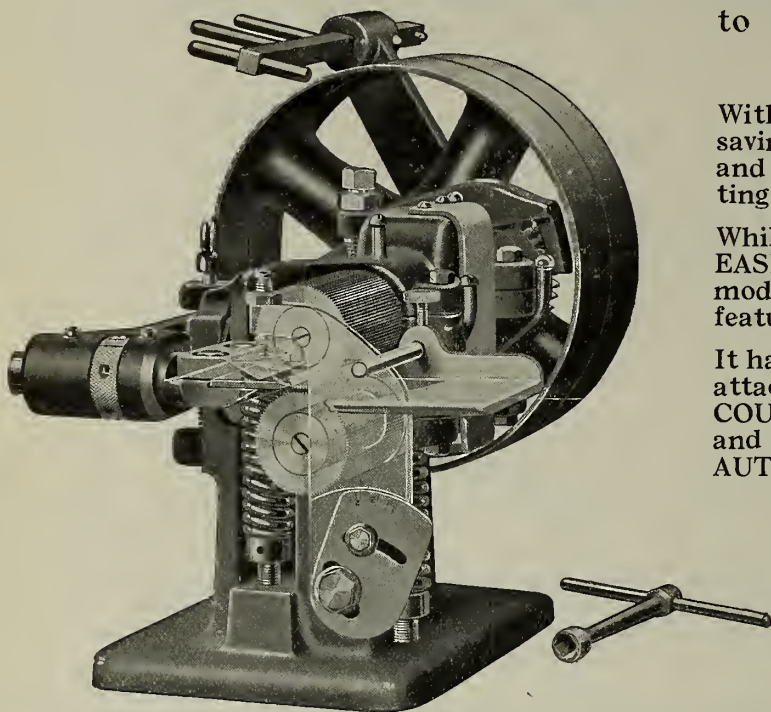
It has CHIP and DUST HOOD which can be attached to exhaust if desired—fitted with COUNTER SHAFT and FRICTION PULLEY and LOCKING LEVER to start and stop—AUTOMATIC FEED in either direction.

Write us for further information

Manufactured by

The Louis G. Freeman Co.
CINCINNATI, OHIO, U.S.A.

Canadian Representatives:
INTERNATIONAL SUPPLY COMPANY
Kitchener, Ont. Montreal, Que.



The Vulco-Unit Box Toe

Patented
Dec. 30th, 1913



Patented
Oct. 26th, 1915

THE VULCO-UNIT BOX TOE

Increases Factory production.
Returns lasts to lasting room quicker; sends shoes to packing room quicker than any other method.

Beckwith Box Toe Ltd.

SHERBROOKE, QUEBEC, CANADA

FIBRE COUNTERS



RELIABILITY

The RELIABILITY of Duclos & Payan Fibre Counters, as evidenced in their persistent use by the Trade for forty-five years, signifies a constant High Quality in the Product. Best grade materials and faultless manufacture result in counters that we are able to GUARANTEE to outlast the shoe.

Representatives:—

For Ontario, E. R. Lewis, 45 Front St. East, Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

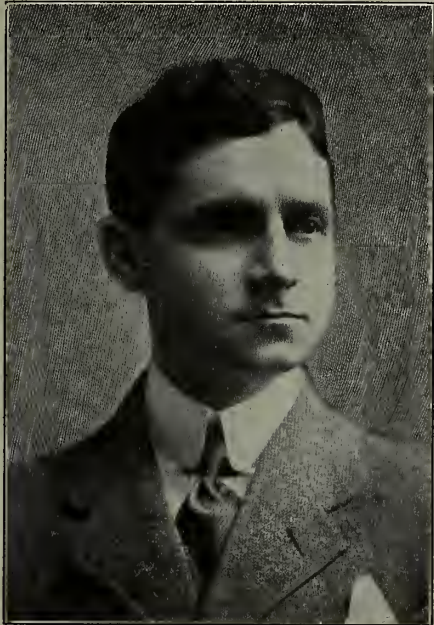
Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

ANNUAL REPORT OF THE AMES HOLDEN CO.

The annual general financial report of Ames-Holden-McCready, Limited, for the year ending April 30, shows that total profits for the year amounted to \$632,764, as compared with \$624,201 the previous year. After all deductions net profits of \$323,322 remain, as against \$304,094 in 1918, an increase in the year of \$19,228.

After adding in balance from the previous year, total surplus amounts to \$830,300, as against \$507,405 the previous year. Sales for the year amounted to \$6,229,274, compared with \$4,879,259 for the previous year, or an increase of 27.67 per cent. Selling prices of leather footwear were increased gradually throughout the year, accounting for approximately 15 per cent. of the increased value of sales. Included in



T. H. RIEDER

these sales for the year is \$658,703 to the Canadian Government.

The balance sheet shows current assets exceeding the liabilities to the extent of \$2,340,341, compared with \$2,066,815 in the preceding year.

Total assets declined from \$9,468,372 in the previous year to \$8,972,924, the larger reductions being inventories, from \$2,483,758 to \$2,175,898, and accounts receivable, from \$594,004 to \$445,206.

T. H. Rieder, the new president, in his remarks to shareholders, said:

"At the present time there is a considerable demand for boots and shoes for export. Your company has already had a share in this business and has further contracts on hand which will serve to utilize the surplus productive capacity of the factories over and above the demands of the company's domestic business.

"Despite the increase of over 27 per cent. in the volume of business done, compared with the previous year, the net profits are approximately the same. Owing to the increased cost of selling, due to increased salaries and wages, freight taxes and other expenses, it has become evident that the minimum cost of distributing the company's product cannot be attained unless the volume of sales is considerably increased. The leather shoe business in itself does not easily furnish this required volume, and your directors have therefore arranged to add a rubber section to your business."

Touching on the rubber end of the business, he said:

"Your business, however, cannot be developed to its fullest extent without manufacturing your own rubber goods. The addition of a rubber section to the business to

manufacture and distribute your own rubber footwear and rubber tires will serve the double purpose of giving the company control over the manufacture and sale of the rubber goods handled by it and of furnishing the desired increase of goods for distribution by the sales organization.

"The first of the rubber units is now being constructed through a subsidiary company, under the name of Ames-Holden Tire Co., Limited, which has been promoted and financed by your company for that purpose, and a majority of whose issued capital stock is owned by the company."

At this meeting the following officers and directors were elected: President and General Manager, Mr. T. H. Rieder; Vice-President, Sir Herbert Ames; Chairman of the Board, Mr. D. Lorne McGibbon; Treasurer, Mr. Hugo Wellein; Assistant Secretary and Assistant Treasurer, Mr. P. J. McNicholl; Directors, Sir Thomas Tait, Hon. Nathaniel Curry, Hon. Wallace Nesbitt, K.C., Hon. C. P. Beaubien, K.C., Shirley Ogilvie, S. J. LeHuray, Thomas H. Lane, William Mulock, Jr., Walter T. Barrie, Major L. L. Anthes.

GUTTA PERCHA AND RUBBER LIMITED HOLD BIG PICNIC AT NIAGARA

When it comes to pulling off a real big picnic, leave it to the Gutta Percha & Rubber, Limited. For a number of years before the war they gave an annual picnic to their employees, and that meant they provided transportation to some interesting point for the wives and children and sweethearts and others who might come under the term "Dependents" of their workers. But when the war came on they very wisely dropped this little pleasure affair. But the big heartedness of the firm showed itself immediately the war had stopped. This year, on Monday, the 30th of June, they took all hands, and we may say the "Cooks," and treated them to an outing on the lake and visit to Niagara Falls, that best of all picnic spots. The day was ideal for such a trip and every one more than delighted themselves. How many went? Well, you would not guess first time. 3,000. Don't mistake the number. Three thousand happy people took in the complimentary excursion and picnic. Three boats were available for the company, leaving Toronto at 7.30, 9.30 a.m., and 2.15 p.m.

But this was really only half of the big joy day. It was felt that those taking in this splendid outing would not have time for more than the boat trip, luncheon and then sightseeing about the falls. To pull off any games would crowd too much into one day and possibly spoil two good events. So the committee decided to hold the sport or field day on Saturday, the 5th of July, at High Park, Toronto, where an excellent program of games will be conducted at 2.15. There are some twenty-three events all told and a novel way of giving prizes has been devised. Coupons will be given which will be honored by the T. Eaton Co. and the prize winners may thus purchase whatever they desire. The following rules are for the guidance of the committee:

Games to start at 2.15 p.m. No spiked shoes allowed. Contestants must be clothed from neck to knee. Not more than three prizes can be taken by one person, only one of which can be first. There must be four competing to draw three prizes, and three to draw two prizes. Prizes will be in the form of a coupon, which will be honored in goods at face value at the T. Eaton Co., Limited. Games open to employees, their wives and children only.

At the pavillion music will be provided for those who desire dancing.

KEEP POSTED—These are days when every shoe buyer should keep posted. The Shoe and Leather Journal is "on the spot" with the latest information. The "man who knows" will need his knowledge in the next few months.

CLARKE & CLARKE Limited
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



“Perfect” Counters

are all that their name implies. The most careful manufacture and the use of finest grade selected fibre ensures a product giving

Perfect Satisfaction

Their ability, fit, appearance and price give them the preference over all others. They are guaranteed to outlast the shoe.

Perfection Counter Limited
699 Letourneux Ave., Cor. Ernest St.
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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

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TORONTO HEEL COMPANY
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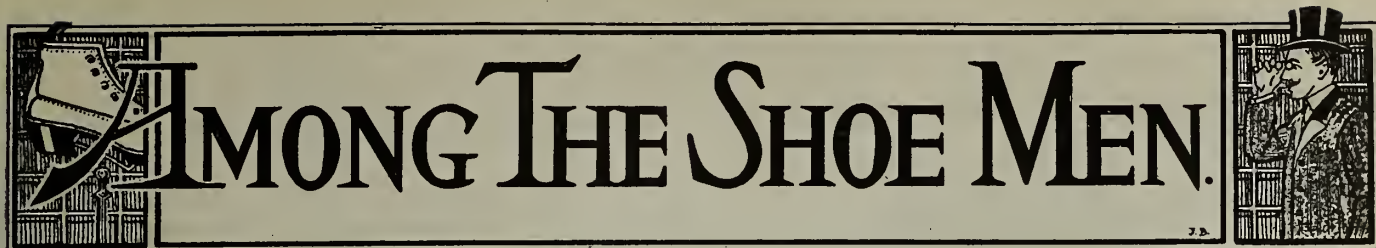
Black
or
Colors

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.



AMONG THE SHOE MEN.

The Miner Rubber Co. is erecting a large addition to their plant at Granby, Que.

The Mount Royal Rubber Co. is establishing a plant in the east end of Montreal.

Mr. A. G. Mooney, of Montreal, has been calling on his Toronto representative, Mr. Ed. Lewis.

The shoe stock of the late A. H. Holmes, of Moncton, Ont., with the building is offered for sale en bloc.

Mr. Muir, of the Blachford, Davies and Co., Limited, Toronto, has been on a business trip to Washington.

The National Hide Company, Limited, is the name of a new hide that has been recently organized in Quebec.

Gustaf E. Hedlund, of Lynn, Mass., has taken out a Canadian patent on a method for making welt shoes.

Mr. J. A. McLaren, of McLaren & Dallas, was doing some buying in Montreal and other eastern points recently.

The Nursery Shoe Co.'s workers of St. Thomas, Ont., enjoyed a very pleasant picnic at Port Bruce near Port Stanley.

Mr. N. J. Collins, of the Blachford, Davies & Co., Ltd., Toronto, was on a buying trip to Montreal and other points east recently.

Mr. Hugh White, of the White Shoe Co., Toronto, has been on a buying and inspection trip to Montreal and Quebec recently.

Mr. M. Walsh, well known shoe man of Gananoque, has left on a motor trip to Staynor, Ont. Expects to visit Toronto on his way back.

Mr. J. A. Johnston, of J. A. Johnston & Co., Brockville, Ontario, was registered in Montreal recently, where he was doing some buying for present and future needs.

Work commenced at the Davis Leather Co. works, Newmarket, Ont., at 6. a.m., and quit at noon. It is proposed to continue this procedure during the hot weather—Saturdays only.

Mr. W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, accompanied by Mr. Purvis, made a business trip to Montreal and points east looking over the shoe market for the coming season.

S. Grimason, formerly manager of the Shoe Dept. of R. H. Williams & Son, Regina, Sask., is now in business for himself at 266 Portage Ave., Winnipeg, Man., under the name of Grim's Boot Shop.

Mr. O'Dea, of the Congdon Marsh Co., Winnipeg, has been east doing some buying for his firm. Mr. O'Dea says that things are getting settled nicely now in his home city and expects within a few weeks everything will be running normally.

Living models will be featured at the Style show in New York City, July 17-18. This show is under auspices of the Retail Shoe Dealers' Association. A splendid pro-

gram has been arranged with addresses by prominent shoe men.

George W. Cowan, the popular shoe dealer of Chatham, Ont., has installed a Goodyear Welt and Shoe Repair System to take care of his ever increasing shoe repair work. It is reported this is the only machine of its kind in that section.

A man of Montreal was arrested in Toronto recently by Detective-Sergts. Mulholland and Archibold on a charge of theft. It is alleged that he was formerly manager of a boot and shoe store in Montreal, and recently disappeared with a portion of the stock.

Mr. C. S. Sutherland, of the Amherst Shoe Mfg. Co., Amherst, N.S., is on a business visit to Quebec, Montreal and Regina, where the company has a branch. Mr. Sutherland is just a little shaky lest the strikes may tie him up out west, and he will not be able to get through.

Mr. Robt. M. Fraser, of Montreal, who represents the Briethaupt Leather Co. and the Barry Tanning, has been seriously ill for some weeks with typhoid fever. He is now completely recovered and is back again at work, and is taking his usual active interest in the leather market.

Mr. Geo. H. Grills, who has been representing S. C. Cronk & Co. as city traveller in Toronto, has left for a two weeks' holiday in the East, and will on his return join the staff of the Reliance Shoe Co., Ltd., of Toronto, covering Toronto and Eastern Ontario. George is one of the old timers, having been 34 years on the road as shoe traveller.

WANTED—Experienced shoe traveller for Eastern and Western Ontario (as far west as London) to carry a specialty line of shoes and slippers. Post Office Box 2663, Montreal, Que.

WANTED—Experienced shoe traveller for Eastern Townships and Quebec Province exclusive of Quebec City, to carry specialty lines of shoes and slippers. Apply Post Office Box 2663, Montreal, Que.

YOUNG MAN—Experienced in Dry Goods and a practical knowledge of the Shoe Trade seeks position of trust with high class Manufacturing or Retail Shoe Firm. Can furnish first class testimonials. A. D. Bourne, c/o Mr. Wood, 300 Pearl Avenue, Peterborough, Ont.

FACTORY WANTED—Small Goodyear Factory or machinery for same, or would arrange with owner to join business which will stand closest investigation. Output will be sold in chain of stores owned and operated by present Company. Give all particulars. Box 851, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto

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We are Headquarters for all Finishes,
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Sheepskins Skivers "Ryco" Matt Kid

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Eliminate all worry during hot weather by using our CEMENTS. They are guaranteed to maintain their high quality under all climatic conditions.

A trial will convince you of their merits.

Ask for quotations, you will find our prices right.

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PERTH FELT CO.

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Makers of the Finest Line of
Shoe Felts made in
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Leading Shoe Manufacturers' Supply House
in Canada

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High Quality
of

BLACK GLAZED KID

in all weights

Samples on Request

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Manufacturer of

Men's, Boys', Youths',

Little Gents' Shoes in

McKays and S.S.

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GOODYEAR WELTS

URNS

TOURIGNY & MAROIS

(Reg.)

Makers of Shoes for

MEN BOYS YOUTHS
WOMEN MISSES CHILDREN

To Jobbers Only

Capacity 5000 pairs a day, enabling us to
make 10 Days Delivery on Rush Orders

McKAYS, Standard Screw.

QUEBEC, P.Q.

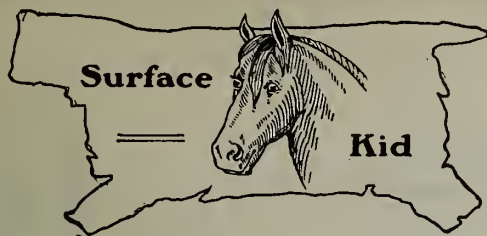


Pan American

Grey **KID** Seal
Brown Black

Perkins & McNeely
Philadelphia

Ed. R. Lewis, Toronto



SURFACE KID

GLAZED KID
SHEEPSKIN
CABRETTAS

Shoe Jobbers! When placing your order for goods made of Glazed Horse, be sure and insist on **SURFACE KID**, as it has the nearest appearance to Kid of any other similar stock on the market.

It is smooth, soft, pliable and durable, possessing all the qualities of genuine Kid.

GLAZED DULL and GUN METAL

MADE IN BLACK AND COLORS

LUCIEN BORNE

Quebec Office: 491 ST. VALIER ST.

Montreal Office: 225 LEMOINE ST

and as he says, should know something about good shoes, but claims shoedom of to-day keeps us all guessing. He will surely give a good account of himself to his new employers and his old friends in Eastern Ontario will no doubt give him the glad hand.

It is understood that the issue of \$1,000,000 of 7 per cent. bonds of the Ames-Holden Tire Company has been secured by a syndicate of Montreal bond firms consisting of Thornton, Davidson & Company, Limited, Greenshields & Company, and Nesbitt, Thomson & Company, Limited.

Mr. W. M. Leslie, Belleville, Ont., has had eighteen years' experience in the boot and shoe trade with Vermilyea & Sons, has bought out the business of Mr. John McKeown, who for many years has been known in the trade. Mr. Leslie will open in about ten days. In the meantime the shop is undergoing changes.

Mr. H. G. McCullum, who has been identified with the Winnipeg branch of the Ames-Holden-McCready Co., is now associated with the Toronto branch in the capacity of salesman. Mac is a real good head that is well liked by the boys and the customers are bound to like him, too. He'll make just as good in the east as he did in the Prairie City.

Shoeland, at the corner of Portage avenue and Edmon-ton street, Winnipeg, was one of the heavy sufferers by Saturday night's great storm. As the 84-mile-an-hour wind swept down Portage avenue the plate glass windows of the store were torn out and smashed to splinters. The deluge of rain which followed partially flooded the store and caused damage to the stock.

A very pretty wedding was solemnized in Verdun, Quebec, Catholic Church, on June 18th, when Mr. Paul E. Lefebvre, district sales manager for Columbus Rubber Co., Montreal, was united in marriage to Miss Lillian Charland. After a very enjoyable breakfast at the home of the bride's parents, the happy couple left on a honeymoon trip to New York and Atlantic City.

The many friends of Mr. Jas. Strike, of the L. H. Packard Co., of Montreal, are extending to him their congratulations, as just twenty-one years ago on the 22nd of June, Jimmy, as he is known to everyone in the shoe trade and others, was married. The SHOE AND LEATHER JOURNAL extend to Mr. and Mrs. Strike hearty wishes for many more years of happiness and prosperity.

Mr. L. Levy, of the Canadian Shoe Findings Novelty

Co., has just returned from a very pleasant trip to Algonquin Park. The pleasantness was greatly enhanced by the fact that he took with him his bride, thus making the trip a honeymoon affair. He also visited New York and other eastern cities while on this little H.M. trip, and incidentally looked up a few business friends. The firm are sending out a new catalog to the retail trade, which is very replete with their many lines.

EXTENDING A. H. M. BRANCH AT TORONTO

Mr. M. O. Keener has just joined the staff of the Ames-Holden-McCready branch at Toronto. The rubber business of this branch has developed so much of late that it was thought well to have a man to give his entire attention to it, so Mr. Keener was secured to assist Mr. H. W. Pearson, the local manager of the Toronto Branch. Mr. Keener has had abundant experience in the rubber shoe business and knows it almost from the gathering of crude rubber down in Brazil to the fitting of a rubber on to a No. 2½ Louis heeled shoe worn by some pretty blonde for the first time. He is a business hustler as well as a thoroughly well trained practical man. The company will open a branch in London, which for the time will be devoted to the rubber trade exclusively, but will likely take in the entire A. H. M. lines at an early date.

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LEATHER and SHOE GOODS

28 St. Alexander Street

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PLANTS
Rubber Cement Factory
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TANNERY
1704 Iberville St.

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ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester

HIDE and LEATHER
FACTORS

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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
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International Hide Merchants

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"We deliver what you buy"

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MANUFACTURED SPECIALLY
for the
SHOE TRADE

A STONE FOR EVERY PURPOSE,
A PURPOSE FOR EVERY STONE.

Save Time and Money by obtaining Sharpening Stones
from US.

United Shoe Machinery Co. of Canada, Limited
MONTREAL

90 Adelaide Street West
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KITCHENER

28 Demers Street
QUEBEC

These are Trying Times for the Shoe Manufacturer



OUR 1920 Spring Samples are coming through factory and we are making preparations to more than double our capacity within the next six months in order to catch up with the demand for our Ladies' McKay Shoes.

We regret having had to turn down further orders this season from some of our old customers and hope leather conditions will improve this coming Fall and to satisfy all our customers.

CLARK BROS., LIMITED

ST. STEPHEN

NEW BRUNSWICK

MAKERS OF LADIES' MCKAY SHOES

The
SHOE AND LEATHER
JOURNAL



TORONTO WELCOMES CANADA'S
SHOE RETAILERS



TORONTO CITY HALL AND TOWER

*Acton Publishing Co Limited
Toronto and Montreal*

We Will Still Carry On

IN the piping times of peace let us not forget the lessons learned in a war's grim school. One great commercial lesson was the value of standardization.

In the pre-war days we were slowly absorbing this theory from the gentler instructions of peace, but war's ruthless cramming taught us its value in ways we will never forget.

Standard Kid is all the name implies. The weight and quality of any grade are always the same.

The Shoe dealer benefits by this standardization. It minimizes the chance of an ununiform run of shoes.

We are accepting orders for delivery after September 7 of all colors except Black.

COLOR 18—FIELD MOUSE

COLOR A—HAVANA BROWN

are in popular demand for Fall. Standard Kid is guaranteed to be colored through with pure dyes. It is not coated with a pigment or paint finish.

STANDARD KID MFG. CO.

MANUFACTURERS OF BLACK AND COLORED GLAZED KID AND PATENT KID

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Are many and very important, but you need have little concern about yours if you always insist upon the dependable

D. & P. Fibre Counters

We are the oldest counter makeere in Canada, and our counters have **OUT-WORN** and **OUT-SOLD** the products of any imitators during all of our long service in the trade.



COUNTERS FOR ALL FOOTWEAR PURPOSES

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For Quebec City:—Richard Frere, St. Valier Street, Quebec.

Sales Office and Warehouse:
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Just another Demonstration of AIRD Superiority

That is what is unmistakably given in

OUR RANGE of SPRING SAMPLES

It excels any we have yet produced for

Variety, Quality, Value

—in—

FASHIONABLE and STAPLE FOOTWEAR

Jobber and Retailer can co-operate to
best advantage by both featuring

AIRD SHOES

WE SELL TO JOBBERS ONLY

AIRD & SON (*Registered*)

MONTREAL

The Glad Hand

which, in extending our hearty welcome to Shoe Retailers in Convention, with our very best wishes for the success of



National Shoe Retailers' Association of Canada

Points

The

Way

to profitable SHOE RETAILING by
making possible better SHOEMAKING.

DAVIS CALF LEATHERS

feature the five points of excellence in upper material

TEXTURE, FINISH, UNIFORMITY, WEARING QUALITY, VALUE

By insisting on Davis Leathers in the shoes you sell you are giving your customers more value, gaining greater profit and insuring yourself against any possible dissatisfaction.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



ROBSON'S COLORED SIDES

TAN
MAHOGANY
ROYAL PURPLE

Representing the Higher Standard
of fine appearance and durability
in Colored Leathers, created and
maintained by ROBSON'S.

The Robson Leather Company, Limited
Montreal Oshawa, Ont. Quebec





Bell's "Farmerette" Oxford

RETAILERS can safely recommend this shoe to the customer who is exacting as to good appearance, but, at the same time, demands the maximum of comfort. It appeals, in a special manner, to those who spend much time on their feet or who enjoy the healthful exercise of walking. Made in black and popular colors.



Bell's "Springtime" Last

A PART from its artistic finish and high quality of material of which it is made, the exclusive feature of this model consists in its being constructed on a specially designed pump last—thus eliminating that baggy appearance of the sides often so noticeable in pumps otherwise built. May be had in black and fashionable colors.

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

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes



OUR WISH

We cordially extend our best wishes for the success of the

First Canadian Shoe Retailers'
Convention

to be held at

TORONTO
JULY 21st and 22nd

Let us all co-operate in making this Convention one of prime importance to the shoe industry of the Dominion.

This space donated by

THE Miner Rubber Co., Limited
MONTREAL

Factories - GRANBY, QUE.



ARISTOCRAT LAST

PERHAPS you have noticed that men, to-day, are more critical in their purchase of fine shoes. They have come to consider it as an investment that should return them a profit in wear, style and comfort.

But the keenest criticism on Just Wright Shoes is passed before they leave the factory. That's why they satisfy the critic in the store and on the street.

*Have you a high-class trade?
Just Wright Shoes—
Satisfied customers*

E. T. WRIGHT & CO., Inc.
ST. THOMAS, ONT.

Acme[®]—The Sole of Perfection

Easy to Wear—
Hard to Wear Out—

The public have come to think of "Acme" Soles in terms of foot comfort and Economy.

People like "Acme" Soles because they find in them that springiness, that quiet staunchness, that built-in long-life which means ease in walking and also money saved.

"Acme" Soles are alike popular for city asphalts, rugged country roads or bush trails. For camping out in rocky places where footing is very often insecure "Acme" Soles are simply ideal.

Wearers tell one another about the good qualities of the "Sole of Perfection." It will not crack or dry out. With "Acme" soles there is no annoying squeak, no polished slipperiness to endanger the footing.

Drier, easier, better—"Acme" Soles are favorites, winter and summer, with people in all callings and with young and old.

All sizes. Thickness $3/16''$, $1/4''$, $5/16''$, and colors black, white, grey and tan. Also supplied in sheet form.

DUNLOP TIRE AND RUBBER GOODS CO., Limited

Head Office and Factories: Toronto

Branches in the Leading Cities

F-22





Watch August First
Issue of This Journal

For

The Announcement

REGARDING

Our Annual Sales
Competition

“A Record Unsurpassed”

Tetrault Shoe Manufacturing Co., Limited

Largest Producers of Boots and Shoes in Canada

Office and Warehouse—
9 Rue de Marseille,
Paris, France

Montreal

Toronto



CALF AND KIP SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.
TORONTO, CANADA



It's Simply SERVICE

well-planned and well-executed that has made ROBINSON'S the dependable distributing centre for shoe merchants the country over. Under trying retailing conditions it enables dealers to keep their trade in hold, their profits up and their expense down.

Remember our Big Stock and efficient shipping service when making out your

RUSH ORDERS for SUMMER SORTING

FASHIONABLE FOOTWEAR—Every model a popularly accepted style.

STAPLE GOODS—The most reliable lines on the market for making sales and giving wear service.

KEEP YOUR CUSTOMERS SATISFIED

James Robinson
Montreal

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



FOOTWEAR for WOMEN

THE CANADIAN FOOTWEAR LINE

ALL SHOE BUYERS
SHOULD SEE OUR
EXCELLENT RANGE

Its saleability is based on
Styles that are the very
essence of Neatness,
Quality and Value that
attract and hold trade,
Variety that enables you
to serve and satisfy all
your feminine patrons,
from children to adults,
with absolutely reliable
Footwear.

OXFORDS, PUMPS
HIGH CUTS

LEATHER AND WHITE GOODS

Canadian Footwear Co. Limited
MONTREAL

Salerooms at 36 St. Genevieve St.

Factory at Point-aux-Trembles

Announcement

OF INTEREST TO THE TRADE

Adams Bros. Harness Manufacturing Co., of 785 King Street West, Toronto, announce that they have established a warehouse in Toronto for the supply of shoe findings, and are prepared to fill all orders for the requirements of the trade.

A comprehensive stock of all lines pertaining to the Boot and Shoe Trade is carried in the Toronto Warehouse, enabling the largest orders to be filled promptly.

Service and satisfaction will govern all their dealings with the trade, and customers are assured that their orders will receive prompt and careful execution. Your enquiries are cordially solicited. We will be pleased to quote you prices on your requirements.

ADAMS BROS. MFG. CO., LIMITED

785 KING STREET WEST - TORONTO

Warehouses in

WINNIPEG

EDMONTON

SASKATOON

CALGARY



IT is always found that the successful retail shoe merchant deals with a successful manufacturer, for the successful manufacturer not only builds sound, serviceable shoes that sell, but also creates sound business ideas that continually develop new sales possibilities in the dealer's store.

The Regal Agency Plan is worth knowing.

Regal Shoe Company, Limited
472-474 Bathurst Street, Toronto

REGAL SHOES





For Those Who Enjoy Life Out of Doors

And that includes practically everybody during
these Mid-Summer Days

SPEED KING SHOES

bring a full realization of Outing Footwear satisfaction and pleasure. They possess every essential of High Grade Shoes of this kind—Lightness, Strength, Comfort, Style, Wear Service—and they are able to outsell similar lines by their offering exceptional values.

With SPEED KING you can serve old and young with the models they want for any sport, recreation or outdoor Summer Wear.

INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	The London Shoe Co., Limited	-	London, Ont.
Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	Kilgour Rimer Co., Limited	-	Winnipeg, Man.
Amherst Central Shoe Co. Limited	-	Regina, Sask.	The J. Leckie Co., Limited	-	Vancouver, B.C.
E. A. Dagg & Co.	-	Calgary, Alta.	James Robinson	-	Montreal, Que.
A. W. Ault & Co., Limited	-	Ottawa, Ont.	Brown, Rochette, Limited	-	Quebec, Que.
White Shoe Co.	-	Toronto, Ont.	T. Long & Brother	-	Collingwood, Ont.
McLaren & Dallas	-	Toronto, Ont.	Dowers Limited	-	Edmonton, Alta.

The Independent Rubber Co., Limited
Merritton, Ontario



We Extend Our Hearty Co-operation

a n d

Wish You All Success

The inauguration of the first Canadian Shoe and Leather Exhibition at

Kitchener, July 21st to 26th

marks a venture of vital interest to the shoe and leather industry in Canada, one which should prompt us to unite in an earnest endeavor to make this Fair the grandest and best of anything of a similar nature held on this continent.

The co-operation of all will help to make this a big event in the history of the Canadian trade. We will become better acquainted. The bond of good fellowship will be extended and an exchange of ideas will help to improve the industry in Canada and make "The Fair" an annual occurrence of importance to our Dominion.

Success to Kitchener In Its Endeavor

This space contributed by

CITADEL LEATHER CO., Limited

Montreal

and

Quebec



"MADE TO WEAR WELL"

Is Your Cash Register Working?

Are you getting all the business you should during the summer months? Are you "cashing in" on the big demand for Canvas Footwear?

Every Merchant who sells

Tipperary Shoes

for

Athletic and Summer Wear

can answer "YES" to these questions.

If you are not selling TIPPERARY SHOES you are missing an opportunity to increase your summer business.

TIPPERARY SHOES come in all styles and sizes, suitable for everyone and for every occasion.

Why not ask our Jobbers or Branches to send you an assorting order NOW?

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SANDPAPER

SANDPAPER is a general term used for Paper, Cloth Paper and Cloth when coated with either a NATURAL (Garnet, Flint, Emery, etc.) or ARTIFICIAL (Carborundum, Crystolon, Alundum, etc.) Abrasive.

YEARS OF EXPERIENCE IN MANUFACTURING SANDPAPER FOR ALL PURPOSES NECESSARY

FOR THE

Shoe Manufacturing Trade

ENABLES US
TO FILL

All Your Requirements

PROMPTLY

FOR

ABSOLUTE SATISFACTION

SPECIFY

UNION and AMUNITE

(Natural Abrasive)

(Artificial Abrasive)

United Shoe Machinery Co. of Canada, Limited
MONTREAL

TORONTO
90 Adelaide St. West

KITCHENER
179 King St. West

QUEBEC
28 Demers Street



Advance Announcement Fall Advertising Campaign

THE AMES HOLDEN McCREADY policy of inspiring public confidence and spreading trustworthy information concerning the shoe trade will be continued this Fall. Beginning the first week in September, and continuing throughout the season, a larger list of publications than ever will carry our message to the Canadian public.

We shall continue our policy of placing the bulk of our efforts squarely behind the retailer, in his own local papers.

You are familiar with the high character of Ames Holden McCready copy in the past seasons, which will be maintained this Fall and next Spring. Prepare now to link up your store with this big event in the shoe trade.

Later announcements will go more into detail, but the important thing now is to remember that this campaign is coming, and behind it is all the cumulative effect of the campaigns that have gone before.

AMES HOLDEN McCREADY
LIMITED

"Shoemakers to the Nation"

ST. JOHN MONTREAL TORONTO WINNIPEG EDMONTON VANCOUVER



Wear Service Fit Value
YAMASKA BRAND

stands for all these qualities in the minds of an enormous number of shoe buyers. They know that Yamaska Brand Shoes always give *Satisfaction* in each of these points.

Are not these the Shoes you should handle and feature in preference to any other Staple Line? They have a reputation that is worth a lot to you in making sales.

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

COLLIS CALF LEATHERS

**We Originate
 Others Try to Imitate**

Known all over the world as being the Best COLORED CALF made, and acknowledged by everyone as the finest manufactured Calf Leathers for fashion's favorite shoes.

COLLIS POPULAR BROWNS
 Numbers 2 and 3

Collis Leather Company, Limited
 Aurora, Ont., Canada

HARRY E. THOMPSON

Manufacturers' Agent

TO THE JOBBERS

While you are in Montreal selecting your Samples, etc., for Spring 1920, I would appreciate an opportunity of showing you Samples of the different lines I represent.

My Sample Rooms are only five minutes' walk from the Windsor Hotel.

Agent for :

RENA FOOTWEAR CO., LTD.

Montreal

MILTON SHOE CO.,

Milton, Ontario

WAKEFIELD SLIPPER CO.,

Sanbornville, N.H.

S. JACOB & SONS,

New York, N.Y.

You will find my lines are Money Makers

Show Rooms - - 110 & 111 MAPPIN WEBB BUILDING
10 VICTORIA ST. - MONTREAL

STOP! LOOK! LISTEN!

We announce to the trade that we are now in a position to submit samples of and make deliveries of

WHITE BUCK AND COLORED SIDES

TAN, No. 103

MAHOGANY, No. 203

SMOOTH or BOARDED

Write for samples. You will be interested when you see the stock. DAVIS QUALITY as usual. . .

A. DAVIS & SON, Limited

KINGSTON, ONTARIO

SHEEP LEATHER

Our products will be displayed for your inspection at the First Canadian Shoe and Leather Exhibition. One of our representatives will be on hand to greet you. We cordially invite you to visit our exhibit.



Offices in:

NEW YORK CITY—Woolworth Building
 ROCHESTER, N.Y.—Charles Stern & Co.
 CINCINNATI—P. A. Henry & Co.
 CHICAGO—New Castle Leather Company

Canadian Representative:

ED. R. LEWIS

45 Front St. East : TORONTO



DONNELL-CARMAN & MUDGE INC.
 SHEEPSKIN TANNERS

Boston, Mass. : Toronto, Canada



FLEET FOOT

The Shoes that create Summer Business for the Dealer

Don't miss a single sale by being "out" of some particular size or shape of Fleet Foot. Keep your stocks complete. Whether you want two or three pairs, or make up a regular sorting order, our nearest service branch will serve you promptly.



DOMINION RUBBER SYSTEM
SERVICE BRANCHES located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria.

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PROFITS AND PROFITEERING

THERE can be no denying the fact that "profiteering" is in the air and is not confined to class or community. The war has brought in its wake many evils, but none more insidious or dangerous than the temptation to extortion that is induced by the bewilderment of people with regard to prices and their apparent readiness to pay almost anything that is asked for goods.

The result is that chicanery and robbery are rife in broad daylight, and the saying "everybody is doing it" is made the contemptible excuse for that which merits punishment quite as fully as the robbing of a bank or looting a store. One cannot go into a hotel or restaurant, or enter any ordinary shop without meeting this tendency to make the public pay twice for a war that has already cost us enough.

There has been sufficient of it in the shoe trade to already cast a stigma upon it as a whole, and the great majority of honest fair dealing merchants are made to feel the weight of the distrust and contempt of their fellows through the greed and unscrupulousness of a grasping few. There is no doubt whatever that there are some dealers who are reaping unjust gains to-day on account of the fact that people are so much at sea with regard to shoe values that they will pay any price that is asked.

These profiteers claim that they are quite justified, especially with fancy high-class stuff, in charging "all the traffic will stand," and say that they do not see that it is anybody's business what they charge for their goods so long as people are willing to pay. But the man who charges an unwarranted profit on his goods is as guilty of an immoral act as the man who takes a dollar out of your pocket and does not give you value for it, and all the talk about service and ability to pay does not palliate the offence.

Retail shoe dealers in the past have no doubt erred in not getting profit enough on their goods. As was pointed out in a recent article there are few rich men in the retail shoe business, and this is largely due to the modest ideas that have prevailed with regard to the profit necessary to put on the goods. To-day when rents, labor and the general cost of living have arisen to an extent that makes the percentage formerly placed on goods inadequate, it is necessary to add a good round figure to manufacturers' costs in order to come out even. But this is no excuse for the campaign of extortion that a few dealers seem to have inaugurated, especially within the past few months.

Forty or fifty per cent. on cost to-day is as reasonable as twenty-five or thirty per cent. was five years ago, in view of changed conditions all around, and the shoe retailer who does not cover himself against the very much higher cost of doing business as well as living is not treating himself or his creditors fairly. But it should be made unpleasant for the fellows who are bringing discredit upon the whole trade, manufacturers as well as retailers, by the unprincipled grasping that might well be called by a much uglier name.

Example in Early Closing

How a Few Shoe Retailers Set the Example in Early Closing and Others Followed

IN Parkdale, Toronto, there is what might be called a miniature Shoe Retailers' Association that is actually obtaining results in the way of co-operation, and they just do it for fun. A handful of the shoe retailers located near each other on the west end of Queen street exhibit a very friendly manner toward each other and meet frequently in each other's stores and discuss trade in an informal way. The company can scarcely be called an organization or association, for it has no president nor other officers nor are any fees collected. They just seemed to be joined and actuated by the get-together idea and they actually do things, and the good feeling existent among them is really worth while in the shoe trade.

An illustration of what can be done by such an impromptu organization here is an example. Mr. J. C. Budreo, the prime mover of this toy association, has long been a champion of early closing; and this in spite of the fact that his store is located in what is termed an "out-lying district," where some consider that keeping open nights is absolutely necessary. A few years ago he took this matter up very energetically and worked very hard to get the greater number of stores in Toronto to close in some degree earlier than they were doing. But to return to the work of this small association. At one of the informal meetings three of the "members" decided to close their stores on Tuesday and Thursday evenings at 6.30 and at 12 o'clock on Wednesdays. This was a mutual agreement between the three retailers. They said practically this: "Now, gentlemen, we purpose closing our stores at the hours mentioned, and we shall be very pleased to have you do the same, but whether you do or not, we shall do so any way." These three were Messrs. J. C. Budreo, C. C. Allen and W. Bishop.

Put Resolution into Effect

These merchants put the resolution into effect and closed their stores at the hours stated, and to their great surprise the example has had a marvelous effect on the other members of the little gatherings. There are six merchants in this band and two of the remaining three have joined with the original trio, and now close their stores at 6.30 on Tuesdays and Thursdays and at 12 o'clock on Wednesdays. These two are Messrs. A. J. Chapple and A. B. Chinn. It is expected that the remaining one will follow suit in a very short time rather than play a lone hand in the keeping open proposition.

This, then, is a splendid illustration of what example will do. Here were three shoe retailers who had the courage to take a step whether their

fellow tradesmen did so or not. (Note that we say "fel ow tradesmen." This is a term the shoemen use over in Hamilton, rather than the old and what should be out of date expression, "opposition," or "competitor.") The matter of whether it would be wise from a money point of view to close their stores was left aside. They felt the matter of early closing is one in which someone should take the initiative and they were willing to make this move. The results with the other members of the company show what example will do.

This should be an encouraging thing among retailers in large and small towns and cities. There is, in matters of this kind, always too much of the spirit, "Oh, I will close if so and so does." And so and so says he will close if the other fellow will. And so they play along from time to time, each saying they will do a certain thing if the other fellow will do the same thing. Why not take the matter by the horns, as did the three men in this little mutual benefit society mentioned above, and close? That would bring the other fellow to make good his statement that he would do so if the other one did.

Another Combination of Merchants

But this early closing movement has not stopped in Toronto, on Queen Street west. Out farther west in the city on Roncesvalles Ave., a similar combination of merchants exists. These are Messrs. J. H. Shinnick, Jos. H. Wood and R. S. Ritchie. These men have a little Mutual-Understanding-Society similar to the one on Queen St., and find it a great help in the matter of conducting their business. They close on Thursdays at 6.30 and on Wednesdays at 1 p.m.

The example set forth by these two groups of dealers shows what can be done in towns where only two or three shoe merchants are conducting businesses. A mutual understanding society, a get-together society or any other named society whereby the spirit of friendship in business will be promoted is bound to have the best of results on the individual as well as on business. Why not put it into effect? There is little doubt but this movement is going to grow in Toronto, and other groups will be heard from in other parts of the city.

Not long ago three of the down town shoe stores decided to close their shops at six o'clock on Saturday nights the year round. This was a commendable move, and has been commented on all over Canada. Now these same stores have gone still farther in the matter of closing, and this time three more have joined them, which is another illustration of example. The original three were H. & C. Blachford, The Walk-Over Boot Shop and Owens-Elmes. This trio began an agitation recently to close Saturday afternoons during July and August. In this movemet they were joined by The Owl Shoe Store (Edward Cook), Dack & Son, King St., the Royal Shoe Store, and Kilgour-Chambers on Yonge St. Whether these latter four will join with the original three in closing on Saturdays at 6 o'clock the year round remains to be seen at the close of the summer months. But all this is proof that "Example is better than precept," and this movement is fast spreading all over the country.

Leather and Shoe Trade Jottings

The Talk of the Trade—Stirring Times on Shoes and Leather—The Upward Progress of Prices Unabated—Will There be a Famine of Shoes This Fall?—A World-Wide Scramble That is Sending Shoes out of Sight in Price—The End Not Yet in Sight

"IT is no trouble to sell shoes these days," said a prominent retailer the other day to a SHOE AND LEATHER JOURNAL representative. "You talk about the high cost of living! Why, you can't give away cheap shoes to-day, especially to women. They actually tempt the dealer to 'soak' them. I am certain I could sell almost my entire stock of shoes at fifty per cent. more than their fair value. There is really no such thing as competition, and it is not to be wondered at that there is 'profiteering' in the shoe business." This man's statement is verified by dozens of others we have heard during the past two months. In spite of high prices people are buying shoes as they never bought them before, both as to quantity and price. In the mind of the buying public there is no such thing as standard value for footwear. People pay the price for what they want, and as a dealer put it recently, there is less kicking to-day over fifteen dollar shoes by women than there was when the standard was around five dollars. And this condition is not peculiar to Canada. One has only to read the reports in American and English shoe trade papers to realize that exactly the same thing is happening across the border and in the old land, where the howl about profiteering is quite as pronounced as in this country.

Will There Be Enough?—Retailers are beginning to feel the pinch. Stocks are running low and they are experiencing the difficulty, not merely of replenishing at anything near old prices, but of getting enough goods to maintain their stocks intact. "We used to think that an advance of ten cents a pair was serious, and that a jump of twenty-five cents was sensational, but to-day it is a common thing to be asked a dollar a pair more on the last price. One retailer in speaking of the difficulty of securing supplies for his fall trade, even on orders given four months ago, stated that he was seriously contemplating selling off his stock at the advanced prices and quitting the game, at least for a while. According to his account the wear and tear in securing sorting goods is so pressing as to make the process too trying and hazardous to keep up. With most retailers the question as to how long prices will continue to soar is becoming more and more a night-

mare, and it will not be surprising if quite a few who are so situated that they can do so drop out of the game, altogether. On the other hand, there are a goodly number who take the position that there never was a time when it was easier to make money selling shoes and express their intention of following a "wait and see" policy, buying as they need the goods and paying the ruling prices, turning over their stocks as speedily as possible and making hay while the sunshine is good.

Explaining the Situation.—A great many retailers who are wise in their day and generation have forsaken the policy of berating the shoe manufacturer and leather producer, and are explaining to their customers personally and through their advertisements the reason for the steady advance in the cost of footwear. In many cases the salesmen are drilled in the matter and given the facts by their principals, so that they may convince customers that the concern is only asking its legitimate profit on manufacturers' costs. Salesmen have been in many cases too anxious to side with indignant customers, and very often local newspapers publish matter that reflects upon the honor of the retail shoe man. An instance of how this kind of thing is best handled was afforded in Boston recently when two of the newspapers had sensational articles on profiteering in shoes. The local dealers had a meeting, registered their protest and waited on the management, with the result that there was a satisfactory retraction. Knowing that the reports had been copied by many outside papers, the president of the Massachusetts Retail Shoe Dealers' Association had a press despatch prepared, embodying the denial, and sent broadcast. Local retailers are in a position to handle the local paper, and it is to be hoped that the new National Shoe Retailers' Association will be in a position to protect the trade generally against the aspersions of the "smart" news-Alecs that are fond of this kind of sensationalism.

Hide and Leather Markets.—The hide market continues its upward tendency, and seems to be hastening to fulfill the predictions of those who say that fifty cent hides are close at hand. Heavy native packer slices have sold at 48c with light cows selling at 50c: Buffs have reached the 40c mark and are going strong. Packer calfskins have sold at 90c. in Chicago and kips as high as 65c. At New York calfskins are selling on a basis of \$8.00, \$9.00 and \$10.00, and prices seem to be going up every day. In dry hides Bagotas and Orinocas are on a 50c basis, with a strong market in all grades. Upper leather continues to advance in price on all desirable selections. American quotations for colored calf are \$1.25 to \$1.50 for men's weights, with lighter ten cents less. Black is practically on the same basis with ooze at \$1.35. Chrome sides are quoted 80c for colors and 70c for blacks. Colored kids are in good request at \$1.35. Glazed kid is quoted at \$1.10 to \$1.20 for blacks and \$1.35 to \$1.40 for colors. Patent sides are quoted \$1.00 for top grades with \$1.15 for colors. In sole leather light union is selling at 90c with heavy at 85c. Oak bends are selling as high as \$1.20 and backs about \$90c. The whole line of the

(Continued on page 55)

A Letter for Clerks

Some Real Good Advice For Shoe Salespeople Whether They Work in a Large or Small Store.

DOWN in Manchester, N.H., the Beacon Shoe Co. issued a letter to their salespeople that contains some real good advice that proprietors and salespeople alike should profit by. Whether your store is a large one or a small one, the principles involved are the same and the benefits to be derived from this advice should be great. Part of the letter follows:

"In order to better co-operate with the people around you as well as making your work more congenial and efficient, I am going to cite you a few store policies that will save you much time and trouble, provided you continually carry them out. It would be well for you to keep this letter and refer to it the first of each month in order to see whether you are able to note improvement in your work.

"One person should ALWAYS be within ten feet of the front door in order to bid the customer welcome and show him to his seat.

"Customer being seated, remove the right shoe (unless customer insists on having the left foot fitted first), glance at the size, how the shoe has worn, where the big toe joint lay in the old shoe, glance at the foot as you are drawing that size with the measure stick to see whether it is a BONY FOOT or a FAT FOOT. (There are only two kinds of feet.)

"Measure the foot from the centre of the heel to end of the longest toe (while customer is sitting), which isn't always the big toe. Sometimes the long toe is the second one or even the third in rare cases. Also be sure while measuring that the toes are not cramped up; if so, push them down with a little pressure until you have obtained the proper size as it reads on the stick. Your size sticks do not allow for any extra length, hence on a bony foot (cow-tongue foot) allow as near to four (4) sizes additional for the size of the shoe. (Suppose your customer's foot draws three on the stick—if I had that shoe narrow enough I would fit that customer in a size seven (7)—under NO CIRCUMSTANCES under a size six (6). With a fat foot one can drop back to two and one-half sizes longer than the foot actually measures PROVIDED you allow plenty of room for width so the blood circulation isn't choked. Varicose veins are nearly always the result of poor circulation.

"If the customer insists that the shoe is too long, take your INSIDE MEASURE STICK and obtain the inside length of the shoe you are endeavoring to sell. Lay the metal INSIDE STICK on the wood measure stick and the customer can readily see for himself, and if he still insists on a shorter size, fit him in what he wants and tell him very nicely that we will be compelled to mark the lining of the right shoe with a S. S. (short size) with your clerk number underneath. It will look like this on marking a short shoe: S. S.-1 (or whatever your number is). Inform him that we will make NO REDRESS of any kind on shoe marked S. S.; it is up to him for all time. Customers have the mistaken idea that half a size measures ONE-HALF INCH in length, when the actual measurement of a half size is only ONE-SIXTH of an inch. (Look at your size stick and see if it doesn't take three full sizes to make one inch!) No wonder some of our lady friends balk so on half-size lengths. The reason they do is through ignorance on their part. You are the person to enlighten our customers in these matters. It will make the selling easier for all of us.

"Having the customer fitted, now is the time to make

out the sales slip. The book should be carried with you and the slip made out in front of the customer for two reasons: (1) It saves a trip back to get the cash for the sale, because as soon as the customer sees you write up the sale he digs for the cash. (2) There is no delay in wrapping the shoes, because the duplicate sales slip is ready to be placed into the package, and in making out the sales slip at the time of the sale it is easier for you to remember the STOCK NUMBER, the SIZE, the COST CODE, and the RETAIL PRICE. The sales slip should be made out in rotation as the items above appear in a straight line across the sales slip.

"It is also well to fill out the cover—entering the amount of each sale as you sell and total it up yourself at the close of each day's business and keep a little record of it in a diary of your own. In this way you know just the amount you have sold WEEKLY, MONTHLY, YEARLY.

"We ask you to date the shoes in case of exchange or return from a possible defect—it helps the manager in adjusting a claim.

"We ask you to look at the size and stock number in the lining of each shoe to avoid MISTAKES—just before wrapping them. MANAGERS MUST COLLECT 50c A PAIR FINE FROM PERSON MISMATING A SALE. It costs the COMPANY \$2 additional to have MISTAKES made up at the factory. We would rather you were careful than to pay the FINE.

Customers Treated As Guests.

"The customer having his package and having it paid for, should be thanked and invited to call again. The last GLAD WORD is a great help to that customer's future trade. NEVER, NEVER allow a person (buying or not buying) to leave the store without a glad word to call again. WHEN YOU SAY IT, MEAN IT! THE MOMENT A CUSTOMER IS IN YOUR HANDS, HE IS YOUR GUEST JUST AS MUCH AS IF HE HAD CALLED AT YOUR OWN HOME. THEN TREAT HIM AS SUCH.

"Short changing is almost impossible if you call the amount as the customer hands you the money:—for instance —'Eight dollars, just right, thank you!' or 'Eight out of twenty dollars!' then go and get your change, and whether someone else acts as cashier or you get the change personally, count it out as follows: 'The sale is \$8.50, and fifty is nine, one is ten dollars, and ten makes twenty dollars; thank you very much!' In other words, always count from your sale (no matter how small it is, if from a 5c lace) up to the amount the customer handed you.

"As we previously stated, the CUSTOMER is your GUEST. He is the one who makes it possible to give you employment. He pays the bills, part of which is your salary; then treat him as he should be treated. As your GUEST, would you care to have him call at your home and NOT be met at the front door as he rings the bell? Would you let him put his own wraps away and find a seat without being invited to do so? Would you want your guest room to be so dusty that he would have to wipe the chair with his kerchief before seating himself? Would you sit there without endeavoring to even entertain him with conversation in which he is interested? Would you offer him a drink of water in a 'greasy' glass? Would you offer him tea from dirty dishes or offer him a dirty linen for a napkin? WOULD YOU?

"Do you seat your CUSTOMER on dirty, dusty seats? Do you pay as little attention as possible to him while fitting him? Do you show him a shoe all unlaced, untidy and dusty looking? Do you endeavor to show him hosiery, or polish, or laces that look like 'second-hand junk,' bought from Israel and expect him to buy? Do you grab his money without a word, and expect him to say 'thank you for waiting on me'—do you? Do you leave the sales slip out of the bundle so he will never have a record of the size, price, or firm from whom he bought the shoes should he ever want

another pair sent him? Do you do up the package as if it was a 'two-for-five-cent stogie' instead of a nice eight-dollar pair of shoes? Do you expect him to admire them as much as he did in the store if on reaching home and on undoing them he finds them all done in a wad as if they were a package of soiled laundry?

"Do you expect such treatment to bring that customer back? Do you expect such treatment to increase the store's salary, your own included? It goes back to the old saying: 'Cutting off your nose to spite your face!'

"It is impossible to do your work properly if your surroundings are not congenial. You must have the proper hours of rest at night. You must have time to eat your meals slowly and well. You must have congenial home surroundings. Try and promote a pleasant conversation at the breakfast table (never let differences enter discussions at this meal—BREAKFAST) and the influence will be a pleasant one all the day long, besides your temper will be less liable to be ruffled over unpleasant happenings. Your personal appearances will either inspire confidence or distrust? Whether you are a saleswoman or salesman, dress with simplicity and dignity. Loud dress and paint are NON-ESSENTIALS in business and are a draw-back to your selling ability.

"Your outside actions—on the street, in company, at home, go a long, long way in the judgment your customers have of you in your every-day business life!

"The ventilation of the place of business, the cleanliness of your surroundings have more influence over your business life than you perhaps realize. Poor ventilation makes one tired and lazy. Dirty windows, dirty stock, dirty cartons, broken cartons, dirty light fixtures, dirty back rooms, dirty wash bowls, all have a depressing influence on your future promotion and welfare in business. So you see, by letting these things go on around you, you are doing yourself a greater injustice than anyone else concerned in your vocation.

Keep Moving.

"If you are at leisure (if there is such a thing during business hours in your establishment. All good establishments never have it), DON'T hang in front of the store and gossip or loaf. It is the first sign of a run-down business. If you find a little let-up, make a tour of inspection (whether it is your work or not does not matter), and see if any improvement can be made for the betterment of all concerned. Make a personal inspection of yourself. Are your clothes neatly brushed? Are your shoes properly cleaned? Is your linen immaculate? Are your nails and hair properly kept so your prospective customer has nothing but the best of respect for you at first glance?

"Sometime ago I had the opportunity of taking a peep at the private office of one of the largest bankers. Do you know, there wasn't even a scrap of paper on his desk—and his mail contains from fifty to one hundred letters that need his personal attention. I asked to pull one of the drawers open in the desk. I never saw such neatness. I was ashamed of my own right then and there."

CALF SKIN PRICES IN ST. JOHN, N.B.

The following, taken from the St. John, N.B., *Telegraph*, will be interesting: The extraordinary rise in the price of calfskins is one the seemingly unaccountable freaks in the local market that is causing considerable interest to both buyers and sellers. As much as seventy cents per pound is now being paid by local wholesalers for calfskins of good quality and the rise from forty-five cents, which was last year's price, has taken place largely during the last month.

The boot manufacturers say there is practically no leather on hand that has been tanned for the period necessary

to make it properly durable and the extra heavy demand for leather during the war may be responsible for the present extremely high prices of calfskins.

It is related of a farmer in the St. John river valley that he took an unprepossessing bundle, composed of the skin and three-quarters of the carcass of a calf not considered worthy of the food which was required to bring it to maturity, and offered it for sale to a commission agent on one of the river boats. Having looked the bundle over with a calcula-

This Electro is furnished to Retailers who sell Tally-Ho Shoes

N.B. Tally-Ho Shoes

have these 5 points of Superiority



- ① Bull-Dog Outer Sole
- ② 2 in 1 Cushion Sole
- ③ San-i-tex Lining
- ④ Corset Arch Support
- ⑤ No-jar Rubber Heel

If you want "joyous feet--comfort--style and wear--let your next pair of shoes be Tally-Ho's. Come in and try on a pair.

Retailer's Name
in this Space.

ting eye and duly weighed its separate parts, the agent handed to the farmer a roll of bills and some silver. The farmer gazed in silence at what his upturned palm revealed; no less than \$12.50—the sum total of a calfskin valued at seventy cents per pound and veal sold for twenty-seven cents per pound. It was real money and, quick as a flash, he turned to the nearest member of the boat's crew. "Say," he said, "will you hold the boat while I go home and skin the cows?"

August Window Displays

Make the Display as Summery as Possible And They Will be Attractive—Prices, too, Will be Attractive."

WHEN the year gets around to August, the average shoe retailer begins to feel like letting up on business. But there is no let up to business if a merchant desires to succeed. It is the constant pound that weareth away the hardest stone. So one way to keep the interest pot boiling in the shoe business is to dress your windows in an August manner.

The design selected for the display for August is one that will at once attract attention for it is summery in effect and has just that holiday air to it that interests people at this season of the year. This background carries with it the idea of the going away, or summer holidays and sports.

The articles needed for this back will be easily obtained and at practically no expense. The lawn tennis net and golf sticks and tennis rackets can be borrowed easily. The foliage at the top of the net you should have in stock. The figure of the young woman you may cut from a poster or advertisement or you may purchase at reasonable cost such a picture at a book or picture store. After pasting the picture on an oval piece of wall board or in an oval frame place it at one side of the centre. Get away from having it too stiff by placing it in the centre. The tennis net will be more effective if placed about six inches out from the wall, or back of the window.

Fishing poles and tackle may be added to this and these may be stood up in the corner of the window. The sticks to hold the net should come round to the glass of the window and be fastened there.

The wall or back of the window on which this netting is stretched would be in a nice light blue material. It has a summery, cool effect.

The lines to display should be outing and vacation

shoes, or this window could be used to advertise the sale lines you may put on in August, but this we would not advocate. We suggest putting in this window the very first week in August, and the sale put on about the middle of the month. This being the case, you can display all kinds of light summer shoes, both in leather and rubber and canvas goods.

With these suggestions for an August window there should be no reason why you cannot elaborate on it and produce a display that will greatly increase sales in the month that is usually hard in which to sell shoes.

WOMEN OBJECT TO STATEMENTS

That some of the statements made by those brought before the Cost of Living Committee at Ottawa, that women would pay anything for stylish shoes, some women are objecting. The Cobourg, Ontario, branch of the Women's Citizens' Association passed a very strong resolution recently at their meeting. The resolution follows:

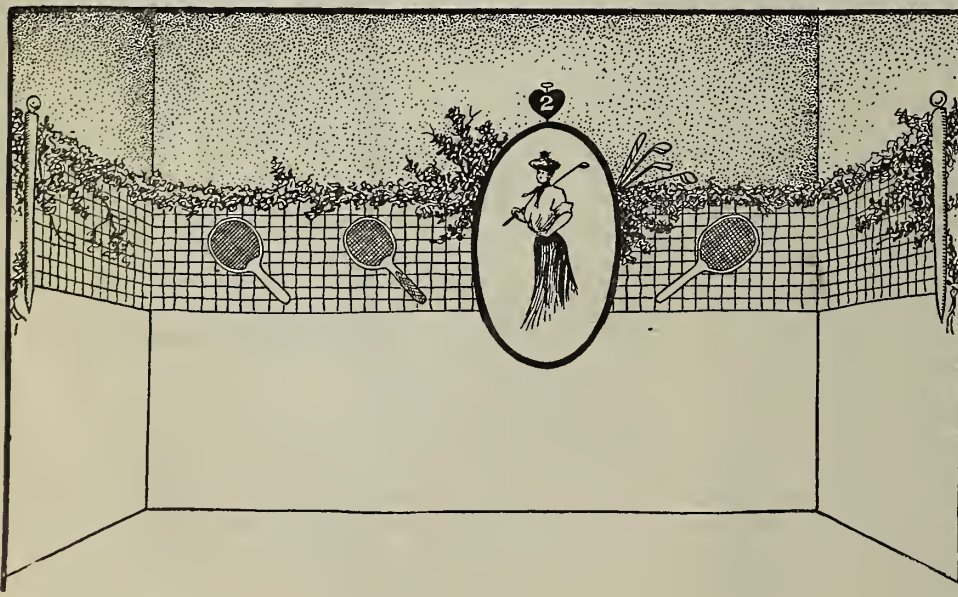
Therefore, be it resolved, (1) That we suggest to the various women's organizations the desirability of an educational campaign in regard to fashions in shoes, partly in order to lessen the cost of production, but chiefly because of the injury to health resulting from the present anomalies in footwear.

(2) That we bring to the attention of the manufacturers the fact that during the last few years there has been an increasing demand for a moderate, sensible shoe, conforming to the lines of the foot, but of good quality in material and workmanship, and that this demand has not been satisfactorily supplied.

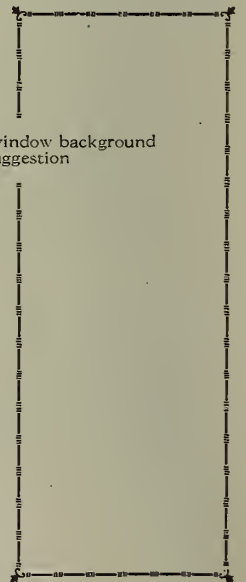
Furthermore, we consider that while the prices of adults' shoes are exorbitant, the prices of children's shoes, which do not change in fashion, are even more unreasonable in proportion to their value, and

(3) We wish to state to anyone interested that it is an open question whether the frequent changes of fashion in either women's or men's apparel are due to the demands of the wearer or to the deliberate plans of the manufacturers for increasing sales.

A subscriber when renewing says: "I can say that we appreciate your Journal very much, and get splendid information and help in the successful operation of our store."



An August window background suggestion



Selling Shoes in August

A Good Time to Rid the Stock of Present Season's Goods that are Left on Hand—It Pays to Start Each Season with New Goods.

A RETAILER recently remarked that it would be an unusually good stock keeper who would not have some things he could place on a sale at reduced prices that would make a good drawing card or feature line. This merchant is always strong on unloading his season's stock, believing it is better to clear out all remaining lines, even if he has to pay more to replace them the following season in order that his next season's stock shall be fresh and new.

This merchant practices this same idea with his Christmas felt goods. When it comes to the day before Christmas he looks over his felts, and if there is more than will be possible to sell that day and evening he makes the price such that he will not have any left over for the following year. He may, as he states, have to pay more next year, but he does not like to carry these goods over, and will get rid of them rather than do this. He says he wants fresh lines for his next year's Christmas trade.

With this idea in mind he always hunts out all the slow sellers or odd sizes, or anything he thinks will not be saleable the following season and sells them at reduced prices, always contending that the first loss is the cheapest. Last season he did this, with the result that he did not have many pairs of pumps and colonials held over when this season opened so strong for oxfords. He cites this as an example of what one may expect. As the demand last year was big for pumps and colonials, he was sure the popular call this year would be for oxfords. It turned out that way. So last August he took every pair of the pumps and colonials and arranged a sale that practically closed out the entire lot, at least all of the slow selling ones. This gave him an opportunity to open his fall trade sooner than others and he began at once to push his fall business in his advertising and displays.

It is his purpose to do the same thing this year in regard

to his oxfords, although he believes next season will be strong for oxfords as was this. But his argument runs this way, that even though the demand will be for oxfords, and he may have to pay more to replace the stock, the money for his present stock placed in the bank or in other lines is worth something to him, and the stock he will put in next season will be newer and fresher, and he will have all the new things in style changes that will come in. This, he contends, is worth something, and worth more than having the old lines he carried the year before.

In conducting a sale of this nature he considers it from another angle to that of getting rid of his present stocks. He makes it a drawing card for regular lines. Sales are always sure to bring extra numbers of people to one's store, and when a greater number of people than usual can be attracted to a store, that is good advertising and more sales are bound to result. So by advertising this sale well, it attracts people and some of these are sure to make purchases of lines that are not included in the sale stuff. So it is well not to allow the sale lines to overshadow the regular lines too much.

It is more difficult to have a sale these days than in pre-war times, for goods are harder to obtain now than then, and buying is not done so extravagantly as was the case before 1914. The careful buying that has been practised since the war has had the effect of keeping stocks down lower than was the custom previously, but for all of this, as this merchant points out, there will in all probability be some lines that will have some slow sellers, and there will always be some merchants who will have misjudged their requirements and will have on hand some lines that will sell slowly, or possibly a few more pairs than required to meet his trade's demand.

This being true, it will be seen how necessary to make the sale one that will be an attraction to the store, and when this is accomplished, regular lines should be well displayed.

And there will always be a demand for vacation shoes during the month of August, and it will be well to advertise the remaining lots of these which you may have.

Method goes far to prevent trouble in business: for it makes the task easy, hinders confusion, saves abundance of time, and instructs those that have business depending, what to do, and what to hope.

The attractive front of the Yale Shoe Store, Moose Jaw, Sask.



Friendship in Business

Friendship is a Good Asset for Everyone to Have, and Having it in Business Pays Good Dividends

THAT old idea of looking on other people almost as enemies who are in the same kind of business as I," remarked a shoe retailer, "is an old idea that had its birth in the misconception of business. If I remember rightly the old conception of business was that those who might happen to engage in the same business as another person was to be looked upon as one who was encroaching upon the rights of the other, who had such rights by priority. Thus having come in, he was to be hampered in a business way or from a business point of view in every way possible. It would go so far as to drag personalities into the matter and from a gentle antagonism a spirit of bitterness would be engendered that would last for years.

"But these conditions are happily passing," he went on, "and business men are becoming more sensible in their business relations and are learning to inject a little of the milk of human kindness into their every day affairs as well as their religious duties. And, indeed, it is a poor man who does not see that his business should be run religiously just as much as any other part of his existence.

"In our town there are four and half shoe stores. The reason I say one is a half is because he is primarily a repair man, and has been adding a little stock from time to time and is gradually growing into an honest to goodness shoe store. We are all on the most friendly terms. As I think back over the old style way of hardly speaking to a man who was in the same line of trade as I it looks like child's play to me now. How people got along that way is a mystery to me now. It seems to me I need the business help and personal friendship of everyone of these fellow merchants.

"From a personal point of view, or from a sentimental point of view, the effect upon one's own life to live in such a state of ill-feeling toward another, will be detrimental from every way one may look at the subject. From a business vantage ground it has no advantage, but is filled with disadvantages that really affect the profit part of one's trade."

Another retailer when asked what he thought of friendship in business replied quickly, "It's the only thing. It's the real thing. Why, our firm have always been on the best of terms with the other merchants in the same line. Of course, one must discriminate. You know there are always those who will borrow or constantly appeal to you till they become a nuisance. They seem to have a sort of natural feeling that if you have a saw or a hammer, why they may borrow it whenever they need it. There are women, you know, who are always borrowing, and that class are the slowest to 'pay back.' And the same in the shoe business or any other business, there will be those who will constantly be seeking some favor or other and when it becomes a nuisance the time has arrived for you to simply put your foot down. But such cases are very rare. At least we have found it so in our experience.

"What I have in mind when I say friendship or friendliness in business is that if it is possible to render a business accommodation we are willing to do this, and when we need some business favor we are not afraid to ask it and are never refused. In the matter of stock, we have an unwritten arrangement with the other merchants that if they should run out of some thing and need it before they can get it in, we will supply them at retail price, less ten per cent. And this is reciprocated in our case.

"The effect of this makes us better in our attitude toward each other in our every day life. One of my fellow tradesmen lives but a few doors from me. We are just as friendly in our social relations as we are with others. We also find there is great advantage in this, for it permits us to discuss matters of trade that are mutually beneficial to both. There are certain laws or principles that seem to be inviolate. One of these is sowing and reaping. Just so sure as one sows just so sure he will reap. When we meet and discuss trade questions we are sowing business seeds that soon or later will bear fruit for us. So from a business point of view our social relations are a great gain to us.

"Now can you imagine the effect, did my neighbor and I not have anything to do with each other except to merely speak when we met? Can you imagine the moral effect this would have on our children who are now playmates? If you can, then will you be able to grasp more fully what it means to have business friendship."

Still another retailer who is connected with a very large shoe house, when asked what he thought of business friendship, seemed almost displeased at the question. He seemed to take the attitude of that being the only way and any other idea was the unusual if not the wrong way. "Why," said he, "there is not a shoe man in this city who cannot have accommodation here, and plenty of them have taken advantage of this fact. Why, there is nothing in this shoe business that I enjoy more than having another retailer coming in and asking me if I have such and such a thing, and where I get it and what the cost. Cheeky, you say? Not a bit of it. I tell him, and when I do, I hang a little tag around his neck (figuratively) with the words on it that I am a good fellow and I know that he will write on the other side of it that if I should desire some little favor some time I can get it. And I know, too, that when I am not around there will be some nice things said about me in a business way. Well, that's worth something. You need all the friends you have in this world.

"Did you ever think that such a condition would make it much easier for the travellers did it obtain? Many travellers do not like to mention that they sell certain lines to another man for fear it will "queer" his sales with the man to whom he is selling. But if a friendly spirit existed between all the dealers, travellers would feel freer to state to whom they sell and to whom they do not. I know all about this "mum" business and it is nobody's business, etc., but just the same I contend there is no fear of there being too much friendship in business. I have found it a paying asset and it will take a great deal to change my mind."

The Coming Convention

In connection with the coming convention in Toronto, this idea of friendliness if not actual friendship can be worked as was done at the Chicago convention, and other big conventions on the other side. The retail shoe merchants placed large cards in their windows inviting shoe retailers who were attending the convention to come in and make themselves acquainted and browse around the store for a while. Such an attitude as this is bound to foster a spirit of friendship that will be sure to bring better results than considering one's fellow tradesmen as enemies.

BATHS FOR WORKMEN

The Beardmore Co., of Acton, have done much for the comfort of their workmen in that town, and now they have added another healthful convenience that should be appreciated by their employees. They have fitted up shower baths, with hot and cold water, in their works and extended an invitation to the men in their employ to use them at their convenience after working hours. Dressing rooms have been provided and the men will find this thoughtful provision for their comfort and health a very great advantage.



KITCHENER INVITES

EVERYBODY'S TO COME

The Final Touches for the Kitchener Show

Everything in Readiness for the Shoe and Leather Exhibition, July 21 to 26.

EVERYTHING is in grand shape for the first Canadian Shoe and Leather Exhibition, which will also include the allied industries of the shoe business, to be held in Kitchener during the week of July 21 to 26. It was a big undertaking on the part of the leather and shoe manufacturing concerns of Kitchener to turn a thing of this kind. But the business men at the back of this are those quite capable of conducting an enterprise of this character to a successful finish. It meant many meetings and much time snatched from busy days in connection with their own businesses. But the time was given willingly and without grudging it,



A Woelfe Shoe Co.'s creation

the entire result being that everything is in splendid shape for a big and successful exhibition.

The building in which the Exhibition is to be held is admirably suited for just such a show. In fact, had a build-

ing been erected for the displays it could not have suited much better, being centrally located and easy of access from the hotels and cafes. It is extremely gratifying to those who are conducting this event to know that the ground floor space is practically all taken by exhibitors.

Kitchener, itself, is one of Canada's proudest manufacturing centres and has never had any abnormal boom, but has grown steadily for years until it has reached its present enviable position as a manufacturing centre. It will be worth every effort put forth to go to the exhibition. It is not a case of whether you can spare the time and money to go, it is one where it will actually pay you to go. Meeting with so many people who are in the same industry as yourself will be an incentive to greater things in the good old game of selling shoes.

Coming, as this exhibition does, right in the quiet time when every shoe man needs and should take a holiday, it will



The Grand River at Bridgeport, where the Breithaupt Leather Co. will entertain the visitors Wednesday evening

afford a double benefit to those who come. The outing will be enjoyed and the benefit to be derived at such a show is more than can be counted in dollars and cents, despite the fact that your presence there may mean a great many dollars to you in an indirect way. There are so many things shoe retailers have in common that to go to an exhibition of this kind they will obtain much that will be of great assistance to them when they return to their home town and home store.

Manufacturers, too, will derive a great deal of profit



YOUR FRIENDS ARE GOING



TO KITCHENER

in attending such an exhibition. To find such a collection of exhibits all allied with the shoe trade is an opportunity that has not really come to the trade in Canada before. It will help everyone to realize how great the shoe industry is in this Canada of ours. Possibly, we do not grasp the



A pleasure Park in Kitchener

extent and growth of the trade within the last twenty-five years. It has made wonderful strides, and it is such exhibitions as this that bring to our minds most forcibly how fast Canada is growing and how big she is becoming, and what some of her industries are developing into.



Staff of the Greb Shoe Co., Kitchener

Aside from the exhibition there has been arranged sufficient time for pleasure and entertainment of various kinds. On Wednesday, which is Retailers' Day, the special train from Toronto, conveying the retailers from the convention, will reach Kitchener about 10.30, and will be met by a



Hydro-City Shoe Co.'s Staff

band, which will lead them to the auditorium, where an informal reception will be held. The reception committee will then look after the visitors. But there will be so much to be seen at the exhibition that little will be left for the com-



A product of the Hydro-City Shoe Co

mittee to do. In the evening of Wednesday, the Breithaupt Leather Co. have invited the visitors to an informal dinner at Bridgeport, which is the Coney Island of Kitchener. This will mean a motor ride through what is one of the finest agricultural districts in Ontario. The Casino at Bridgeport is a cool and delightful spot at which to enjoy just such a
(Continued on page 40)



First Canadian Shoe and Leather Exhibition

At Kitchener, July 21st to 26th



THIS is the spot for all progressive shoemen during the week of July 21st to 26th. If you haven't made up your mind to come, let this be the clincher.

Kitchener Calls.

Will You Come?

Remember the Dates

INTERNATIONAL SUPPLY CO.

IMPORTERS
MANUFACTURERS



JOBBER
SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

EASTERN BRANCH
401 CORISTINE BUILDING
MONTREAL

MAIN OFFICE AND FACTORY
37 FOUNDRY ST. S.
KITCHENER

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

Lynn Wood Heel Co.,
Keene, N.H.

Wood Heels and Die Blocks.

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.

H. S. & M. W. Snyder Inc.
Boston, Mass.

Kids, Cabrettas and Horse

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.

COME

JULY

TO THE

21-26



IN extending to you this invitation we do so with a knowledge of what is in store for you and a feeling of confidence that in visiting the Exhibition you will be doing something that in days to come, you will recognize as a wise act and one many times worth the time and money expended.

When you come to Kitchener do so with the feeling that everyone of us in Kitchener is waiting for you with a resolve that everything that will tend to make your stay pleasant and profitable will be done. We want you to know that our office is wide open to you and every facility we can offer is at your service.

If you have any writing, 'phoning, wiring to do, or any parcels, etc., to be taken care of—**THIS IS THE PLACE.**

37 Foundry Street - Kitchener, Ont.



KITCHENER, ONT.

REMEMBER!

to visit our Booth, to signify your intention of joining us at

**THE CASINO
AT BRIDGEPORT
WEDNESDAY EVENING
JULY 23RD**

All shoemen are most cordially invited to be with us on this occasion, and we are hoping to see a large gathering of shoemen from all branches of the industry from all parts of the Dominion.



The Breithaupt Leather Co. Limited
TANNERS OF

The Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock





KITCHENER INVITES

EVERYBODY'S COMING

THE FINAL TOUCHES FOR KITCHENER SHOW

(Continued from page 36)

luncheon as this. It is situated on the banks of the Grand River amid the most beautiful scenery.

On Tuesday, which is Manufacturers' Day, the Lang Tanning Co. have very kindly consented to do the entertaining of the manufacturers.

Thursday will be Jobbers' Day, and there will be something doing for the jobbers on that occasion.

Thursday will be the Allied Trades' Day, when manufacturers of the various articles that are needed in the construction of boots and shoes will have a prominent bearing.



The Post Office Kitchener



A pretty view of a Kitchener park



Staff of Chas. Ahrens Co., Kitchener



An attractive residential street, Kitchener

Of course, these special days will in no way interfere with the general running of the exhibition. Retailers are welcome, and will be looked after on every day of the week, but to feature each day a little separately, the week has been divided as stated above.

Some little idea of the extent of the exhibition may be had from this partial list of exhibitors given here.

- The Woelfle Shoe Co., Limited, Kitchener.
- The Brandon Shoe Co., Limited, Brantford.
- Charles A. Ahrens Shoe Co., Limited, Kitchener.
- The Eagle Shoe Co., Limited, Montreal.
- The E. T. Wright Co., Inc., St. Thomas, Ontario and Rockland, Mass.

Canadian Polish Co., Hamilton. *(Continued on page 42)*



The train on which you go to Kitchener

ANCHOR SCoured OAK SOLE LEATHER



SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

THE

LANG TANNING COMPANY

LIMITED

KITCHENER

-

ONTARIO

Tetrault Shoe Co., Limited, Montreal.
The Belding, Paul Co., Montreal.
The Getty Shoe Co., Limited, Kitchener.
The Greb Shoe Co., Limited, Kitchener.

Charles A. AHRENS Limited
KITCHENER, ONT.
Well-Known Signature

The Kaufman Rubber Co., Limited, Kitchener.
The Nugget Polish Co., Limited, Toronto.
Leather Bag and Suit Case Co., Kitchener.
The Regal Shoe Co., Toronto.
Parker, Irwin Co., Montreal
Gutta Percha & Rubber Limited, Toronto.
Clarke and Clarke, Toronto.
J. A. Scott, Quebec and Montreal.
The Murray Shoe Co., Limited, London, Ont.



Kitchener's Memorial Day, 1919

King Bros., Whitby, Ont.
The Breithaupt Leather Co., Limited, Kitchener.
Dominion Rubber Systems, Montreal.
(Continued on page 44)



Bridgeport, the Coney Island of Kitchener

The Hydro Shoe Co., Limited, Kitchener.
Ames-Holden-McCready Co., Montreal.
Edwards & Edwards, Toronto.



A Popular Seller

This ORDER to the G.T.R. is issued by
FIRST CANADIAN SHOE AND LEATHER EXHIBITION

and is good for ONE Ticket, TORONTO-KITCHENER,
on Special Train, leaving TORONTO, 8 a.m., July 23rd, 1919.

NOT TRANSFERABLE

ORDER not good unless presented to G.T.R. official on train
by person to whom issued.

First Can. S. and L. Ex.
CHAS. A. AHRENS, Pres.
Can. Nat. Shoe Retailers

.....Secy.

RECEIVED from
CANADIAN NATIONAL SHOE RETAILERS' ASSOC'N

ORDER to G.T.R. for ONE Ticket,
TORONTO-KITCHENER, on Special Train, leaving TORONTO 8 a.m.,
July 23rd, 1919.

I agree to use the ORDER personally or return it to the Sec-
retary.

ORDER must be VALIDATED ON TRAIN by G.T.R. official before
ticket is issued.

This Order issued by
FIRST CAN. S. AND L. EX.

.....

THE EVENT OF THE YEAR

The Shoe and Leather Exhibition at Kitchener

The First of its Kind in Canada

Whatever branch of the Shoe or Leather Industry you are in you should not miss it. for it will be full of interesting things for you, and there will be much that you can turn to advantage and profit in your business.

We will have the complete range of

Lady Belle Shoes on Display

You will be heartily welcomed at our Exhibit and we also extend a very cordial invitation to visit our plant.



The Lady Belle Shoe Co. Limited

Makers of Ladies' Fine McKay Shoes

Kitchener - - - - Ontario

COMING TO

KITCHENER

OF COURSE



For the First Canadian Shoe and Leather Exhibition. Everything is being put in readiness to give you a profitable and enjoyable time.

Hydro City Shoe Manufacturers
Welcome You

and at Our Exhibit will be seen all that is latest and best in Solid Staple Shoes.

HYDRO CITY SHOE MFRS.
LIMITED
KITCHENER, ONTARIO

THE FINAL TOUCHES FOR KITCHENER SHOW

(Continued from page 42)

United Shoe Machinery Co., Montreal.
 P. B. Wallace & Son, Toronto.
 International Supply Co., Limited, Kitchener.
 The Lang Tanning Co., Limited, Kitchener.
 A. R. Clarke & Co., Limited, Toronto.
 The Anglo Canadian Leather Co., Limited, Toronto.
 Ed. R. Lewis, Toronto.
 The Canadian Arrowsmith Co., Limited, Niagara Falls, Ont.
 The Adams Shoe Co., Limited, Toronto.
 The Goodyear Tire and Rubber Co., Limited, Toronto.

It should be remembered that only those who become members of the Canadian National Shoe Retailers' Associ-



The well-known Trade Mark of the Woelfle Shoe Co., Ltd.

ation will have their passage to Kitchener furnished. Those living east and north of Toronto or those who will have to pass through Toronto to return to their homes, will be furnished with return trip tickets for Toronto. Those who do not have to return to Toronto to reach their homes, will be furnished with single tickets to Kitchener. To facilitate the issuing of tickets and to prevent mistakes the committee have furnished the Secretary of the Retailers' convention

with order blanks on the Railway which he will issue to those entitled to transportation to Kitchener. A copy of this order is published herewith which will explain itself.

With everything in readiness for the big shoe event there seems to be no reason why it will not be a signal success and surpass the best wishes of the promoters of the enterprise.

ARE WOMEN'S FEET BECOMING LARGER ?

This interesting clipping from a newspaper shows that some one is thinking about sizes in women's shoes:—

"According to those who make a study of the change in footwear, the pedal extremities of the women of this continent are enlarging in size. A few years ago the average size in women's footwear was four, while at the present the size most in demand is five with four and a half second in size. The width of the foot is also increasing, especially in the smaller sizes."

Now, the truth of the matter is that the sizes stocked to-day are larger on the average than those of a few years ago. One large house now stocks more C width in 5's to 7's than any other sizes. But is it really because women's feet are becoming larger? Close observing shoe retailers say no. The cause really seems to be that narrower and longer shoes are now being fitted on feet that used to wear shorter shoes. This makes it appear that larger shoes are needed because the feet are larger, but in reality these same feet should have been so fitted in the past.

It is a profitable wisdom to know when we have done enough; much time and pains are spared in not flattering ourselves against probabilities.



"Honest All Thru"

The line that has won the confidence of dealers and made itself popular with wearers the country over. For sound values and excellent wear service they are leaders among work shoes.

GREB

Solid Work Shoes



There will be a big Greb display at the Kitchener Exhibition. Call on us there. A hearty welcome and something interesting to see



For Men, Boys and Youths

Greb Shoe Co., Limited

Kitchener,
Ontario

SPECIALISTS IN GOOD WORK SHOES

Chums

Chums

Chums



Chums
REGISTERED



One of the Ahrens' Products

Be sure to see the excellent display of **Chums** at the exhibition.

You will find it most interesting and beneficial.



Charles A. **AHRENS** Limited.
KITCHENER

Chums

Chums

Chums

Chums

Chums

Canadian National Shoe Retailers' Convention

Arrangements Completed for the Big Event—
A Programme Provided Full of Interesting Topics.

EVERYTHING is ready for the convention of shoe retailers, the first one to be held in Canada of a national character. The Committees have all been working faithfully to complete arrangements to make this convention one of signal success from a Convention point of view, as well as to the individual members who shall attend. It is extremely important that every retailer who can come to Toronto during the week of July 21st should do so. The advantages to be gained by attending a gathering of this kind are too many to be enumerated and too far-reaching



Wellington Street West from Yonge Street, Toronto

in their results to be figured out on paper. It is one of the best investments of time and money that a retailer can make. It matters not whether he operates a large store or a small store, the very fact of his mingling and meeting with his fellow tradesmen is bound to have most favorable results upon him personally, as well as give him pointers that will be of inestimable value in his business.

But there is one thing those who attend the Convention should bear in mind, that they will get out of the Convention just about what they put into it. Ideas of selfishness



Front Street East from Yonge Street, Toronto

should be dropped and thoughts of sowing rather than reaping will produce better results than for one to consider at the time just how he may benefit alone. Let each delegate come filled with ideas that he is willing to share with others and he will find that in exchange for his own he will receive many fold more than he gives.

A few years ago the average farmer had his mind set on the harvest. He plowed, sowed and reaped. The matter of scientific study of soil, fertilization, atmospheric conditions, irrigation, seed selection and many things of this kind never entered his head. But in these later days of scientific farming, these are the subjects that engage the mind of the wise and prudent agriculturist. In other words, he considers generally what he shall put into the soil. For he knows that if he puts the right things into the soil he will be sure to reap a rich harvest for the right things will come out.

This same idea is applicable to the coming Convention. Those retailers who come forgetful of what they are going to get out of the Convention, but rather filled with enthusiasm as to what they shall put into it, will, by the process of natural law, get from it a great deal more than they put in.

The headings for the subjects enumerated on the programme will show there are many problems of the greatest interest to the retail shoe man that will be taken up and discussed, and in all probability to a great extent be solved through these discussions. That is one thing that will make the Convention a gathering of untold interest to the live shoe merchant. It is a positive fact that no one person knows everything about any business. But by mingling with others he may give and gain a great deal of information and knowledge that will be of untold benefit to himself and those with whom he will associate.

This is a time of co-operation. The day of the recluse and business hermit is long since passed. A man cannot afford to ignore the suggestions of another in the same business, no matter whether he is a small dealer or a large one. Many of those evils incidental to the shoe trade can



Front Street West from Yonge Street, Toronto

be remedied by co-operation with fellow tradesmen, and this Convention will furnish an opportunity for this.

One also imbibes a very great deal of enthusiasm by obtaining information first hand. To look into the face of the man while he is speaking, whether in public or privately, gets the subject to one more forcibly than it does in reading or being retold. Associations and meetings of this kind, therefore, are doubly effective because of this first-hand giving of information.

To form new friendships with men in your same business is something that is worth while. It makes one feel that life is really broader than what we had imagined. It also helps one to realize that there are other lives which have the same troubles and trials and difficulties with which to con-



Familiar Faces that Figure in the Shoe Retailers' Convention

tend as we have. It takes one away from the vexations of his business, and gives him a new view point of life and things in general, so that when he returns to his store he can take up his business with new vigor and new life.

There are those who look upon Conventions of this kind as a splendid opportunity for exchanging their views with others, which not alone gives them new mental feelings, but enables them to actually reap dollars and cents through these meetings. This, then, immediately brings it to a point where it is not a case, can you afford to come, but rather a case, can you afford to stay away, for so much will benefit you that you are sure to gain from a money point of view.

While the program is quite full, there will be ample time for visiting various places of interest in the city. The Convention headquarters at the King Edward Hotel are within walking distance of the wholesale districts of the city. We show a picture of the corner of Yonge and Wellington St. E., where are situated some of the wholesale houses. This is within three or four minutes' walk of the King Edward. Another view is the corner of Front and Yonge Streets, where are situated a number of wholesale shoe houses. Another view is looking west on Front St., where more wholesale houses are located. While another view is the corner of Yonge and Wellington St. West, on which street are a number of other wholesale houses, the farthest of these districts is within six or seven minutes' walk of the King Edward Hotel. This will afford an opportunity for retailers who visit the Convention to do some looking over all stocks and make necessary purchases.

As will be seen by the programme, on Monday evening a reception of an informal character will be held at the King Edward Hotel. This will afford abundant opportunity for meeting and mingling with those of the shoe trade, and from such gatherings as this really much good is to be had.

The subjects to be considered during the Tuesday

session are of a practical character that will interest everyone attending the Convention. Then, at four o'clock, a complimentary automobile tour of the city, extended by the Gutta Percha & Rubber Ltd., will be a fitting close for the business of the two days. At 7.30 a banquet at the King Edward Hotel will be held, with the very best things in the way of entertainment that is possible to provide. This



Wellington Street East from Yonge Street, Toronto

is strictly informal, it being considered an offense to appear in evening dress. At eight o'clock a theatre party for the ladies at the Royal Alexandra is arranged, when "Officer 666" will be given by the Robins Players.

Next morning the members of the new Association will take the train for Kitchener where the day will be spent at the first Canadian Shoe and Leather Exhibition which is being held in that city.

New York State Shoe Dealers' Convention

A Rousing Success Was The First Convention of this Organization—Held at Rochester, July 6 to 9

THE Retail Shoe Dealers of New York State held what was in reality their first convention simultaneously with the Style Show at Rochester, N.Y., during the week of July the 7th. It was held in the same place, at Powers Hotel, which gave those attending the convention a splendid opportunity to attend the Style Show. The arrangements were set not to interfere with each other, and the result was that both the convention and style show were a huge success and everything ran off most harmoniously.

Everything started off well with the registration of members on Monday morning, July the 7th, at 8 o'clock. This was followed by meetings of the various committees, including membership, educational, legislative, publicity style, arbitration and grievance and some special committees.

It was after luncheon that the convention got down to real work with its opening session in the grand ball room of the hotel. Mr. Wm. Pidgeon, Jr., president of the Rochester Shoe Dealers' Association, gave an address of welcome. Mr. Pidgeon is one of the most active men in association matters, and any one who did not feel welcome after his address had something wrong with him. To this Mr. John Slater, of New York City, replied in his own good style. Mr. Slater is president of the New York City Shoe Retailers' Association. After other remarks by Ernest N. Park, of Syracuse-N.Y., A. H. Geuting, of Philadelphia, and A. F. Sloane, the field secretary, the various committees' reports were heard, delegates for the national convention at Boston were appointed, minutes of the meeting of Feb. 3 were read (at which meeting the association was formed) and some informal discussion took place, then the session adjourned to inspect the exhibits of the style show.

At 7.30 a theatre party was arranged for the ladies accompanying the delegates to the convention.

At 7.00 o'clock a most profitable evening was begun in the way of Round Table Talks in the ball room of the hotel. These were open discussions of topics of most vital interest to the trade and were taken advantage of in a snappy and gingery style that made them all the more interesting. On Monday evening Mr. Kenneth W. Watters, of Buffalo, N.Y., led the topic, which was: "What are legitimate profits and how should they be figured?" This proved to be a very interesting subject and was well handled by the leader.

The second topic was, "Bread and Butter Shoes," and was conducted by Mr. Wm. Pidgeon, Jr., of Rochester. Mr. Pidgeon is one of Rochester's successful shoe men, and knew how to handle this subject in a way to make it interesting.

The last topic of the evening was conducted by Mr. D. B. Roblin, of Flint & Kent, Buffalo, N.Y. It was, "Should We Encourage Button Boots." This is now becoming a very pertinent question and brought forth many expressions on the matter. Retailers and manufacturers do not seem to be anxious that they should come in.

On Tuesday morning, after a brief business session in the grand ball room, the Round Table Talks were resumed, with Mr. Pidgeon, Jr., in charge. The topics were as follows: "Stock Turnover, How Often? Should it be based on Pairs or on Dollars?" The leader was Chas. H. Nearing, of William Hengerer Co., Buffalo. "Remunerating Salespeople

on other than a salary basis," conducted by Mr. O. K. Johnson, of Wm. Eastwood & Son Co., Rochester. "Profit Possibilities of the Repair Department," leader, John J. Baird, of the A. E. Pitts Shoe Co., Columbus, Ohio. "Salesmanship," led by Harry L. McLaughlin, Cincinnati, Ohio. "How to Pick the Live Ones," under the leadership of Austin P. Herman, Chillietho, Ohio. "The Allied Council's Style Program," conducted by C. K. Chisholm, of Cleveland, Ohio.

There was no afternoon session, so the delegates could visit the style show, enjoy the various outings, boat rides, auto rides, train rides, Jazz dances on the boats, etc.

At the round table talk the next morning Mr. Laird H. Simons, president of the Wm. Amer Co., Philadelphia, gave one of the most interesting talks of the convention on the subject of "The Glazed Kid Situation." This was exceedingly profitable.

Mr. Chas. D. Brown, of Rochester, considered very profitably the subject, "The Calfskin and Hide Situation."

Henry W. Cook, vice-president of the A. E. Nettleton Co., Syracuse, N.Y., dealt in a most entertaining and instructive manner with the question, "Where and When Will Prices Stop?" Mr. Cook certainly understood his subject, and handled it in a masterly way.

Mr. Albert B. Eastwood, of Rochester, led the next topic, "What the Large and Small Dealers Have in Common." This was a very profitable topic.

At 4.30 an auto ride was enjoyed to Manitou Beach, where a banquet and dancing were held in the evening. This brought to a close a most successful event, and is a forerunner for bigger meetings in the future of this new association.

Rochester, Boston and Chicago Style Shows

Splendid Attendance and Much Enthusiasm Manifested Many Exhibitors and Interesting Exhibits of Style Makers' Art.

IT hardly seems possible that the Rochester Style Show had its inception and birth almost two years after the war started. Yet such is the case. It was in January, 1916, that the first one was held, and it has been regularly conducted every six months since that date. Every one connected with the shoe trade knows what has happened to the industry since the war. It has been mauled and legislated and restricted and curbed and had enough done to it to put it out of business, but still it goes along and the Rochester Show this year proves that the shoe trade is in fine condition and has men of the highest business type at its back. This is proven by the fact that the exhibits this year far exceed those of six months ago. The attendance, too, was far in excess of other times. This was possibly helped by the strong desire to buy on the part of the retailers. But few manufacturers were in a position to offer their lines, for practically everyone is sold up for some time to come.

The arrangement of having the exhibits in separate rooms is a decided advance over the old style way of showing in booths in one large room. The present system admits of more privacy and the results are very much better.

The show is practically under the management of the "RATSS," which means the Rochester Association of Traveling Shoe Salesmen. In fact, it was through this body that the show came into existence. And it is through them that it remains the fine success that it is every six months. During the July exhibition no living models are used, as is the

case at the January show. Nevertheless the interest manifested at the Exhibition was as great, if not greater than that shown at any other and the crowd, for it was literally a crowd, were as enthusiastic as ever before.

The various entertainments provided were richly enjoyed by every one, who voted that the RATSS know how to stage entertainment as well as a business style show.

Many Canadian shoe retailers attended the show, taking it in as a bit of a holiday as well as a business trip. Some go on to New York and Boston, thus killing two birds with one stone.

The following exhibitors had displays:

The Menihan Company, Rochester; Leach Shoe Co., Rochester; John Kelly, Inc., Rochester; Joy, Clark & Nier, Inc., Rochester; J. Heilbrunn & Son's Co., Rochester; C. P. Ford & Co., Rochester; Dunn & McCarthy, Auburn, N.Y.; Dugan & Hudson, Co., Rochester; Cleveland Shoe Co., Cleveland, O.; W. B. Coon Co., Rochester; Burrows Shoe Co., Inc., Rochester; C. S. Stearns Co., Boston; McElwain, Morse & Rogers, New York; McElwain, Hutchinson & Winch, Boston; Hurley Shoe Co., Rockland, Mass.; Florsheim Shoe Co., Chicago, Ill.; C. A. Eaton Co., Brockton, Mass.; J. W. Carter & Co., Nashville, Tenn.; Boyden Shoe Co., Newark, N.J.; A. J. Bates Co., Webster, Mass.; Joseph Schrier, Rochester; L. P. Ross Branch, U. S. R. Co., Rochester; Piehler Shoe Co., Rochester; Herbert L. Marx Co., Albany, N.Y.; J. J. McMaster, Rochester; A. S. Kreider Co., New York City; J. J. Kalb & Son, Rochester; F. W. Hahn & Co., Rochester; Hagerstown Shoe & Legging Co., Hagerstown, Md.; Goodger Milow Shoe Co., Rochester; Daniel Green Felt Shoe Co., Dolgeville, N.Y.; Williams, Hoyt & Co., Rochester; Wescott, Whitmore Co., Syracuse, N.Y.; Utz & Dunn Co., Rochester; The W. E. Tuttle Co., Inc., Rochester; Standard Felt Co., West Alhnmбра, Cal.; Sherwood Shoe Co., Rochester; E. P. Reed & Co., Rochester; P. W. Minor & Son, Batavia, N.Y.; Moore-Shafer Shoe Mfg. Co., Brockport, N.Y.; John G. Traver & Co., Philadelphia; The Shoe Retailer, Boston; J. Spaulding & Sons, North Rochester, N.H. (shoe counters); Shoe & Leather Reporter, Boston; Klee Display Fixture Co., Rochester; F. B. Kelly Co., Inc., Rochester; Heubner Fixture Co., Rochester; Good-year Rubber Co., Akron, O.; Everett & Barron, Providence; Boot & Shoe Recorder, Boston; Empire Last Works, Rochester; Dayton Last Works, Dayton, Ohio; Pfister & Vogel Leather Co., Milwaukee, Wis.; New Castle Leather Co., Wilmington, Del.; Trostel Leather Co., Milwaukee, Wis.; Ohio Leather Co., Girard, Ohio; Charles M. Lane, Rochester; G. Levor & Co., Gloversville, N.Y.; The Worumbo Co., New York City; J. E. Donallan & Co., Boston; Seamans & Cobb Co., Boston; H. Gitterman & Co., New York City; G. H. Moore Heel Co., Rochester; Lynn Wood Heel Co., Lynn, Mass.; Rochester Last Works, Rochester; The Stewart & Potter Co., New York City; F. Hecht & Co., New York City; Castle Kid Co., Camden, N.J.; C. D. Brown & Co., Rochester; F. Blumenthal Co., Wilmington, Del.; George J. Wilson, Rochester; Truitt Bros., Inc., Binghamton, N.Y.; Schuman Shoe Co., Rochester.

THE BOSTON SHOE STYLE SHOW

Practically everybody goes to Boston at this season, and the pilgrimage this year was unusually large and thoroughly representative of the Canadian trade, both wholesale and retail. Special days were set apart for manufacturers, salesmen, merchants and tanners. The show was held in Symphony Hall, and thirty living models were used to display the various lines. The costumes as well as the shoes were up-to-date and the whole pageant was most vivacious and impressive. Blue and white was the color scheme for the decorations, and the hall presented a very attractive appearance. From the stage a runway five feet wide extended to the centre of the hall and an orchestra accompanied the

stately slipping of the models. Two styles were displayed for each exhibitor. An organ recital daily at 2.30 p.m., and motion pictures showing the progress made in shoe manufacturing were features. The living model display took place each evening at 8.30. The entertainment features were much appreciated.

The following were some of the exhibits at the show this year:

Lynn Last Works, Boston; Kescot Mfg. Co., Providence; Gitterman, Henry & Co., Boston and New York; Farnsworth, Hoyt Co., Boston; Foster Rubber Co., Boston; Cambridge Rubber Co., Cambridge; Beckwith Box Toe Co., Boston; Cushman & Herbert, Haverhill; George E. Coffin Shoe Co., Lynn; P. Cogan, & Co., Stoneham; Churchill & Alden, Brockton; Burdett Shoe Co., Lynn; Bliss & Perry Co., Newburyport; Bancroft, Walker Co., Haverhill; Allen, Foster, Bridge Co., Lynn; Arnold, M. N. Co., No. Abington; Hennessey, Maxwell & Hennessey, Lynn; Gregory & Read Co., Lynn; Globe Shoe Co., Chelsea Fiske Shoe & Leather Co., Boston; Charles K. Fox, Inc. Haverhill; Emery & Marshall Co., Haverhill; Ellis-Eddy Co., Haverhill; Engel Shoe Co., Everett; N. D. Dodge Shoe Co., Newburyport; L. B. Dudley & Co., Haverhill; W. W. Winship Co., Boston; Walker, Stetson Co., (Hosiery), Boston; Tolman Print, Brockton; Shoe and Leather Reporter, Boston; The Shoe Retailer, Boston; The Boot and Shoe Recorder, Boston; Williams-Kneeland Co., South Braintree; Watson Shoe Co., Lynn; Thomson-Crooker Shoe Co., Roxbury Crossing; Rickard Shoe Co., Haverhill; Parker, Holmes & Co., Boston; Plant Bros. & Co., Manchester, N.H.; Norman & Bennett, Inc., Boston; Mitchell, Caunt Co., Lynn; Lynch Shoe Co., Lynn; Herman E. Lewis, Haverhill; LeBosquet-Moore Co., Haverhill; Preston B. Keith Shoe Co., Brockton, Knights-Allen Co., Haverhill; Kimball & Sherman Co., Haverhill; Hopkins & Ellis, Haverhill; H. & J. Shoe Co., South Boston; P. J. Harney Shoe Co., Lynn; United Lacc and Braid Mfg., Co., Providence, R.I.; Tweedie Boot Top Co., St. Louis; J. Spaulding & Sons, North Rochester, N.H.; Reece Button Hole Machine Co., Boston; O. A. Miller Treering Machine Co., Brockton; Young Richard Co., Boston; Tolman, Dow Co., Boston; H. F. Sommers, Boston; H. S. & M. W. Snyder Inc., Boston; Standard Kid Mfg. Co., Boston; Quaker City Morocco Co., Philadelphia; Pfister & Vogel Leather Co., Boston; Ohio Leather Co., Boston; New Castle Leather Co., Boston; Murphy & Haskell, Boston; Monarch Leather Co., Chicago; G. Levor, Gloversville, N.Y.; T. A. Kelley Leather Co., Lynn; Hunt-Rankin Leather Co., Boston; W. J. Fallon Leather Co., Boston; Donnell, Carman & Mudge, Boston.

THE CHICAGO SHOE EXPOSITION

The attendance at the Chicago National Shoe Exposition held at the Hotel Morrison, July 7th to 11th, was most gratifying to the management. The large attendance, particularly of western dealers, was due, no doubt, to the abnormal conditions at present existing in leather and shoes. Seven floors of the spacious hotel premises were occupied with exhibits. There were no features of special account in the displays of lines by the various firms, as the affair was a purely business one, but if success is to be judged by the attendance and buying the Exposition was certainly a most gratifying one to its promoters in results. The goods shown were mainly for fall requirements, although there was a sprinkling of spring samples shown. Contrary to the custom in other places the usual amount of entertainment was left out, and the show was made a purely business affair. As to how well this succeeded may be judged by the fact that the first day's business exceeded \$75,000, despite the fact that many of the exhibitors were sold up right at the beginning.



Some Parisian Styles from "La Chaussure Francaise"

Shoe and Leather District of Quebec

Rambles about the Ancient Capital—
Where the Smell of Leather Never Leaves
the Air—Under Shadow of Le Chien D'Or

ST. Roch and St. Saveur contain more leather and shoe manufactories than any single district in Canada. For over a quarter of a century Quebec has maintained its supremacy in this respect, notwithstanding the tremendous development of these industries throughout Canada, which



St. Roch's, Quebec City, St. Valier and Arago Streets. The hub of the shoe and leather district.

has gradually left the Ancient Capital behind in the race as far as volume is concerned.

A visit to these two municipalities which lie just outside the walls of this quaint old city is well worth while, especially during the summer months, when the picturesque river and the serried battlements look their best. No doubt quite a number of those shoe-men who visit Toronto and Montreal during the next month or two will find their way further east, or rather north, for the St. Lawrence flows almost north from Montreal to the sea. For the benefit of those of the trade who may travel in that direction, we might say that the time is opportune, particularly just now when it is practically between seasons. At any time Quebec people are hospitable, but at this juncture, when they have a little time on their hands, visitors are doubly welcome.

The shoe and leather district is easily reached by street cars which leave the neighborhood of the Post Office close to

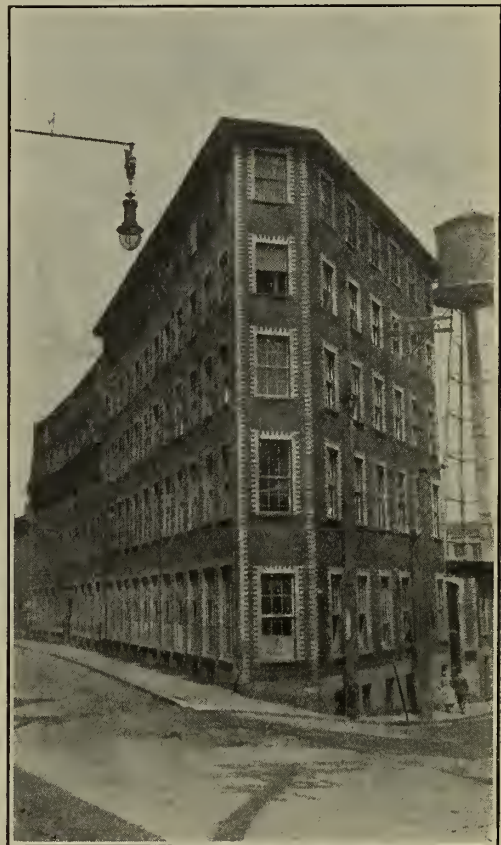


St. Roch's, Quebec City, Upper end St. Valier Street.



The Old Escarpment, Quebec.

the Chateau Frontenac or from the Champlain Market in Lowertown just below the Dufferin Terrace. The route, however, through Lowertown is the more picturesque, as the tram passes through the quaint old narrow streets that lie under the frowning precipice that rises sheer up above the houses. So much has been written about the magnificent view of the St. Lawrence and the surrounding country from the Terrace and the Citadel that we refrain from any description here. The SHOE AND LEATHER JOURNAL repre-

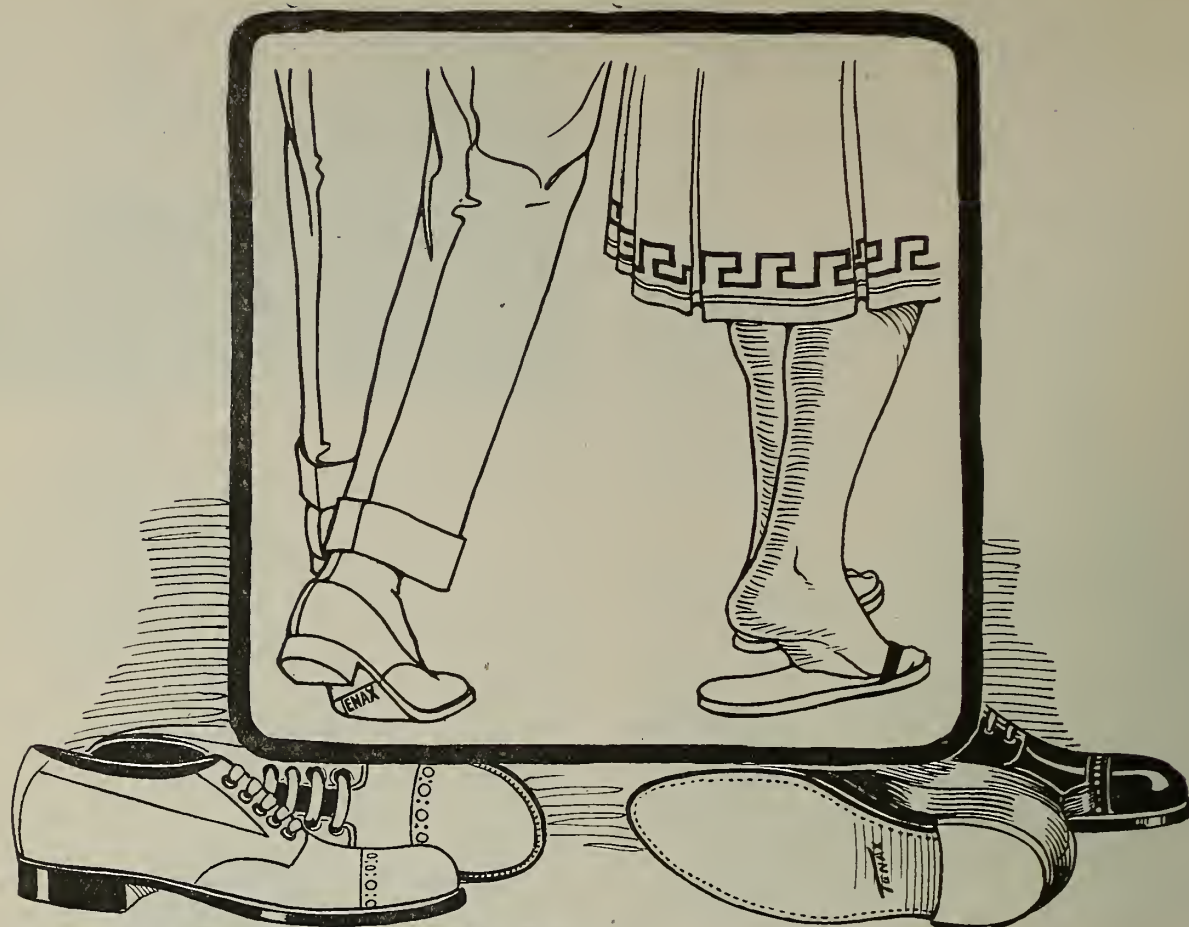


St. Roch's, Quebec City, St. Valier and Dorchester Streets. The Marsh factory.

sentative has taken a couple of snaps of the Citadel and ancient fortifications that will afford some idea of the quaintness of Historic Quebec. He has also given us three or four views of the shoe and leather district, which will interest the shoe man quite as much.

The chief centre of the shoe industry is on St. Valier Street, two views of which are given, one of the eastern and the other of the western extremity. In this area are practically all of the shoe factories, although a few are scattered here and there on parallel and intersecting thoroughfares.

(Continued on page 55)



TENAX SOLES

(GUARANTEED)

THEN AND NOW—In the old days wooden soles were thought pretty good for foot protection. They allowed plenty of freedom for the feet, to be sure, but were hard and unyielding and thoroughly uncomfortable.

All that has been changed, however. Now-a-days, it is the general idea that a shoe sole ought to have some degree of elasticity and flexibility. That is why Tenax Soles are so easy and comfortable. They have just the right amount of flexibility—more than most leather soles—just enough to give a notable increase in foot-comfort.

Use Tenax Soles for your repair work. They are not only cheaper, but far outwear any all-leather soles.

Made in black, white and tan, both full soles and tap soles, in all sizes for men and women. Tenax is also made in sheet soling, 36 in. x 48 in., and in all the usual thicknesses. Stocks are carried at all Branches.



Tenax Soles will Never Crack or Break.

Made by **GUTTA PERCHA & RUBBER LIMITED.**

Toronto, Halifax, Montreal, Ottawa, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria.

Rubber Notes

Factories Busy Completing Tennis Repeats Getting Ready for Fall Business—Worries of Fabric and Labor Costs

RUBBER shoe manufacturers have for the most part been waiting for labor unrest to settle before getting under way their fall orders which have come through in practically all the volume needed to keep the mills going full time. Export orders have placed them in a position to be a little more independent of local trade than usual, and according to reports the volume of business of all goes well, will be ahead of that of last year. The high price of leather goods has had the effect of stimulating considerably the demand for rubber goods, particularly in the heavier grades.

Tennis and Sporting Goods Booming.—It has certainly been a great season for tennis and other similar lines of rubber footwear. The demand for repeat orders has been such that jobbers as well as manufacturers have been severely pressed in order to keep up with it. The shortage and high prices of leather goods for summer have occasioned such a call for canvas goods that these have become a regular feature in shoe retailing demanding special consideration. Manufacturers have in preparation these lines for next season and there will be found many important developments that will give the line a stronger position than ever as a factor in the shoe industry.

Raw Rubber Conditions.—The market continues quiet in raw rubber, considerable fluctuations in the market being occasioned by large arrivals which with the large stocks being carried, brought prices down to low levels, especially in some grades. The tone of the market is, however, stronger at this writing and up river Para fine is quoted at 55c with first latex pale crepe at 40c. Smoked sheets, however, touched 38c. The strength of the market on cottons and other materials has made a little easing of crude rubber acceptable.

AMES-HOLDEN TIRE BOND ISSUE SHORTLY

An important offering of Canadian industrial bonds will shortly be made on the Canadian markets. It will consist of the new issue of \$1,000,000 of 7 per cent. First Mortgage 20-year Sinking Fund Gold Bonds of the Ames-Holden Tire Company, Limited, the organization of which was recently announced at the annual meeting of Ames-Holden-McCready, Limited.

The bonds will be offered at par and accrued interest, giving a yield of 7 per cent. and will carry with them a bonus equivalent to 25 per cent. of common stock. The issue is guaranteed by the Ames-Holden-McCready, Limited, and the control of the Tire Company will be vested in the Ames-Holden-McCready, Limited.

The composition of the new company include most of the directors of Ames-Holden as follows: Chairman, D. Lorne McGibbon; president, T. H. Rieder; directors, Sir Herbert Ames, Hon. C. P. Beaubien, K.C., C. S. Jennison, Thomas H. Lane, Hon. Nathaniel Curry, Shirley Ogilvie, Hon. Wallace Nesbitt, K.C., Sir Thomas Tait, N. R. Feltes, S. J. LeHuray.

The proceeds of this issue will be used to erect in Kitchener, Ont., a plant which will have a capacity of 750 automobile tires a day. The products will be marketed by the Ames-Holden-McCready organization. The construction of the plant will commence at once in order that the

product may be concluded in time for the spring trade. The company will specialize in the manufacture of what is known as "cord" tires, which, it claims, are superior to "fabric" tires. The actual cost of manufacture is not commensurate with the increased price these tires bring, and which is due largely to the inability of manufacturers to switch their production of fabric to cord quickly enough, it is claimed.

HASTINGS' NEW TANNERY

The Hastings Tannery, of Hastings, Ont., owned by the Breithaupt Leather Co., of Kitchener, which was destroyed by fire in October, 1917, will probably be reopened in July. It has been rebuilt at an expense of \$200,000. The new building is in the same site as that of the former plant. The main building, a two and a half story erection, built of concrete block, covers 205 by 130 feet and is alone valued at \$50,000. On the lower floor 120 to 150 vats are being speedily installed, and when completed will have a capacity for tanning 400 sides a day, making the output the second largest in the province. The product of the factory, oak sole leather, will be distributed from Kitchener. In the upper part of the building, in a room measuring 150 by 130 feet, the drying by artificial means will be carried on. In all, the buildings will number six, each built of concrete.

MARRIAGE OF POPULAR SHOE TRAVELLER

Mr. R. J. McAllister, the well known shoe traveller, who is now representing L. H. Packard Co. in the Western provinces, was married recently in Toronto to Miss Mabel E.



R. J. McALLISTER

Stewart, of that city. The newly married couple took an extended honeymoon trip before Mr. McAllister resumed his duties in the west.

TANNERY FIRE PROBE

The investigation of the fire which occurred some time ago in a tannery near the Elbow river, at Calgary, is still being carried on by the commissioners. It is stated that the firm threaten the city with a suit. Further evidence has been gathered on the subject and the commissioners have personally visited the scene of the fire. Their decision will probably be announced within the next few days.

"TRU-TROD"  "FOOT-TRAINER"

Truly correct Footwear for growing feet



"TRU-TROD" and "FOOT-TRAINER" are two lines of Children's shoes, which are the fruits of careful research work, carried on by expert shoemen, thoroughly versed in the requirements of the growing feet. Perfectly do they fulfill their duties, in permitting the correct development of the feet, which in the earlier years of the child's life are subject to exceptionally rapid growth.

And from an economic standpoint they are unequalled, because they are particularly well constructed by special process and ensure the maximum of wearability.



MERCHANTS who are handling these two lines are so favorable in their comment that we strongly recommend them to every shoe merchant desirous of extending the greatest degree of satisfaction to their customers and reaping the most benefit from their Children's Department.

Getty & Scott, Limited, Gall.

Makers of Fine Shoes for Women and Children

LEATHER AND SHOE TRADE JOTTINGS

(Continued from page 29)

leather market both in the United States and Canada is strong. A further advance has taken place in sole, and it is about impossible to get quotations for desirable upper leather in fair quantities, especially in colors. Manufacturers are short of stocks and some of them are in a quandary as to supplies for sorting business, not to speak of the coming spring season.

The Shoe Manufacturers.—It is between seasons with those who go to the retail trade and those who are usually early on the ground with spring samples are holding back this year. Manufacturers who make for jobbers are preparing samples which will be ready about the middle of next month. Jobbers have been told that they may expect some surprises in the way of prices and are evidently prepared for drastic changes. Some who were down last month

placed orders for staple lines at ruling prices with manufacturers who had the stock and were willing to sell as far as their supplies permitted. But certain lines will have to be discontinued on account of the absolute impossibility of securing the leather. A good many calf lines will have to be supplanted by side leather, and glazed kid will disappear from a good many lines of men's shoes on account of the impossibility of procuring desirable weights in this class of stock. Nevertheless the showing of the shoe trade of Canada will be creditable, as usual, for spring. Most of the manufacturers have their new models ready, which follow the standards set by the large centres on the other side of the line. There will still be possible a wide choice of selections and if prices seem high there will be the consolation that all buyers are up against the same conditions. In fact there is so little chance of jockeying in price that there will not be anywhere like the possibilities of irregular competition that a weak market affords.

SHOE AND LEATHER DISTRICT OF QUEBEC

(Continued from page 51)

One of the views shows the intersection of St. Valier, Dorchester and Arago Streets, comprising three of four of the largest factories in the district. This is really the "hub"



St. Roch's, Quebec City. Lower end St. Valier Street.

of shoe and leather district and more shoes are turned out in the busy season in a single day than anywhere else in Canada.

Just now Quebec, which has prided itself upon escaping



Terrace and Ctidal, Luebec City.

so far the "unrest" that has seized upon other parts of Canada and the world at large, is threatened with a strike of huge proportions. There have been practically three

unions in connection with the shoe industry that have been more or less antagonistic. They seem to have been developing a rapprochement lately that has brought about a demand for an increase in wages amounting to about 20 per cent. The increase has been granted by some factories and it looks as though labor costs as well as leather advances would form a source of perplexity to the Quebec trade during the coming season.

DISPOSAL OF BRITISH ARMY BOOTS

It is a well known military maxim that an army which is improperly shod at once loses more than 50 per cent. of its fighting efficiency, however well it may be equipped otherwise. It has been British policy throughout the war to keep her fighting men thoroughly and continuously equipped with good footwear. As a result, millions of pairs of used boots have been declared surplus by the army authorities and handed over to the Disposal Board, of which F. C. Kellaway, M.P., is chairman. The policy that is being adopted with regard to these surplus boots is as follows:

In the first place they are collected at depots in London, Manchester, Southampton, Leeds, Huntingdon, Aldershot, Stirling, Dublin and Belfast. At these points they are carefully examined by experts, and many that may seem suitable for further military wear are immediately returned to the army. The remainder are carefully sorted into five grades, ranging from grade 1 boots—which have been disqualified through some slight technical fault, and which are otherwise perfectly sound and serviceable for heavy agricultural or industrial wear—down to grade 5, which consists of the residue of practically worthless boots. In some cases the uppers of grade 5's are being used for the manufacture of clogs.

The boots, having been graded, are offered for public auction in towns throughout the country in small lots of twenty-five pairs, thus enabling the humblest retailer to secure a supply for his customers.

The Disposal Board is already in touch with agricultural societies who require supplies of boots for their members, and in particular it will welcome applications from organizations of farmers, allotment holders and discharged service men. who will be given every facility for making purchases.

It is interesting to note that of the thousands of tons of boots that are becoming available, some may be sold for the use of the large refugee population in Belgium, provided, of course, that the requirements of our own home market have been fully satisfied.

TORONTO REPAIRMEN'S MEETING

The Toronto Repairmen's Association have been very busy of late. They have been taking up some real live matters at their last two or three meetings. Among these has been the further advancing of prices. At one meeting the matter was discussed very freely and the opinion among the members seemed to be that with one or two exceptions of the present prices they should stand as they were. So no formal action was taken as to a general rise. Some one or two items were advanced about 10%.

Of course, it should be understood that the association is in no sense a union, and any action taken in matters of this or any other thing is taken only by the voluntary consent of the members. Therefore, should any member desire to raise his prices there is nothing to stop him so far as the association is concerned. But after a due consideration of the matter of not raising the prices generally, the following meeting found the members had given the matter some careful thought at home and had experienced quite a change of mind, so it was determined that the prices should be raised all round about ten per cent. The new price list is expected out in a few days, and will be in the members' hands as soon as off the press.

Another important matter taken up was the annual picnic which will be held this year across the lake at Niagara Falls. The date will be Wednesday, Aug. the 13th. Please note that unlucky number. But the Toronto Association is not an unlucky one by any means, judging from the way it has always progressed in all its undertakings.

One very interesting feature of the picnic will be the distribution of badges to those attending by the I.T.S. Rubber Heel Co., of Toronto. Each of these badges will be numbered and a few will be numbered in duplicate. The holders of the badges will then seek the person who holds the corresponding number to his. This will mean a mixing

up of those present, engendering the good fellowship feeling. Holders of duplicate numbered badges will be given suitable prizes that will be worth while. In the meantime plan to go with the boys to Niagara Falls.

The Secretary of the association has just issued a notice to the members calling attention to the invitation of the Briethaupt Leather Co., of Kitchener, to a Luncheon on Wednesday evening, July 23, at Bridgeport, near Kitchener. A goodly sized party is expected to take in the Exhibition at that city on the date mentioned.

VANCOUVER NOTES

In our last notes we mentioned how the rise in price of leather had caught the trade unprepared, and now we have another hair raiser; this time cut stock has gone out of sight, and it is anticipated that as little as possible will be used. Repairers will revert to bends.

Local manufacturers have advanced lines from 50c to \$1.25 per pair.

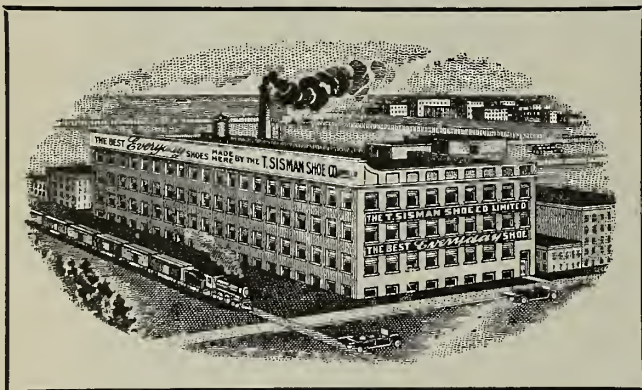
Shoemakers are holding another meeting to consider a further advance to the new list published in June.

Mr. E. Scott, who was in business here previous to the war, and has been in France for over two years with the 231st Regiment, is now back again safe and sound.

Mr. Geo Morris (Goodyear Shoe Repairing) has gone east on a business trip, visiting Toronto, Boston and other leather centres.

Mr. J. Lillia, a native of Norway, and who has been a resident in Canada the last 11 years, has taken over a repair stand on Pender St. W.

Mr. Wickham, of Trail, is locating in the city as soon as a suitable store can be found.



NAMES THAT MEAN

DEPENDABILITY

in Footwear, and that are always associated with progressive and reliable merchants.

“Best Everyday” and “Aurora”

For in the production of these two well-known lines Sisman's create and maintain a standard in shoemaking that enable the shoes to win unlimited popularity with dealers and wearers.

“BEST EVERYDAY” is acknowledged everywhere as something superior in a staple shoe for steady everyday wear—the shoe for comfort and long service.

“AURORA” is of the same honest quality and represents the same sound value—with a degree of style added that makes it suitable for more select wear. The certainty of satisfactory sales in handling these shoes is worth a lot to you. Your Jobber can supply you.

THE T. SISMAN SHOE CO., Limited
Aurora, Ontario

Does the "Big Five" Dominate

The Packers and the Meat Trade—Do They Control Hide Prices?—Over 750 Companies Controlled by Them with 775 Companies under their Thumb—The American Government Investigating Their Operations.

THE Federal Trade Commission of the United States has just made its report to President Wilson on "The Extent and Growth of Power of the Five Packers" in the meat and other industries.

Threaten Markets' Freedom

"A fair consideration of the course the five packers have followed and the position they have already reached," says the report, "must lead to the conclusion that they threaten the freedom of the market of the country's food industries, and of the by-product industries linked therewith. The meat packer control of other foods will not require long in developing."

Declaring "the history of the packers' growth is interwoven with illegal combinations, rebates and with undisclosed control of corporations," the report urged the importance of full publicity of corporate ownership for all industries.

Alleging that the "big five" packers—Swift and Company, Armour and Company, Wilson and Company, Morris and Company, and the Cudahy Company—jointly or separately wield controlling interest in 574 companies, minority interest in 95 others and undetermined interest in 93—a total of 762 companies—and that they produce or deal in some 775 commodities, largely food products, the report gives this picture of growing packer invasion into related and unrelated industries:

"In addition to meat foods, they produce or deal in such divers commodities as fresh tomatoes and banjo strings, leather and cotton seed oil, breakfast foods, curled hair, pepper and washing powder. Their branch houses are not only stations for the distribution of meat and poultry, but take on the character of wholesale grocery stores, dealers in various kinds of produce and jobbers to special lines of trade.

Reach Out For Control

"They have interests large enough to be a dominating influence in most of the services connected with the production and distribution of animal foods and their by-products, and are reaching out for control, not only of substitutes of animal food, but for substitutes for other lines into which the integration of their business has led them. They are factors in cattle loan companies making the necessary loans to growers and feeders of livestock; are interested in private car lines for transport of livestock and manufactured animal products; in most of the important stock yard companies; the public market for the bulk of food animals; and in livestock trade papers on which growers and feeders rely for market news.

Wield Wide Power

"They are interested in banks from which their competitor packing houses borrow money; in companies supplying machinery, salt, materials, boxes, etc., to themselves and their competitors; they are principal dealers on the provision exchanges where future prices in standard cured animal products are determined. They or their subsidiary companies deal in hides, oleo, fertilizer material and other crude

animal by-products; purchase from other packers these crude by-products and themselves carry the manufacture thereof to a further stage than most of their competitors.

"They are important factors in the leather industry.

During 1917, they produced 44 per cent. of the country's total output of sheep and lamb shoe stock; 17 per cent. of the glove stock; 9 per cent. of harness leather; 21 per cent. of belting, and 22 per cent. of sole leather. On July 31, 1917, the "big five" had almost 90 per cent. of the country's entire hide stock.

In the meat industry, the commission stated, the "big five" already constitutes a monopoly. In 1916, they slaughtered 82.2 per cent. of all cattle, 86.4 per cent. of all sheep; 76.6 per cent. of all calves, and 61.2 per cent. of swine.

As to the financial power, the report said in part: "The packer has drawn to a marked degree upon the banks of the country for liquid funds. To assure himself loans ample to his purpose, the big packer has secured affiliation through stock ownership representation on directorates and in other ways with numerous banks and trust companies."

A large leather buyer in discussing this report ventured the assertion that the big five have been mainly responsible for the steady upward tendency of hides and skins in the past ten years. Making every allowance for the increased consumption of leather goods and the tremendous demands created by the war, he claims that there is absolutely no reason except deliberate control for the existing conditions to-day in the hide and leather markets.

What Prominent Leather Men Say

In order to obtain the views of the leather trade, the SHOE AND LEATHER JOURNAL has interviewed a number of our more prominent leather men and shoe men and we append their views of the situation:

To what extent the "Big Five" control or dominate the hide market in Canada is difficult to determine. The ramifications of their various industries are so world-wide and interlocking that it is impossible to get at the bottom of their wonderful doings and equally as impossible to know to what extent their industries affect the markets and the prices of the many products turned out by their different plants. The fact that they are engaged in the production of many commodities that have apparently nothing to do with leather is no reason that it may not have effect on its price. The war taught us the wonderful interdependence of industries and products of every character. So the fact that the "Big Five" may make washing powder and can tomatoes may indirectly affect the price of hides.

At least, this is the view the packers take of the situation. Here is an illustration. It is well within the memory of many living and active business men to-day when a cow that sold for forty dollars was considered to have brought a very high figure. In fact, steers, very fine steers at that, have been sold in Toronto for as low as eighteen dollars when they would have brought at that very time two hundred dollars in the old country. It is well within the memory of these same men when hides of our local butchers were considered as offal, and were taken off, salted and rolled up and thrown to one side with the feeling in the mind of the butcher: "There's a dollar and a half, found money." Possibly that was not more than twenty-five years ago. But what a difference to-day. It may astonish many shoe dealers to know that to-day a good-sized hide is worth thirty dollars, which is more than many cattle brought twenty-five years ago.

It should also be remembered that the primary object of the packers and butchers was the killing of cattle for the food they produced. The hide was but offal or a by-product. But with the change of times this by-product has developed into an industry that is almost equal to the meat in money value. That is, the hide to-day is worth about as much as the carcass. This being true, the packer argues along this

Peterboro
SHOE

That insistent demand for Sound Quality and Value in Staple Footwear is fully met in

**ACKERMAN
SHOES**



**ACKERMAN
SHOES**

have a strong influence in gaining goodwill for the dealer. You will find it worth while to handle and recommend them.

Ready for Shipment.

For MEN, BOYS, YOUTHS and LITTLE GENTS.

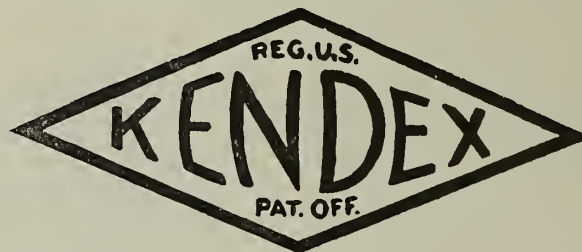
Write for Catalogue.

B. F. Ackerman, Son & Co., Limited

Peterboro, Ont.

Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"



INSOLE STOCK

Made in white, oak and black colors. All weights from 2½ to 8 iron. It is absolutely fast color and a non-conductor; put up in sheets or rolls; uniform thickness and flexibility. An excellent insole for McKay or welt shoes, also for middle soles. Cuts and finishes to a clean edge.

SEND FOR SAMPLES

KENWORTHY BROS. CO.

**STOUGHTON
MASSACHUSETTS**

Represented in the Province of Quebec by HORACE D'ARTOIS, 224 Lemoine St., Montreal

line. Should he sell the hide for four cents a pound, as was the case at one time, instead of at 45c or 50c, the difference between the extra price of the hide and the old price would have to be added to the meat portion of the animal and would greatly raise the price of meat. Which then is best, to pay more for one's shoes every once in a while or when a pair of shoes are needed, or to pay more for meat and provisions, which are an every day need and two or three times a day at that? This is an illustration of the interdependence of products.

But all this, someone will say, does not answer the question of who is responsible for the high price of hides and leather. As intimated above, it is an exceedingly difficult question to determine to what extent the packers are responsible for the price question. Men, closest in touch with the subject and the business, differ in their opinions about this matter. Some say it is a matter of supply and demand. Others think the packers have a monopoly of the hide situation and therefore, where a monopoly exists, there will always be high prices. The fact that the "Big Five" practically control the hide supply is wonderfully significant. It must be remembered that the small amount of butchers' hides to be had in our home markets is but a flea-bite in the world's supply. And these hides, are as a rule, an inferior class. All the big tanners in this country depend on packer hides for practically all their needs.

One man to whom we put the question, do the "Big Five" control the prices of hides? replied, "You have gotten the question the wrong way. Let me reverse it on you. You show me that they do NOT control the prices, do not ask me to show you that they do. In other words, do not frame the affirmative: "Resolved, that the packers control the prices of hides," but frame it this way: "Resolved, that the packers do NOT control the prices of hides," and you will have the negative in the right place. At least, that is the way it looks to me. To know that these people have packing houses in South America and control the cattle market there as well as in North America is enough to know that they are in a position to control the hide situation, for the continents of North and South America furnish the greater proportion of the hides used in the world. Those which come from India are of an uneven character and do not affect the American market to a great extent. The Australian trade is practically nil at the present time, and the few that are released from New Zealand are not of sufficient quantity to affect the market here."

One buyer showed how the market here is affected or conducted by the condition of the market in Chicago. If you go to a packer some morning, and ask for a price on a quantity of hides, he may reply that he cannot tell; he has not opened his mail yet, and does not know what the report is for that day. He will dig this up and quote you a price for a short time future delivery at two or three or maybe four cents higher than the report for that day. That is, he will risk it at that price, but he is afraid it will go higher. At the present time there is a feeling that prices will go to 60c by the end of the month. At that rate a hide will cost around \$35 or \$36, which, as stated before, was a real good price for the average cow not very many years ago.

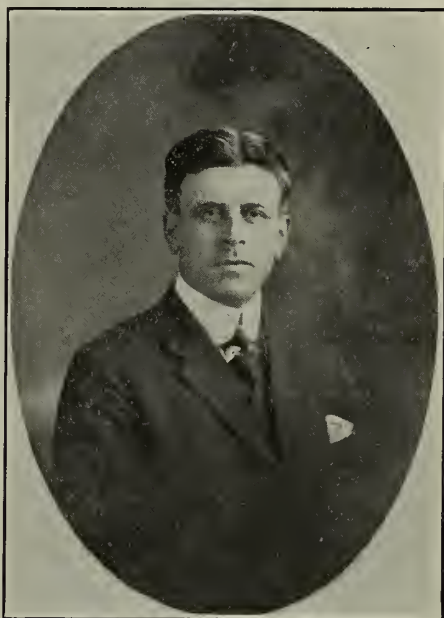
Every man we asked to suggest a remedy of the present conditions was emphatic in saying that it laid only within the power of the government to regulate the price and this was a very unlikely move for the government to undertake. The government did this during the war, but the war is now over and it will be a difficult matter to step in and regulate the prices now. That is, it will be difficult because it has not been done before and it is always difficult to establish a precedent or to take action that will establish a precedent. Men fight shy of it, and politicians are especially anxious to keep away from such doings.

It was pointed out by one man that even though a big concern here were to attempt to lower the prices its efforts

would be but a drop in a bucket compared with the power and influence of these big industries. On the same principle that Lake Ontario is a big lake and an immense body of water, but if dropped into the ocean, it would be lost in a moment in that greater sea. So any firm outside of the "Big Five," whether in Canada or the United States, would be about as effective in regulating the market as would Lake Ontario in affecting the size or movements of the Atlantic Ocean. The only remedy then, in the opinion of those consulted, is within the hands of the governments and it will be a very difficult proposition for them to handle.

KNOWS THE BUSINESS

Mr. W. A. McLellan, of the Palmer, McLellan Shoe Pack Co., Fredericton, N.B., has practically spent a life time in the oil-tan business. He had charge of the office department of the John Palmer Co. for a number of years, and was intimately associated with the latter in the Palmer-McLellan business before his death. He is well known throughout the Maritime Provinces especially, as well as



W. A. McLELLAN

through the west, where he makes regular business trips during the selling season. The Palmer-McLellan Shoe Pack Co. have just issued a most interesting catalogue and folder describing their lines and particularly their "Chromoil" shoe packs, drawnstrings and larrigans. They are printed in both French and English, and give a succinct account of the development of the business, which in the past three years has more than doubled in volume.

"STYLES"

The Missouri Shoe Retailers' Association exploded with this parody on "Smiles" at their convention in Kansas City not long ago.

There are Styles the salesmen say are snappy,
 There are Styles that also have the looks;
 There are Styles that make us all feel happy
 When we see the profits on the books.
 There are Styles that have a doubtful value
 That the wisest buyer cannot tell,
 There are Styles that fill our hearts with gladness.
 Likewise Styles that make us feel like h——.
 Well!

Lagace & Lepinay Shoes



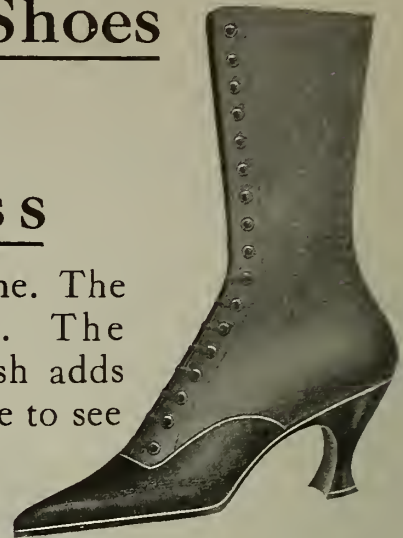
are made and marketed
upon the one foundation

Goodness

The materials are genuine. The shoemaking is honest. The modelling gives Style and Comfort and the finish adds to their attractiveness. Every dealer should be sure to see

Our Range of Spring Samples

Excellent values in all lines.



Goodyear Welts, McKays, Standard Screws

Women's, Misses', Children's, Infants', Men's,
Boys', Youths', Little Gents'

LAGACE & LEPINAY

25 St. Anselme Street

--

Quebec, P.Q.

A Satisfied Customer

The following extract from a letter from Beatty Bros., Limited, of Fergus, Ont., Manufacturers of Barn and Stable Equipment, Pumps, Churns, Washing Machines, Grain Grinding Machines, etc., a firm of international reputation, speaks for itself. The compliment was entirely spontaneous.

"The quality of your printing in that eight page colored Electric Washer Circular was so satisfactory that I am going to recommend you to a certain firm that has written me to find out about good printing houses.

"If you continue to give such quality at reasonable prices you will get a large share of our work."

BEATTY BROS., LIMITED

Per J. Alton Potter, Adv. Mgr.

We do all kinds of printing, but we specialize in High Class Color Work, Catalogues, Booklets, Commercial Requirements, etc.

OUR SERVICE WILL HELP YOUR BUSINESS

ACTON PUBLISHING CO. LIMITED

TORONTO

MONTREAL

AMONG THE SHOE MEN.

Mr. Hagen, of Kitchener, is advertising that he is going out of business.

Mr. L. O. Breithaupt has been visiting the eastern states on a business trip.

Mr. Erwin C. Greb is spending a two weeks' holiday at Grand Bend, Lake Huron.

Mr. E. J. Fleetwood, of St. John, N.B., spent some time recently in Montreal on business.

The Alberta-Canadian Industrial Congress will be held this year from Aug. 11 to 16, at the following places: Medi-

Mr. Fred Ahrens, of the Chas. A. Ahrens Co., Kitchener, is taking a holiday in the United States after a visit to the style show in Rochester.

Mr. Alex Inrig, of the Lady Belle Shoe Co., Kitchener, has just returned from a holiday, in which he took in the Style Show at Rochester.

The Panther Rubber Co., of Sherbrooke, Que., will extend their plant by occupying an additional building and start the making of auto tires.

Mr. J. L. Fitch, who served for eight months with the R.A.F., is now in charge of the men's section of No. 1 branch store of C. F. Rannard, Winnipeg.

Mr. Boake, representing Hirst & Co., of Waterford, England, has been in Canada recently with a line of this firm's goods in white canvas and sateen.

Mr. J. Allen is now in charge of the women's section of No. 1 branch store of C. F. Rannard, Winnipeg. Mr. Allen has seen fifteen months' service with the R.A.F.

Mr. J. D. Hawthorne, of the D. D. Hawthorne Co., Toronto, has just returned from a buying and inspection trip to eastern points in Canada and the United States.

Mr. J. Cochrane, an honorary member of the Army and Navy Veterans' Association of Canada, is now in charge



No this is not ex-president Wm. Taft, it is Mr. B. Vaillancourt of La Duchesse Shoe Co., Montreal and Mr. Edgar A. Shee of Quebec City, with a string of minnows for use in "Big Lake"

cine Hat, Aug. 11; Lethbridge, Aug. 12; Calgary, Aug. 13-14; Edmonton, Aug. 15-16.

The Goodyear Tire and Rubber Co. are building an addition to their plant at New Toronto.

An extension will be made shortly to the factory of the Canadian Footwear Co., at Point aux Trembles.

Mr. A. Whitehouse, the Ames-Holden-McCready Co., Montreal, was a business visitor in Toronto this week.

It is reported that the Wayland Shoe Co., of Montreal, contemplates the erection of an addition to their factory.

The Hastings Tannery, owned by the Breithaupt Leather Co., of Kitchener, will likely be running some time this month.

Mr. H. W. Rising, of St. John, N.B., was in Toronto Tuesday, and left for Galt, Kitchener and London on a buying tour.

Albert Kerr & Co. are reported to be building a modern saltery for their hide and skin business on Granville Island at Vancouver.

Mr. Van Geel, of Tillsonburg, was in Toronto Tuesday, on business. He leaves for his old home in Belgium on Thursday, 24th of July.



W. E. Lawrence, representing the Blachford, Davies & Co., Limited in the West

of the Reserve Stock Section of C. F. Rannard's No. 1 branch store, Winnipeg.

Hides and skins of all kinds are now admitted to France, which indicates that France is gradually re-establishing her eather industries, especially her manufacturing of gloves.

The foundation is being laid for a large shoe factory on Main street of Otterville, Ont., for the Tred Rite Shoe Company, which has succeeded the G. L. Williams Co., lately burned out. The building will be cement, one story high and near the railroad. A number of the best farmers in the

CLARKE & CLARKE Limited
Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been
the standard for quality
and colors in Canada for
over thirty years

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City Office & Warehouse
63 Bay Street, Toronto

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



"Perfect" Counters

are all that their name implies. The most careful manufacture and the use of finest grade selected fibre ensures a product giving

Perfect Satisfaction

Their ability, fit, appearance and price give them the preference over all others. They are guaranteed to outlast the shoe.

We manufacture a very superior grade of
FELT BOX TOES.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, Montreal

Beal's
Shoepacks
for
Rough Work



The leather used is our own tannage, carefully chosen and fashioned into footwear in the best manner that skill and brain can conceive to get the maximum of resistance to wear and weather.

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

The Vulco-Unit Box Toe

Patented
Dec. 30th, 1913



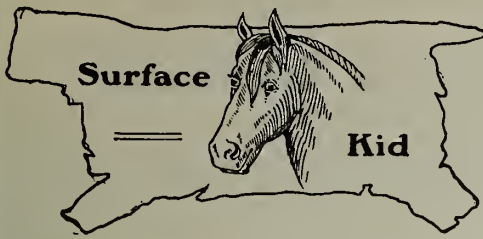
Patented
Oct. 26th, 1915

THE VULCO-UNIT BOX TOE

Increases Factory production.
Returns lasts to lasting room
quicker; sends shoes to pack-
ing room quicker than any
other method.

Beckwith Box Toe Ltd.

SHERBROOKE, QUEBEC, CANADA



SURFACE KID

GLAZED KID
SHEEPSKIN
CABRETTAS

Shoe Jobbers! When placing your order for goods made of Glazed Horse, be sure and insist on **SURFACE KID**, as it has the nearest appearance to Kid of any other similar stock on the market.

It is smooth, soft, pliable and durable, possessing all the qualities of genuine Kid.

GLAZED DULL and GUN METAL

MADE IN BLACK AND COLORS

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST

township are taking an active and financial interest in the company.

Mr. Ernest Hil, has joined the staff of C. F. Rannard's No. 1 branch store, Winnipeg. He has had wide experience in the shoe business in Detroit, and has been twenty-two months in the military service.

Sergt. T. A. Cosford, after serving upward of two years on active service, returned on the Olympic to his home in Woodstock. Mr. Cosford was formerly employed with the L. McBrine Co., Ltd., Kitchener.

The United States Federal Trade Commission is chasing C. L. Chase, of Minneapolis and Kansas City, a mail order distributor for misrepresenting shoes in his catalog and other printed matter. This is a move in the right direction.

Mr. Harry E. Thompson, of the Thompson Shoe Co., Montreal, accompanied by Mrs. Thompson and family, are at present enjoying a motor trip through the New England states. They will also in their tour take in part of the New York state.

The I. T. S. Rubber Co., of Canada, are moving from their present location at 28 Temperance St., Toronto, to 22-26 Mulock Ave., in the west end of the city. The new building which they have purchased will give them more space for their I.T.S. heel business.

The firm of Ames-Holden and McCready, boots and shoes, will open a branch in the Simpson Building, Halifax, under the management of Mr. J. H. Codner. Mr. S. I. Mitchell, at the Head Office in St. John, will be general manager of all the company's operations in the Maritime Provinces.

The wholesale business formerly conducted by Goff & Co., of Charlottetown, P.E.I., is now conducted under the name of Turner & Co., and is operated by Messrs J. A. Brady and P. W. Turner. They have been very successful since taking control, having doubled the business and still increasing.

Mr. Henry Springs, for twenty years manager of the Trees-Spriggs Leather Co., of Winnipeg, was found dead in his bed in that city Thursday morning, June the 5th. Mr. Spriggs was at one time with Samuel Trees, of Toronto, and went to Winnipeg in 1899 and started the Trees-Spriggs Co., which he has managed ever since.

Donald McKenzie, aged 18, residing on John street, Toronto, was arrested recently, on a charge of burglary. It is alleged that McKenzie entered the premises of the Manhattan Shoe Store, 123 Yonge street, Toronto. A policeman noticed the rear basement window was open and the grating removed. He entered the cellar and heard accused moving the boxes stored there. On seeing the policeman, McKenzie tried to escape, but was caught and taken into custody.

Among the Canadians at the Rochester Shoe Show were: J. A. Reid, Fredericton; Mort Wilson, Vancouver; James Lawther, Toronto; Chester Craigie, Montreal; Chas. Newton, Winnipeg; Chas. A. Blachford, Toronto; John Scully, Montreal; Harvey McKean, Toronto; S. Arthur Bell,

Toronto; Wm. Adams, Toronto; Ken Murray (Murray Shoe Co.), London; Mr. Jarvis, London; John Settle, Toronto; Robt. Scott, Toronto; Howard C. Blachford, Toronto; C. Levy, Toronto.

CHARGED WITH STEALING CASE OF SHOES

Aime Durocher, 217 Berri street, Montreal, driver, was placed under arrest on a charge of stealing a case of shoes valued at \$350. Durocher was arrested at Chabillez Square five minutes after a Shedding forwarding driver had notified Captain Lefebre of No. 6 station.

Constables Merin and Sabres in search for the stolen case, came across a fast driver, and intercepted him. On



The U.S. Factory Shoe Store Float which won a Dominion tire for prize in recent G.W.V.A. parade in St. Catharines, Ontario. Mr. L. Levy, proprietor, holds the flag.

the rig was found a case containing shoes, destined for A. Davis, New Glasgow, N.S.

The forwarding company driver claimed the case had formed part of his load when he entered the office of the Canadian Fairbanks Co., St. Antoine street, and that it had been stolen from his rig.

Durocher pleaded not guilty to theft and was remanded for enquete.

ST. JOHN, N.B., NOTES

H. Mobbs, of Kettering, England, was in St. John recently, interviewing officials of the Provincial Department of Lands and Mines regarding securing leases of hardwood lands for material to manufacture hardwood lasts for boot and shoe factories and repair shops.

C. H. Hamilton, who had several years' experience in boot and shoe making, has opened a retail store in Main Street, and reports that business to date has been very good.

Harold Rising, secretary-treasurer of the firm of Waterbury & Rising Ltd., will attend the National Retail Convention, which is to be held in Toronto on the 21st and 22nd



HOCKEY BOOTS

Every Jobber should inspect our range of Hockey Boots for next Season. We specialize in these shoes and are able to give you exceptional values. With their good Quality and moderate prices they will command wide sale.

Our Heavy Footwear

fills the demand for strongly made, comfortable, well finished Work Boots. They are good sellers and Profit Makers.

J. E. SAMSON, Reg.

20 Arago Street - QUEBEC, QUE.

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

27 Front Street East
Toronto

Woodbridge Ont.

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.



OUR McKAY and 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 Black and Beaver Brown Box Kip.

Your Jobber will quote you prices, or write us direct

A. A. COTE & SON LTD. Successors to
St. Hyacinthe Soft Sole Shoe Co., Limited
St. Hyacinthe, Quebec

CHAHS. E. ROY & O.

(REG.)

DEALERS IN

New and Second-Hand Machinery

Leather and Shoe Findings

Let us know your requirements

We may have what you want

31 Colomb St. QUEBEC CITY

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.**

of the month. Other merchants throughout the Maritime Provinces are also expected to be in attendance.

William O'Connor, who served with the 236th Kilties Battalion and other units in France, has returned home and is again back in the employ of the firm of Waterbury & Rising, Ltd. Prior to going overseas, he was junior clerk and was one of the most popular in the retail boot and shoe department of the firm.

Miss Annie Blanche Walsh, a popular clerk in the employ of Waterbury & Rising, Ltd., was united in marriage, a few days ago, to James F. Cullinan. The members of the staff made her a present of a magnificent mahogany parlor clock, and the firm gave her a substantial check. Miss Walsh formerly was employed in Gray's boot and shoe store, Main Street.

Joseph Gray, of Gray's Shoe Store, Main Street, has returned home after a visit to St. Stephen. While there he visited Clark's boot and shoe factory and placed some orders.

Kerr Higgins, a former employee of Gray's Shoe Store, who was teaching in the high school in Seamans, Sask., has returned to St. John to spend his summer vacation. While here he will take over his old position in Gray's. He reports that the price of boots and shoes in the east are considerably less than in the west.

A correspondent of the SHOE AND LEATHER JOURNAL, while in conversation with dealers in St. John, found that there is a strong feeling in this city about the government allowing the exportation of boots and shoes out of Canada before the people at home are supplied. They contend that action should be taken to put an embargo on boots and shoes leaving the country until conditions become normal.

The shoe business in St. John this summer has been exceptionally good, and merchants report a heavy sale of white goods, especially the white canvas line.

At the present time there are very few travellers visiting the city; the vast majority are on holidays and enjoying a well earned rest.

COMPOSITION OF SHOE SOLES

In Australia they go after the shoe men pretty lively. Here is a case where a strong fine was reversed.

The decision of Judge Wasley in the Court of General Session, Melbourne, going against them on April 9, the effect

of which was that the magistrate's conviction and fine of £10 against the firm for having in their possession shoes not stamped to conform to the Victorian Footwear Act regulation was confirmed, McMurtrie & Co., Pty., Ltd., took the case to the Supreme Court, where it was argued before Mr.



SYDNEY F. HALL

Who with his brother, F. B. Hull, represents Eagle Shoe Company and J. F. Townsend.

Justice Hood on April 30. His Honor said that the evidence showed that the shoes were on order for New South Wales, and were not for sale in Victoria. The order nisi for review was made absolute with costs, and the conviction was set aside with £1 1s. costs.

Less knowledge than judgment will always have the advantage upon the injudicious knowing man.

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



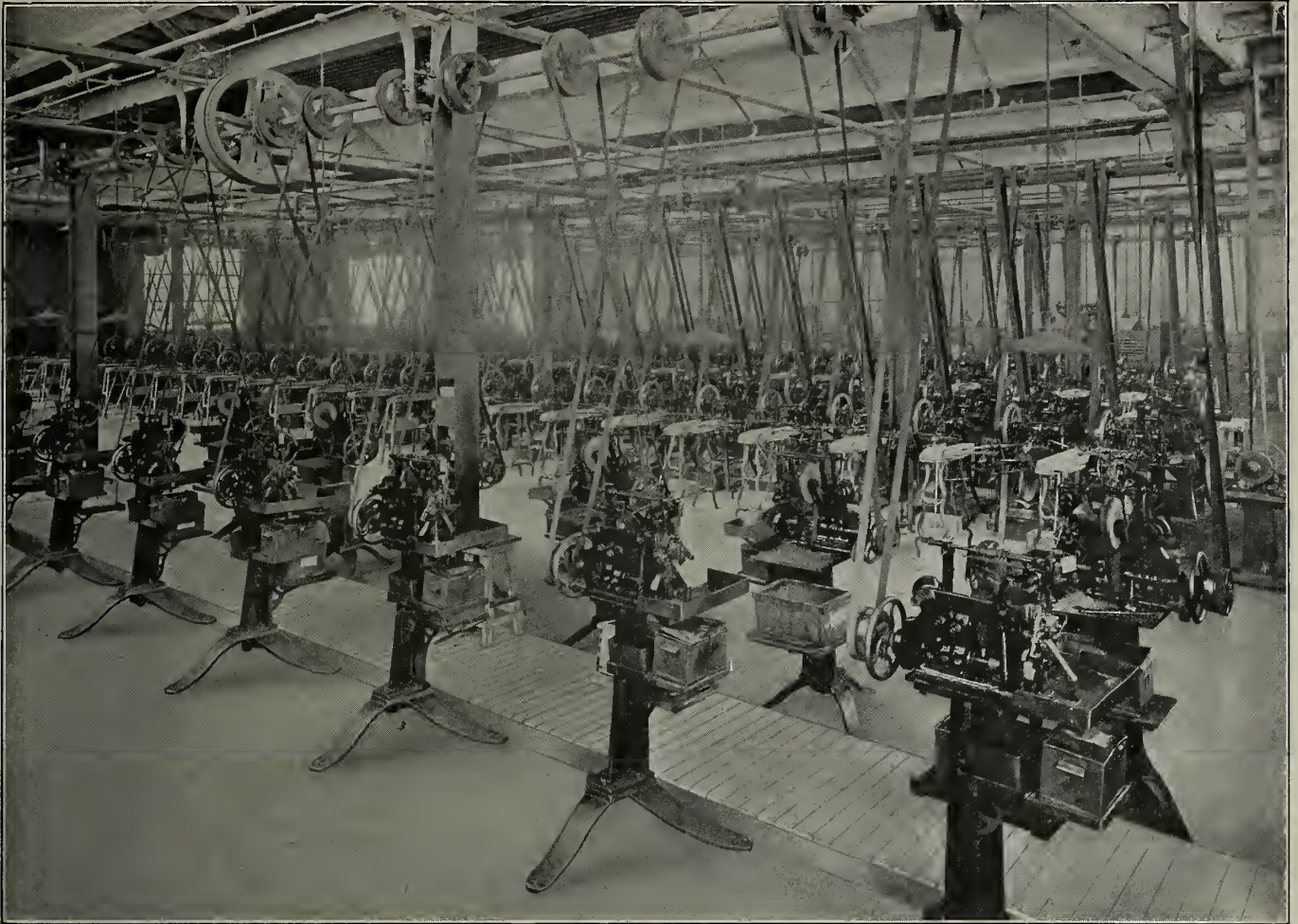
NEW YORK

CHICAGO

“We deliver what you buy”

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IN A BETTER POSITION THAN EVER
TO FILL ALL YOUR REQUIREMENTS FOR
SHOE RIVETS--TACKS--NAILS

We have just installed additional machines in our Tack Plant and can now fill orders for regular goods from stock and handle orders for special goods promptly.



MADE IN CANADA

Tacks, Nails and Rivets are made by expert Tack Makers with long experience in manufacturing goods, especially for the Shoe Manufacturing and Shoe Repair Trades.

A TRIAL ORDER WILL CONVINCING YOU
COPY OF OUR LATEST BOOKLET SENT ON REQUEST

United Shoe Machinery Co. of Canada, Limited
MONTREAL

TORONTO:
90 Adelaide St. W.

KITCHENER:
179 King St. W.

QUEBEC:
28 Demers St.



CLARKE'S PATENT LEATHER

will be on display at the



SHOE men visiting the Exhibition will be offered an excellent opportunity to examine closely and learn the outstanding merits of this the most reliable of all patent leathers.

For Quality and Reliability

CLARKE'S PATENT LEATHER

reigns supreme

**A. R. CLARKE & COMPANY
LIMITED**

Largest Manufacturers of Patent Leather
in the British Empire

Montreal

TORONTO

Quebec

THE
SHOE & LEATHER
JOURNAL

CONVENTION
NUMBER



ACTON PUBLISHING CO LIMITED
TORONTO MONTREAL

Keeping Faith

PRICES are high. Buyers are plentiful. Skins are scarce. But Standard Kid is still subject to rigid standardization. The specified grace is always the same. Upon this principle we have built our business. Upon this principle we shall maintain and expand our business.

We can accept orders of limited quantities for delivery after September of all colors except Black.

COLOR 18—FIELD MOUSE
COLOR A—HAVANA BROWN

are in popular demand for Fall. Standard Kid is guaranteed to be colored through with pure dyes. It is not coated with a pigment or paint finish.

STANDARD KID MFG. CO.

MANUFACTURERS OF BLACK AND COLORED GLAZED KID AND PATENT KID

207 SOUTH STREET, BOSTON, MASS., U.S.A.

NEW YORK OFFICE, 610 TRIBUNE BLDG.

Factory, Wilmington, Del.

—AGENCIES—

F. W. BAILEY & CO., ST. LOUIS, MO.
GEO. A. MCGRAW, CHICAGO, ILL.

I. LOUIS POPPER, CINCINNATI, OHIO.
PIERRE BLOUIN, QUEBEC, CANADA



HIDDEN VALUE
IN
BENNETT
TRADE MARK
DEPENDABLE COUNTERS



The average wearer has no sense of shoe value.

He chooses a shoe at a price that appeals to his taste and trusts you to safeguard his investment.

If you do, he demands **YOUR** brand again.

It's the **hidden values** that build a reputation for merit.

A good innersole and a BENNETT counter are the right foundation for any shoe.

BENNETT LIMITED
MAKERS OF SHOE SUPPLIES

ONTARIO OFFICE
28 King Street East
Kitchener

CHAMBLY CANTON, P.Q.
CANADA

SALES OFFICE
59 St. Henry Street
Montreal

Made in Canada by the Largest Shoe Fibre Makers in the Empire

MAKE SURE TO SEE
AIRD'S
FASHIONABLE FOOTWEAR
FOR



SPRING 1920

We Sell to Jobbers Only.

AIRD & SON (*Registered*)
MONTREAL

Dominion Calf



MADE IN CANADA



FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co. Limited
NEWMARKET ONTARIO

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





High Quality consistently maintained —Footwear Fashion constantly presented in new creations ever combining the Artistic with the Practical—that is the logical result of the faithful purpose and the long experience behind Bell Shoemaking.

Dealers who sell Bell Shoes have all the advantages to be derived from handling Nationally established merchandise.



J. & T. BELL

LIMITED
MONTREAL

Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.
C. E. Fice, Representative

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

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes

Retail merchandising is the closest kind of dealing with the public. If you deal with any number of people they will judge you accurately and pitilessly, and you will profit just as you deserve.

Are you giving the world the best value you know for the profit it is giving you?

In other words do you believe in selling the greatest value in shoes? Do you think about what your customers get when you are buying your stock?

Do you realize that the longer-wearing the shoes you sell, the faster and bigger your business grows?

Or if two shoes are equally attractive to your customer, do you always recommend the more comfortable?

If you are interested in this "customer-first" policy, give serious consideration to Neolin Soles.

The public has signified to the tune of many million pairs that it believes shoes with Neolin Soles to be better value—shoes that give longer wear; more comfort, good looks, health protection.

Shoe manufacturers are offering you better shoes by building them on Neolin Soles. But they can only make the shoes you order.

It is up to you as the man who gives the order to see that better shoes come into your store.

Sit down now and figure what shoes you have on order or about to be ordered, which should be shoes of bigger value. Then order them on Neolin Soles.

Neolin Soles were developed by Goodyear scientists to be better soles for shoes. The imitation of Neolin's appearance is not hard. It has been done. But no one outside of Goodyear has succeeded in finding out what Neolin is. For your protection, and for the public protection, we put the name "Neolin" on the bottom of every sole. See that it is on the shoes you get.

The Goodyear Tire & Rubber Co. of Canada, Limited

Neolin Soles



ARISTOCRAT LAST

The Just Wright
MADE FROM SHOES

The Just Wright
MADE FROM SHOES

If You Could Choose Your Customers

would you not choose them all from the "JUST WRIGHT" Class of Shoe Buyers and Wearers?

But You Don't---You Can't

for it is the customers who do the choosing—pick their Dealer and select the goods they KNOW and WANT.

So The Next Best Thing

and it really amounts to the same thing in the end—is to CHOOSE THE SHOES that will place your store at the service of this desirable trade.

The "JUST WRIGHT" Line does it. That is the purpose in its production—to satisfactorily and successfully serve the better worth-while trade.

E. T. WRIGHT & CO., Inc.
ST. THOMAS, ONT.



The Selling Value of the Union Stamp

Why not enjoy the selling value of the Boot and Shoe Workers' Union Stamp,

Between two and three million members of the American Federation of Labor directly endorse this stamp and insist on seeing it on their Footwear.

The Boot and Shoe Workers' Union stamp is a business asset to the manufacturer who places it on his shoes, and the retailer who handles these shoes.

Mr. Retailer, the Union stamp costs you nothing and it is a powerful selling factor for your shoes which are received from factories where production is uninterrupted by labor strike or factory difficulty.

Why not insist on Union Stamp shoes for the coming season ?

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 SUMMER STREET :: :: BOSTON, MASS.

COLLIS LOVELY, General President

CHAS. L. BAINE, General Secy-Treas.

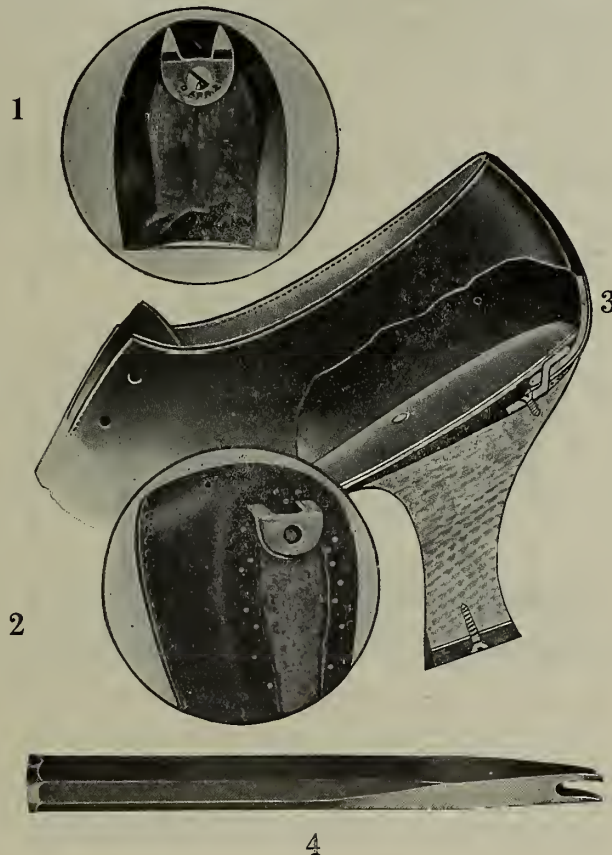


USMC Wood Heel Fastener

HOLDS SNUG TO HEEL SEAT

Overcomes difficulty of shoe manufacturers and repairers in attaching wood heels.

That Loose, Shaky, Gaping Wood Heel is eliminated.



The fastener itself is securely attached directly to the seat of the heel as shown in illustration No. 1.

By means of the **USMC** Heel Seat Punch (illustration No. 4), two holes are made into the heel seat of the shoe. These holes penetrate the counter, but not the innersole, so that when the prongs of the fastener are inserted they will fit beneath the innersole, and tightly over the counter, as shown in illustrations No. 2 and No. 3. In this way the fastener is hidden from sight and the innersole is perfectly smooth and comfortable against the wearer's foot.

A heel fastened in this way is absolutely rigid, and under ordinary usage will not loosen at the back.

WE WILL BE PLEASED TO SEND YOU SAMPLES AND PRICES

United Shoe Machinery Co. of Canada, Limited

Bennet Ave.

MONTREAL

227 Craig St. West

90 Adelaide St. West
TORONTO

179 King St. West
KITCHENER

28 Demers Street
QUEBEC

Where Does The Workman

in your locality

Go For His Shoes?

Right to your store if the footwear you offer gives him real Foot Comfort and meets his strict demands for Durability.

And experience is teaching an ever increasing number of workmen to go

To The Merchant Who Handles



For they STAND UP under the most strenuous wear, and when once worn are demanded in preference to any other.

With our enlarged facilities which will be completed in September, the output of "Tillsonburgs" will be raised to 1800 pairs per day, and the same Dependable Quality maintained throughout the entire extensive production.

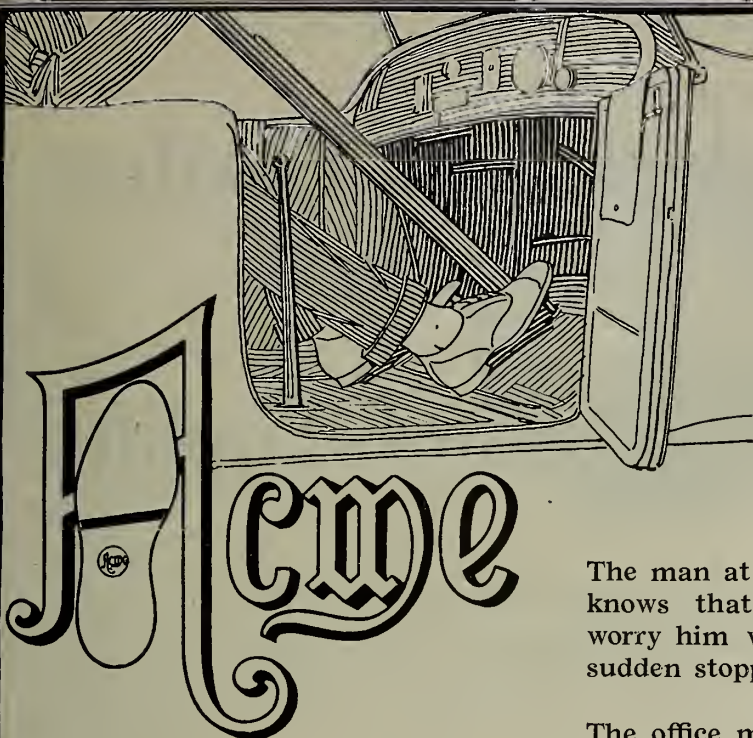
TILLSONBURG SHOE CO., LIMITED

--MAKERS OF--

Men's, Boys', Youths', Lads', Medium
and High Grade Staple Shoes.

TILLSONBURG

ONTARIO



All Your
Customers
Can be
Acme "Sold"

The man at the wheel of the automobile knows that "Acme" Soles will never worry him when he is concerned about sudden stopping or starting.

The office man, wearing "Acme" Soles, coming and going easily with a springy, silent tread, adds his quota to the elimination of unnecessary noise, and, at the same time, experiences an exceptional degree of foot comfort.

"Acme" Soles, so suitable to business men, are just as popular with their households.

Children love to skip about on "Acme" Soles.

Young girls relish the freedom which "Acme" Soles ensure from that embarrassing squeak.

"Boys will be (quieter) boys" when "Acme" shod

The older people, likewise, enjoy the security from slipping which "Acme" Soles provide on wet or slippery streets.

"Acme" Soles are economical, too, for they outwear leather. They will not crack, nor dry out, nor rot. They are damp-proof and suitable alike for town and country wear. For camping out, or holidaying, in rocky places where the footing is insecure, "Acme" Soles are ideal.

All sizes and various thicknesses.
Colors: black, white and tan. Also
supplied in sheet form.

Dunlop Tire & Rubber Goods Co., Limited

HEAD OFFICE AND FACTORIES: TORONTO

Branches in the Leading Cities



Maple Leaf Brand
Oak and Hemlock Sole Leather
 Sides, Crops (Backs) or Bends

Maple Leaf Brand
Hemlock Tapsoles and Toplifts

No let up in the hide situation; prices of Packer, Country and Dry hides continue to advance by leaps and bounds beyond the highest hitherto known figure.

Sole Leather prices, while high, are away below replacement value and further advances may be anticipated.

Boots and shoes made of leather will probably reach a new high level in 1920.

If you are in the market for Sole Leather we would appreciate your enquiries.

As usual we shall have a display of Maple Leaf Brand Sole Leather, Tapsoles and Toplifts at the

Canadian National Exhibition

near South East corner Manufacturers' Building.

CALL AND SEE US

Anglo-Canadian Leather Company, Limited

MONTREAL

TORONTO

QUEBEC

HUNTSVILLE

BRACEBRIDGE

The Largest Sole Leather Tanners in the British Empire.



A New Emblem of Service

IN our next Fall campaign of newspaper advertising, which starts the first week in September, we shall for the first time make use of the new emblem which is here presented to the trade. It is our purpose to make it known throughout Canada as a symbol, not only of high standards of product, but of a system of distribution which is of benefit to the retail trade and to the consuming public.

You will see this emblem frequently from now on, and your customers will see it. You are already familiar with the extent and the quality of AHM advertising, and the wise retailer will prepare **NOW** to get his share of the benefit.

AMES HOLDEN McCREADY

LIMITED

T. H. RIEDER, President

"Shoemakers to the Nation"

HALIFAX ST. JOHN QUEBEC MONTREAL OTTAWA TORONTO
LONDON WINNIPEG CALGARY EDMONTON VANCOUVER

Evans' Leathers Dependable

"Ruby"

Glazed Kid

"Peerless"

Glazed Kid

Under present conditions, when good shoe materials are high priced and difficult to get, the constant high Quality and the economical cutting features of

EVANS' KID

are matters of vital importance to Shoe Manufacturers. They make it possible for you to maintain the MERIT in your Footwear and to continue to give your trade the utmost in VALUE.

JOHN R. EVANS LEATHER CO.

OF CANADA, LIMITED

Specialists in Glazed Kid and Upper Leathers

214 Lemoine Street

MONTREAL



"FOR ATHLETIC AND SUMMER WEAR"

WHY NOT

FEATURE

Tipperary Shoes

and finish up the season
with a rush?

Round out the summer with
increased volume of sales
and profit to yourself.

There is still a month left
in which to beat last year's
record.

Wire or write our Branches
or Jobbers if you are short
of certain lines.

**The Columbus Rubber Company of
Montreal Limited**

1349 De Montigny St East - MONTREAL

Branches—MONTREAL, OTTAWA, WINNIPEG, CALGARY

"FOR ATHLETIC AND SUMMER WEAR"



*Sales—
Makers*

METROPOLITAN

Women's McKays, Men's Welts

PATRICIA

Women's Welts and Turns

PARIS

Men's Welts, Women's McKays

Daoust, Lalonde & Co., Limited

MONTREAL

Branch:—The Metropolitan Shoe Co., 91 St. Paul Street : : Montreal

Each of these three Lines occupy a very important place in the Footwear Field.

They are recognized as representing all that is GOOD in Shoemaking.

They are identified with the most progressive and reliable merchants.

All because they are made to SERVE as well as to SELL—to be not only POPULAR in Style and Price, but to be PREFERRED on account of Reliability in Wear and Fit.

*Profit—
Producers*

AMHERST SOLID SHOES

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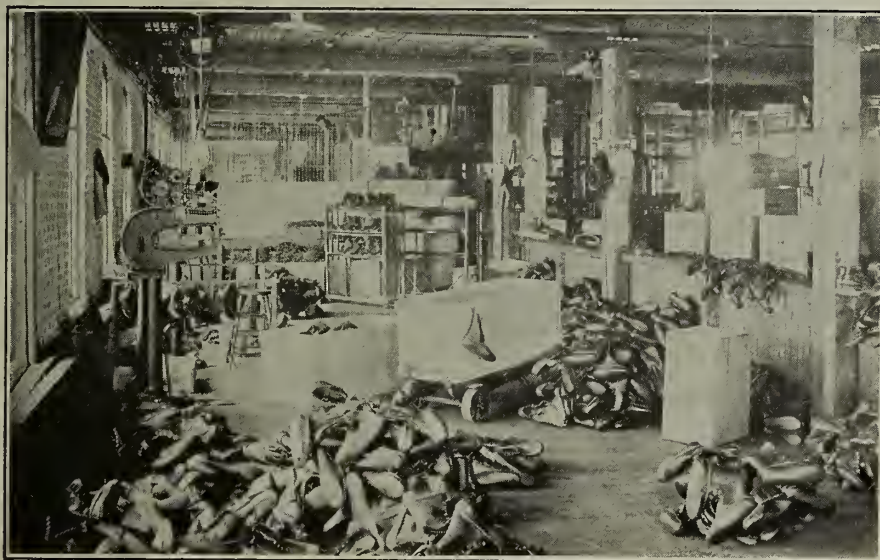
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Dealers the country over are acquiring a steady and profitable trade in our Chromoil Lines.

They give the customer complete satisfaction in Comfortable Fit and Long Wear.

It will pay you to handle them in preference to any other similar line.

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“Classic” for Women



Classic Shoes for women comprise all the attributes required by the discriminating women who go to make up your high class and profitable trade.

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Shoes

for Children



*“Classic”
Specialties:
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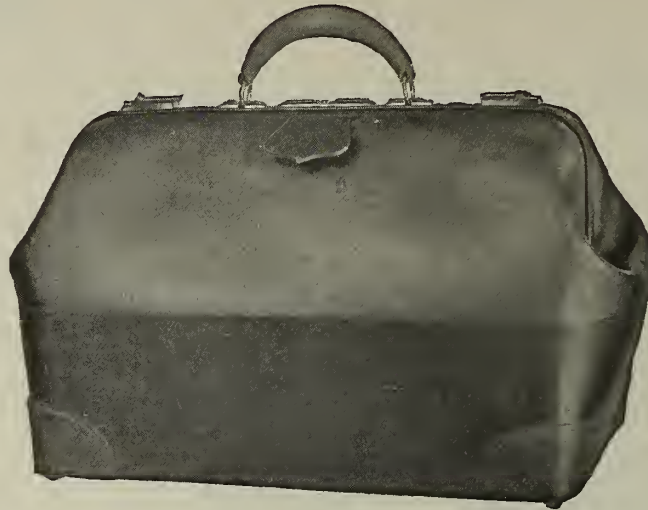
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Something
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Something
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The Naugahyde Bag

has two big selling points that every customer will appreciate

IT IS ALL IN ONE PIECE

IT IS ABSOLUTELY WATERPROOF

You see, this is something new in luggage—a bag free of stitches that rip and rivets that do not hold. This is one of the novelties of THE NAUGAHYDE BAG.

The other is the fact that it is made of a new composition material, based on rubber, which is vulcanized into one solid, seamless piece by a new and patented process. Even the heavy protecting pieces on the corners are fused right into the bag.

No stitching or riveting is required. The bag is all strength and absolutely waterproof. Not a drop of water will get inside, even if the bag be left in the rain all day.

THE NAUGAHYDE BAG has the appearance of the best quality of leather bag—has the soft pliable top—is lined with heavy, brown twill—is good looking, inside and out—and can be sold at a moderate price that gives you an excellent profit.

Made in 16 in., 18 in. and 20 in. sizes for men,
and in 14 in., 16 in. and 18 in. sizes for women.

The NAUGAHYDE BAG is distributed to the trade through the
DOMINION RUBBER SYSTEM BRANCHES located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton,
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CALL FOR A TRADE CONFERENCE

Tanners, Manufacturers and Retailers Should Get together—Grave Problems Ahead of the Shoe Trade—The Public Interested in the Solution—Serious Situation Ahead

NOW that the retail shoe trade has thoroughly organized the scheme proposed over a year ago by the SHOE AND LEATHER JOURNAL, and since adopted in the United States, should be at once carried out. Canadian tanners had a council during the critical period of the war which did good work in safeguarding the interests of the industry and its individual members; the shoe manufacturers organized last December and are in a position to do their part towards meeting the extraordinary conditions that have developed since peace was declared. The retail shoe trade has now a strong and representative Executive that is in a position to round off a confederation that ought to result in permanent good to the trade and the public.

Until the present, shoe styles have been regulated from the wrong end. The tanners have hitherto made up their samples of leather, placed them before the shoe manufacturers as a practical ultimatum, and the latter made up the materials into shoes that they practically compelled the retailer to purchase and sell. In the United States, through the formation of the Allied Trades Council, the procedure has been revised, and last month the National Shoe Retailers' Association placed before the Council its views as to leathers, lasts and styles and they were adopted without any real change. That this is as should be must be admitted by anyone with average common sense. The retailer is not only the one in closest touch with the demands of the consumer, but is most familiar with the selling qualities of footwear and is the one who is hardest hit by the haphazard methods that from season to season has thrown upon the market styles that do not sell.

There are other problems quite as weighty as those of materials and styles. The present shortage of leather must inevitably lead to a serious curtailment of supplies. There will have to be substitution in some lines if they are to be made at all or if prices are to be kept anywhere within reason. Kid and calf have reached a point where definite action will have to be taken to bring speedy and effective relief.

There is no doubt that something ought to be done to regulate export trade. While it may be necessary to look after the pressing requirements of war-worn Europe, there is no reason why our own people should go barefoot to provide footwear for those who thrust upon the world conditions that will bear heaviest for the next few years upon those who had least to do with the outbreak.

Unprincipled men in all trades stand ready to profit by the needs of the community, and the only way to clear the shoe trade from the stigma of making blood money is for those most interested to get together and so thoroughly review the situation and revise conditions as to make it impossible to take advantage of the bewilderment that prevails with regard to prices.

There is a call just now for the shoe trade to rise to the occasion, and should it fail to do so a set back will result that will put back the clock a quarter of a century.

There should be no delay. A conference should be called at once.

CONVENTION

OF THE

National Shoe Retailers' Association of Canada

Proceedings of the First Annual Convention of the Canadian National Shoe Retailers' Association, held at the King Edward Hotel, Toronto, on Monday and Tuesday, July 21st and 22nd, 1919

THE greatest event in this generation of shoe men was consummated at Toronto on July 21st and 22nd, in a convention of shoe retailers, nation wide in its character with representatives present from coast to coast, and a galaxy of speakers that would have done credit to an organization with two or three decades of experience behind it. It is safe to say that for quality and tone of addresses and discussions, the amount of solid business done and the social arrangements throughout, no business gathering ever held in Canada has anything on the first annual convention of the National Shoe Retailers' Association of Canada. We have gone to the unusual expense of providing a full stenographic report, the only one which will be given of this important event, in order that the benefits received by the two hundred or more delegates may be in a measure, extended throughout Canada.

THE SHOE AND LEATHER JOURNAL, by the way, manifested its usual enterprise by publishing a daily bulletin edition for the three days of the convention, giving synopses of each day's proceedings accompanied with news and other valuable information for delegates in attendance with short, snappy sketches of things that happened during the sessions.

We append herewith a full and complete account of the addresses, speeches, papers, discussions and resolutions passed.

FIRST SESSION

Monday, July 21st, 1919

At 10.30 the chairman, Mr. Warren T. Fegan, took the chair and said: The hour has arrived for calling of this meeting to order, and I would ask you to arise and sing the National Anthem.

The chairman then said: It is a great pleasure indeed to introduce to you Controller Robbins, representing the City of Toronto, who desires to welcome you on behalf of our city.

Controller Robbins: Mr. President and delegates to the Canadian National Shoe Retailers' Association Convention, I wish to welcome you here to-day on behalf of the City of Toronto. The City of Toronto is very pleased to have conventions such as this from all trades and from all associations. Toronto is a good convention city, being about the center of the Dominion of Canada and midway between the east and west. You couldn't come to a more patriotic city than the city of Toronto. During the war we have sent about 65,000 men from our city of a little less than half a million people. We have contributed through our municipal council about twelve million dollars in war work during the four and one-half years of war; our citizens outside of that contributed nearly fifteen millions of dollars to the war, making almost thirty million dollars to the cause of the Allies. (Applause.) And I don't think there is any other city in Canada that has done any better than that. We had a good deal of criticism at the time—or there was some criticism—about the insurance we put on our boys; we in-

sured every one of them for one thousand dollars. We have paid out on that account something like five and one-half millions of dollars in premiums and so on.

I understand that this is your organization meeting and I wish to congratulate you, because I believe that every trade should organize, should have a definite policy to work to, and also there is power in organization. Take, for instance, the early closing, which is a subject very interesting, I am sure, to you all. The law on that is that if seventy-five per cent. of the trade sign a petition to that effect then we could pass a by-law covering the same.

Again I wish to welcome you, gentlemen, to the City of Toronto and during your stay of two days here, if we can be of any service in making your stay here pleasant, Mr. President, if you will just ring us up at the city hall, we will be at your service and do anything we can to make your stay pleasant. I thank you.

The Chairman: I will now call on Capt. H. C. Blachford, of the City of Toronto, on behalf of the retail shoe men of Toronto, to address a few words of welcome to you.

Mr. Blachford: Mr. Chairman and gentlemen, I wasn't aware when I came here this morning that I was going to be called on for a speech and therefore it will not be much of a speech, but as a member of one of the retail firms of Toronto, I wish to welcome the visiting delegates from all over the Dominion; not only all over the Dominion, but I believe we have with us two or three gentlemen from Australia. We wish to make your visit to Toronto pleasant in every respect and I know that retailers like myself, if you have any spare time, will be very glad to have you call to see our places of business. We are very glad to see such a crowd turn out this morning and we believe there will be more here this afternoon.

Mr. Chairman, if you would ask me to get up and conduct a swimming class or give a little physical exercise instruction I might have been able to do so much better than making a speech of this kind. On behalf of the retailers of the City of Toronto, however, I wish to extend a very hearty greeting and welcome to Toronto.

The Chairman: I am sure we are all delighted to have these addresses of welcome and I will now call on Mr. Geo. G. Gales, of Montreal, to reply.

Mr. Geo. G. Gales: Mr. President and gentlemen, it gives me very great pleasure to thank you for your very hearty words of welcome. I can assure you that you have gone to a lot of trouble and have taken up a lot of your valuable time to prepare for this convention, and I am positive it will be a splendid success, and on behalf of the retailers from Montreal and the eastern part of Canada I want to thank you very kindly for your splendid reception, and I am sure that during our stay you will do everything to make it pleasant, profitable and enjoyable.

Mr. Stewart and I last night were told that we were going to have a rather dry reception in Toronto, and I can assure you that we have found it entirely different (laughter).

so starting in in that way I am sure the cork will be pulled and we will all have an enjoyable time. I thank you, gentlemen.

Mr. John Affleck, of Winnipeg, was then called upon but was not present.

The Chairman: I wish to thank Mr. Gales for his reply, and I will now call on Mr. E. A. Stephens, of Ottawa, for a few words.

Mr. Stephens: This is pretty sudden. I don't see my name on the programme, in fact I was rather disappointed when the programme was mailed to me that there wasn't an Ottawa man represented on some of the committees; at the same time I assure you I am very glad to be here, and on behalf of the eastern shoemen, in fact on behalf of the shoemen generally in Canada, we must thank the people of Toronto for welcoming us here, and I am sure we will have a very enjoyable time.

I believe in organization. Everything is organizing, all over the country. We have a local organization in Ottawa and we have been able to thresh out difficulties that otherwise we wouldn't have been able to, and I am sure that will be the way with this organization.

I must thank the President for allowing me to say a few words on behalf of the eastern shoemen.

The Chairman: Might we hear from Mr. Rising, of St. John, N.B.?

Mr. Rising: I am afraid you have called on the wrong man for a speech. It gives me a great deal of pleasure, however, to be present here to-day, and as Mr. Gales has said you certainly have gone to a great deal of trouble and I am sure we appreciate it. Everything looks bright for a good convention. I only regret that I won't be able to see it all through, as I find it necessary to leave this afternoon

for my trip home to St. John, but I wish on behalf of the retail shoemen of that district to thank you for the greetings received.

The Chairman: We have with us possibly one of the oldest shoemen in Canada, and I am sure we would be glad to hear from him, Mr. R. E. LaSueur, of Sarnia.

Mr. LaSueur: This is somewhat similar to the story of the young man who, when called upon to toast the bride, placed his hand upon her shoulder and said "This has been thrust upon me."

I believe, with one of those gentlemen who have just spoken, in organization. We require organization, for trades of every class are organizing, and we require organization not so much to inject ourselves into the others, but to protect ourselves from other organizations who have objects in view.

This reminds me of another story, and it is about a farmer who wanted to get a good man to drive a team of mules he owned. A young colored fellow applied and the farmer questioned him, saying, "Are you a good mule driver?" to which he replied, "Yas suh." "Can you handle a whip?" "Yas suh." "Let me see you take that leaf off of that tree." The darky did so and he went on putting him to various tests until finally he said, "See those little fellows around the trunk of that tree, knock some of them away?" "No suh, dey's organized." So I think this proves the value of organization.

The Chairman: I would ask Mr. James Acton at this juncture to perform a very splendid ceremony, I think.

Mr. Acton: We have with us fortunately this morning, gentlemen who have come to "spend a week-end" in Canada. There are three shoe manufacturers here that happened to be in the hotel from Melbourne, Australia—Mr. Harkness,

Officers of the National Shoe Retailers' Association, organized at Toronto, July 21 and 22, 1919. Reading from left to right, Edward Cook, Secretary; Warren T. Fegan, President; James W. Jump, Treasurer.



Mr. Perry and Mr. Peck—and we thought, although this is a retailers' convention, it would not be a wise thing to let these brethren of ours go through without letting them get a little bit of Canada's welcome. I suggest that we introduce these gentlemen and have a word from them.

The Chairman: While we are waiting for the gentlemen from Australia we will continue the business of the meeting. I am slated for a few words and you will pardon me if I occasionally glance at this written matter.

Chairman's Address

Fellow merchants, on behalf of the executive and the other committees responsible for the calling together of this meeting, I extend to you a most hearty welcome, and am confident we will all benefit greatly by the discussions which will take place and by the information derived from the addresses and papers that will be given.

Never in the history of the world have we been confronted with problems and conditions such as we are now and have been having since 1914.

This convention has been called for the purpose of having an expression of views upon these conditions and I now ask you to co-operate in every way possible so that we may find a proper solution for many of them at least.

There has been mention made in the daily press regarding excessive profits being made by shoe retailers. These reports were grossly exaggerated and I trust that we will see to it that the stigma placed upon us by the press is removed ere this convention is brought to a close. Our shoe journals and the retail section of the Toronto Globe have combatted these misleading reports splendidly and are deserving of our unstinted praise.

I would also call attention to the fact that we as merchants are desirous and are doing our share, and perhaps more than our share, in maintaining our country in the way of taxation while thousands are escaping. I refer now to the farmers. A statement was made in the House of Commons recently that while they represented 64 per cent. of this country, only 12 per cent. made any returns to the government. No class has been more protected and none have given less for the carrying on of the war just terminated.

We should see that no class escapes its proper share of the burden.

I believe you will agree with me when I say our government should place an embargo upon the export of leather. It would relieve the situation wonderfully. We are constantly being asked why the continued advance in price, and while we may be able to answer it with a certain degree of satisfaction to ourselves the general public, of whom we are servants, take unkindly to it.

In conclusion let me say that we are the distributors of from 24 to 28 million pairs of shoes annually, and as such let us encourage and maintain our own Canadian manufacturers in the largest degree possible.

The Chairman: I will now call for a motion for the organization of the association.

Mr. H. W. Rising, St. John, N.B.: I have pleasure in moving that this convention, duly assembled, do now proceed to organize into an association to be named the National Shoe Retailers' Association of Canada, or otherwise as may be decided in the adoption of Constitution and By-laws.

Mr. J. W. McElroy, Ottawa: I have always been a believer in organization; and I have been a member of the Retail Merchants' Association of Canada ever since its inception, and for the last ten years I have been a member of the Boot and Shoe Section of the same association; therefore, I am a firm believer in organization. I think there never was a time in the history of merchandising when co-operation—co-operation amongst the shoe retailers, amongst the grocers, amongst the hardware men and then joint co-operation of all the retailers—was as necessary as it is to-day.

I have great pleasure in being here to second this motion and I think that we should co-operate with the present organization of retail merchants in Canada. At present in the City of Ottawa we have a Boot and Shoe Section of the Retail Merchants' Association of Canada, and I think I am safe in saying that every dealer in Ottawa is a member of that association, with probably two or three exceptions; we have an active association. We meet regularly and we have been enabled by co-operating with the other sections in the city to smoothen some things out. We have got our early closing through without any trouble, and being a



First Convention of the National Shoe Retailers' Association held in Toronto, July 21 and 22, 1919. Reading from left to right, Robt. Burrell, St. Catharines; H. S. Sager, Ottawa; J. W. McElroy, Ottawa; George G. Gales, Montreal; Major Chas. T. Cahill, Boston; C. H. Ludlow, Brantford; R. F. Scott, Preston; Geo. Douglas, Winnipeg; G. M. Wachsmuth, Hespeler.

section of the large organization it gives us a standing that we would not otherwise have, and for that reason I think that we, in forming this association, should take into consideration the idea of affiliating with the other association. You can call this association whatever you will, but by affiliating with the present organization that has such magnificent equipment you will be that much more efficient.

Mr. Rising: In supporting this resolution, with the gentleman from Ottawa, I think it would be better to become associated with the Retail Merchants' Association of Canada. Personally I am a member and nearly all the eastern dealers are connected with the association. Seventy-five per cent. of the members of this association in my section signed the petition to have the stores close early. The by-law was put through. I think the idea of being affiliated and having the clerical work of the shoe association done by the Retail Merchants' Association, not only in Ontario but all over the Dominion, is a good one. I quite endorse the idea.

The Chairman: We have Mr. W. C. Miller, Secretary of the Ontario Retail Merchants' Association, with us and possibly he will be able to give us some light on this subject. You have heard the motion put, gentlemen, all those in favor signify in the usual manner. Carried.

Mr. Acton: I have much pleasure, gentlemen, in introducing Mr. Harkness, Mr. Perry and Mr. Peck, shoe manufacturers, of Australia, and we hope we will have a few words from each of them.

Mr. Harkness: We are passing through the City of Toronto and didn't anticipate that we would have the pleasure of seeing a representation of this trade that we are all connected with; however, it is a pleasure to us to be here and see such a large assembly of those interested in the business, I presume in the retail branch of the business more particularly.

We have been six weeks on the road and we are somewhat travel stained and weary and we would rather listen than talk, so if it is agreeable to you we will listen to you, and if you wish us to say anything on any subject that comes up while we are in the room we will be glad to do so.

Australia, on the whole, has much cheaper shoes than in any other part of the British Empire, that is during the war at any rate, because the government saw fit to regulate prices of hides and skins and the public of Australia got shoes, as far as we can find from trade journals and the like, at less prices than they have in other parts of the Empire. The limitation has ceased and we are now getting on to the world's values. What those values are, at the present time, I couldn't tell you. We have been away six weeks. We know they have been rising steadily week by week. Every week seems to bring on an advance in price from the United States, which appears to be the only country having leather to sell. We have practically to deal entirely with the United States in Australia for light upper leathers, although these leathers are made in Australia, but not on a large scale. Australia is a large producer of sole leather made from hides, and there is a large production of hides in the country. I think I will not detain you, gentlemen, longer.

The Chairman: It gives us a great deal of pleasure to listen to the interesting address which Mr. Harkness has given us, and we are certainly delighted to have these gentlemen from Australia with us to-day.

I will now call for a motion for the adoption of the Constitution and By-laws.

Mr. Louis Adelstine, of Montreal: I have much pleasure in moving that we now proceed to the consideration and adoption of the Constitution as prepared by the Convention Executive.

Mr. Shinnick, of Toronto: I second that motion.

The Chairman: You have heard the motion, gentlemen, those in favor signify in the usual manner. Carried.

Mr. Shinnick: What about the question of fees?

The Chairman: Is there any suggestion as to what the fee should be? It ought to be a nominal one.

Mr. McElroy: Have you formulated any idea of what the expenses of the association will be?

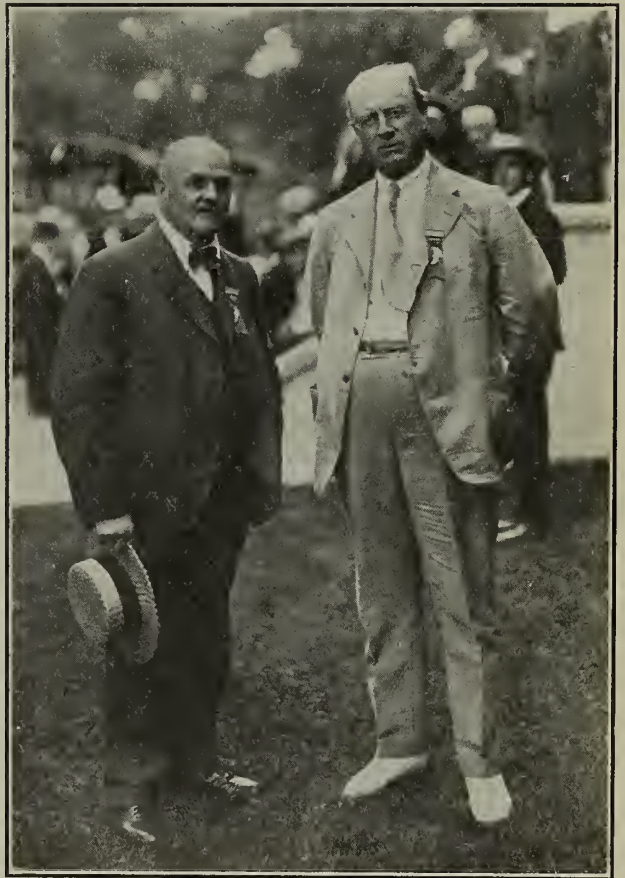
Mr. Acton: No, we haven't, although we are under considerable organization expense for the convention.

Mr. Shinnick: I would move a committee be appointed to take up the question of fees.

The Chairman: Would a suggestion coming from the chair be wise, I wonder? That is that the fee be \$5.

Mr. Gales: I think the suggestion of our friend that a committee be appointed to look into the matter and report on further conference, that is perhaps this afternoon or to-morrow morning, is a good one; say a committee of two or three. I would second his motion.

It was agreed that Mr. J. H. Carkner, of Ottawa, Mr. Geo. G. Gales, of Montreal, and Mr. J. H. Shinnick, Toronto,



First Convention of the National Shoe Retailers' Association of Canada held at Toronto, July 21 and 22, 1919. Warren T. Fegan, President (at left), and James Acton, of THE SHOE AND LEATHER JOURNAL (at right), Chairman of the Entertainment Committee, who presided at the banquet.

be appointed a committee to go into the question of fees and report at a later hour.

The Chairman: Now, if the Secretary will read the Constitution and By-laws clause by clause I will put the question for their adoption as they are read.

Clauses (1), (2) and (3) were read by the Secretary and adopted by the meeting.

Clause (4) was then read by the Secretary.

Mr. Burnill: Don't you think that is a very cumbersome committee. It would cost an awful lot to collect that executive together.

Mr. Acton: You will find later on that it is the idea to have a local executive in each of those sections which will attend to the local business.

I might say in regard to affiliating with the Retail Merchants' Association, when the temporary executive brought this up, the whole idea was that the association should co-

operate with the other association but without any direct affiliation with it. The idea was that the shoemen should have an organization, not to do the work that the Retail Merchants' Association is doing, but when things arise, as has been the case during this last two or three years, affecting retail shoe interests it would be wise to have a body that could act for the retail shoe trade. An organization that could quickly get together and act with shoe manufacturers and tanners and claim consideration on any matter seems essential.

Mr. Stephens: In connection with what has been said in regard to the Retail Merchants' Association, I can perhaps give you a good example of its value. In Ottawa we had some very undesirable advertising being done there by two stores. We decided to go after them. Well, as a shoe organization we would have been absolutely hopeless. We appealed both to the local and Dominion secretaries of the Retail Merchants' Association and they took the matter up. The merchants were brought to court, we got conviction against one and would have done so with the other had he not perjured himself. I feel this: we can go ahead, we can talk styles to manufacturers and do everything as retail shoe merchants, but we would be very much stronger by affiliating with the Retail Merchants' Association. They have got the organization through the Dominion, they have got travelling men and everything to aid us and help us in securing members and strengthening the organization.

Clauses four and five were then adopted by the meeting, and the secretary read Clause (6).

Mr. Carkner: There is only one thing in connection with that; if we get members from all over the Dominion and they wish to be members of this organization but cannot attend a convention, they still might want to vote by proxy or send their vote by mail, and if you put it here by ballot or majority of those members present it excludes those others from their proper privilege. I would make a motion that the words "or by proxy" be added.

Mr. Budreo: I don't think that would be a very wise clause to put in that constitution, for I don't think you would find a clause like that in any organization. I think by that amendment you would be placing yourself in a very undesirable position, and I don't think it would be wise. I think you will find that officers are elected in like organizations by a majority vote of those present, and I think that is really the only fair way. I would therefore express myself as being opposed to that clause going into the constitution, for I can see a great deal of danger.

Mr. V. C. Taplin, Toronto: I belong to a dozen companies and I don't know one that a member of the company cannot be represented by proxy. It is only right that this gentleman from Ottawa, if he is unable to attend next year, should have a voice in the business of the association.

Mr. W. Burnill: You have to consider this association as one not formed from other associations. A good many of these associations that have been referred to, where they send in their votes by proxies, are a sort of partnership business, somewhat different to this organization. I think it would be wise to follow the simple method, the one that is almost universally used for associations of this kind—simply elect your officers by members that come to this convention.

Mr. Acton: On behalf of the committee I might say here that the committee agreed with what one gentleman has said, that it would be absolutely impossible to have a proxy vote in the election of officers. If you will permit me to say, the proxy custom is bad enough in ordinary business, but if you ever get it into a social or business organization of this kind you are going to have trouble.

Mr. Carker: I will withdraw my motion then and wait until next year.

Clause (6) was then adopted, and after reading, clauses

(7), (8), (9), (10), (11), (12), (13) and (14) were accepted. A discussion took place on clauses 10 and 14.

Mr. Shinnick: There is nothing said regarding what day the election of officers is to take place in the meeting. I think that is a point that should be considered.

Mr. Adelstine: I think with reference to the election of officers, since you are going to have delegates from different provinces, representing different parts of Canada, that it would be more advisable to have a nomination made in each district and each local council send their representative, and that will save the convention the trouble of going into the matter of nominations while in session.

Mr. Shinnick: Well, if I understand this clause it is for the nomination of the general officers, not the local. You know at meetings of this sort it is the general custom to let things slide on the first day; all are good fellows and they perhaps don't like to raise the objections that they might later on after they have been sitting on hard chairs for a while. And I think sometimes that better material would be brought out if you get a chance to become acquainted. For instance, you come here and you hear some man and he impresses you and you say, there is a man that should be holding office; so, in my opinion, it would be better to hold the election toward the latter part of the convention.

Our general committee must be one that we must be very careful in selecting. We want the best man in the best places and we want to be careful in selecting our members for the general committee. I don't know a lot of the gentlemen present here to-day, but if I had a chance to mingle with them for two or three days I might change my idea of voting.

A discussion on the affiliation of the Association with the Retail Merchants' Association followed.

After the discussion was concluded the special committee appointed reported recommending that the membership fee be placed at five dollars. The Constitution and By-laws were then adopted as a whole on motion by Mr. Shinnick, seconded by Mr. Gales, as follows:

CONSTITUTION AND BY-LAWS

Name

(1) This Association shall be called the National Shoe Retailers' Association of Canada.

Object

(2) It shall have for its object the promotion of better social and business relations between its members, the development of up-to-date methods and ideals in shoe retailing, the discussion and correction of trade evils and abuses, the encouragement of the formation of local organizations of shoe dealers and in every possible way to promote the interests of its individual members and the welfare of the trade at large.

Membership

(3) All bona fide retail shoe dealers of good standing shall be eligible for membership (subject to the approval of the Executive Council of the Association) who pay the annual membership fee of five dollars.

Officers

(4) The officers of the Association shall be a President, five Vice-Presidents, a Secretary and a Treasurer, who shall be elected annually from amongst the membership.

Executive Council

(5) The Executive Council shall consist of the above named officers and fifteen members—three for British Columbia, three for Saskatchewan and Alberta, three for Manitoba, three for Ontario, three for Quebec and three for

the Maritime Provinces. These shall be elected annually from amongst the membership.

Elections

(6) The Officers and Executive Council shall be nominated and elected annually at the annual meeting of the Association by ballot on a majority vote of those present.

Duty of Officers

(7) It shall be the duty of the President to preside at all meetings of the Executive Council, and to exercise a general supervision of the work of the Association. It shall be the duty of the Vice-Presidents to preside when requested by the Executive Council, in the absence of the President, and to preside at local executive meetings in the districts they may represent.

It shall be the duty of the Secretary to keep an accurate record of the proceedings of all general and special meetings of the Association, as well as of the Executive Council, to keep a list of the membership, to conduct the correspondence of the organization and to give due notice of the meetings of the Association and the Executive Council.

It shall be the duty of the Treasurer to receive all monies arising from membership fees, dues, assessments or other sources and to deposit same to the credit of the Association in a chartered bank. He shall pay out of such sums from time to time the regular legitimate expenses of the organization as authorized by the Executive Council, or in the interval of Council Meetings, such accounts as are verified by the signature of the President and Secretary.

Duties of the Executive Council

(8) It shall be the duty of the Executive Council to arrange in advance for the holding of all general and special meetings of the Association, to provide a programme of procedure for same and to make such arrangements as may be necessary or deemed desirable for the convenience or entertainment of members at such meetings. It shall be the duty of the General Executive to receive and consider in advance of such meetings any complaints, grievances and any proposed action affecting the interests of the Association, its members or the trade at large, and to present same for consideration of such general or special meetings.

In the interval of the meetings of the Association or in any case of emergency it shall be competent for the Executive Council, duly called by the President, to take such action as it may deem desirable and expedient in the interests of the Association.

Local Executive

(9) The Local Executive in each district, consisting of the vice-president and the three members duly appointed, shall be competent to meet from time to time to consider and adjust local grievances or difficulties or on failing to do so, to refer such matters to the Executive Council.

Annual Meeting

(10) The Annual Meeting of the Association will be held on the second Tuesday in the month of July, in each year, at a place to be decided by the Executive Council, provided such place has not been definitely fixed at the previous annual meeting or that circumstances have arisen to warrant the Executive Council changing same.

Special Meetings

(11) Special meetings of the Association may be called at any time at the discretion of the Executive Council or upon a demand made in writing upon the President by seven members in good standing. Only such business as is specified in the notice shall be transacted at any such special meeting.

Notices of Meetings

Notice shall be given to the members of each annual meeting of the Association by the Secretary in writing or by circular at least thirty days in advance of such meeting, and in the case of special meetings fifteen days' notice shall be given.

Notice of the Executive Council meetings shall be given by the Secretary at least ten days in advance of such meetings and in the case of Local Executive, by the local vice-president five days.

Quorum

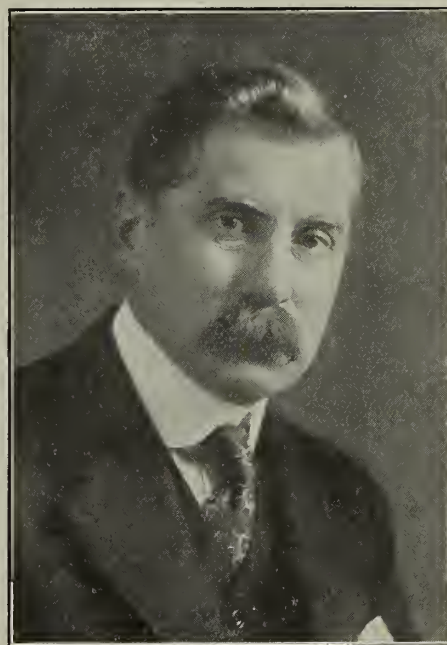
(13) At any Annual or Special Meetings of the Association twenty-five members shall constitute a quorum, and at any Executive Council meeting seven members shall constitute a quorum for the transaction of business.

Elections

(14) The Election of Officers and Executive Council shall take place at the annual meeting and shall be by ballot. It shall be competent nevertheless at any annual meeting for the presiding chairman to cast a unanimous ballot for any list of nominees duly nominated individually or by report of a nominating committee, should there be no objection taken to any or all of such nominees.

Term of Office

(15) Officers and Executive Council so elected shall hold office for one year, or until their successors are appointed. The Executive Council shall have the right nevertheless during the year to fill any vacancies that may occur either



GEO. G. GALES
Montreal, Vice-President for Quebec

amongst the officers or Executive Council, such appointment to hold good only until the ensuing annual meeting.

The Constitution and by-laws of the Association may be added to or amended by a majority vote at any annual or special meeting called for the purpose, but notice of such proposed amendment or addition shall be given in writing to the President or Secretary at least thirty days in advance of such meeting.

At all meetings of the Association a majority vote of members in good standing shall be decisive.

The order of business at all general and special meetings of the Association shall be as follows:

- (1) Reading of Minutes.
- (2) Business arising from Minutes.
- (3) Reports of Committees.
- (4) Unfinished Business.
- (5) New Business.
- (6) Election of Officers.

The Chairman: I am sure I have much pleasure in calling upon Mr. F. S. Scott, M.P., President of the Canadian Shoe Manufacturers' Association, to address us this morning.

Address of F. S. Scott, M.P.

A Practical Delineation of Canada's Great Opportunities in the Great Work of Reconstruction

LET me extend to you, in the first place, my congratulations upon your decision to form a National Association of Shoe Retailers in Canada. You are identified with a most important trade. Problems will, from time to time, confront you that can best be solved by a co-operative effort on the part of those engaged in the business, and I have no doubt that after your organization has been under way for a short time that you will wonder why it was not started years ago. The Shoe Manufacturers' Association of Canada, whom it is my privilege to represent here to-day, formed an association. It has been less than one year in existence and yet we have found that an organization such as we have serves a most useful purpose and cannot but result in great good, not only to ourselves, but to the people generally. There is perhaps some tendency on the part of the general public to feel that organizations of one kind and another, and we have a great many of them at the present time, are concerned about their interests alone. I am convinced for the most part such organizations are inspired by no selfish interests, but in the hope that they may improve conditions and in that way give better service to the general public. I feel that that is the object which you have in gathering together at the present time and by keeping that object continually before you nothing but good can result. I might say that an organization such as yours has a great deal in common with the Shoe Manufacturers' Association of Canada. I wish to assure you that the Shoe Manufacturers' Association will be glad at any time to co-operate with you and I have no doubt that by getting together on certain questions of mutual interest that great good and benefit will result.

I am asked in the few remarks which I shall make to-day to say something to you about shoe manufacturing in Canada. Many of you who are members of this association have been associated with the shoe trade in Canada for a much longer period than I have. Those men have seen great changes in the industry, but even others who have not been associated with it so long will admit that shoe manufacturing in Canada has made wonderful strides during the past few years and that there has been a great improvement in the product of our factories and that the goods turned out compare very favorably with the product of any other country. I feel that if the shoe manufacturing industry in Canada can continue during the next ten years to make the same progress as it has made in the past that it will be able to meet competition in the quality of its product and have no reason to be ashamed. Looking over the census of figures of 1917 some time ago I was surprised to learn of the extent of shoe manufacturing in Canada. I found that there were 185 factories devoted to the production of leather footwear in Canada, with a capital invested of \$31,486,000 and turning out goods to the value of \$50,000,000.

We have heard from time to time about the importation of American footwear and the average citizen has been under the impression that a very large proportion of the shoes consumed by the Canadian public are imported. Such is far from being a fact. Canada is producing in her own factories about 95 per cent. of all the shoes consumed in the Dominion of Canada, and when we consider the strong prejudice in the minds of many people in favor of imported articles, when we consider what a factor changes in styles are in this industry, it seems to me that the record of the Canadian shoe manufacturing industry in supplying the home market is a good one. In this connection I might say that during the past few years I think the Canadian shoe manu-

facturers have a great deal to thank the Canadian retailers for on account of the way in which they have encouraged the sale of Canadian made shoes in preference to the imported article. The figures which I have just given and the results which have been achieved could only have been brought about by having the active co-operation and assistance of those whose work it is to distribute the product to the consumer.

From a national standpoint, while it has been desirable in the past that we should produce manufactured goods in Canada, it is infinitely more so in the years that are to follow. Before the war, in 1913, Canada had an adverse balance of trade amounting to \$314,000,000. We bought more goods than we exported. The war came, and owing to the large shell orders that were placed in Canada and the demand for our food products abroad, we have changed this adverse trade balance of 1913 to a favorable balance in our national trade in 1917 of \$557,000,000. That is, we received from abroad \$557,000,000 more for our products than we paid to foreign countries for our imports. Happily the war has been brought to an end, but the Canada of to-day is faced with



F. S. SCOTT, M.P.
Galt, Ontario

conditions altogether different from those which existed prior to 1914. If this country were to go back to the pre-war trade conditions we would not be able to carry on. The cost of the war to Canada was about one billion, 500 million. We have pensions to meet in addition to our regular expenditure. The only way in which we can meet this condition is by placing our trade and industries in peace times upon what might be described as a war footing. What we require in all lines is production. During the war we used to refer from time to time to what a splendid opportunity the steel manufacturers of Canada had in the production of munitions. While much has been said about profiteering in connection with the shell industry I think that this also can be said, that the men engaged in that industry measured up splendidly to the occasion. They produced munitions in Canada of a quality and in such quantity as was not thought possible or dreamed of at the begin-



TO THE SHOE RETAILERS OF CANADA:

The first Convention of the National Shoe Retailers' Association of Canada has been held.

It was a splendid success, and those who attended were amply repaid and are justly enthusiastic.

Every real live Shoe Merchant should be a member of this Association, for only by better knowing your competitors, and Retailers from other sections of the country, and a hearty co-operation together, can your own and the interests of your Trade be best served.

We congratulate the Association and wish it every and continued success.

*Blachford Shoe Manufacturing Co. Limited
Toronto*

ning of the war. The record of labor in this same connection was a magnificent one. The Dominion of Canada had fewer strikes and fewer labor disturbances during the war than any other country, and the way in which our workmen applied themselves to the production of munitions showed clearly that properly organized Canadians could compare favorably in the manufacturing industries with any other country in the world. My thought is that in the future we have got to get the ordinary lines of industry upon practically the same basis as our shell industries were in during the war.

The period of reconstruction is upon us and I believe that it offers the same opportunities in the industries and in agriculture to Canadians that obtained during the war. In this connection it is important that our industries should keep before them that they owe their first duty to the Canadian home market. We must keep that supplied, but it is our duty too in all lines of industry to redouble our efforts and endeavor to manufacture and produce as much of the goods that are required by Europe at the present time as is possible.

A most difficult and unlooked for condition confronts us in the shoe manufacturing business at the present time. During the war we were greatly handicapped for lack of help and production fell off, increasing our manufacturing costs. With the conclusion of peace and the return of the armies from overseas it was felt that there would be a great surplus of help and that there would be unemployment, perhaps, in our industry. The very opposite has been the result. There is just as great scarcity of help amongst shoe manufacturers in Canada to-day as there ever was. Employment could be found for a great many more people if they were available, and just as shell manufacturers pressed into service men from other lines of trade, so it will be necessary for us to utilize in our industry during the next few years, labor from other industries upon which there is not such a strong call at the present time. It was felt by financial men that with the conclusion of peace there would be a considerable drop in the price of most commodities. The very opposite has been the result in the shoe and leather industry. After the end of the war, in conversation with leading tanners, men whose business it was to study the hide markets, they were of the opinion for the most part that the proper policy to follow would be a conservative one and that the high levels that had then been established would probably decline. We find however that hides and leather have increased in price since the stopping of hostilities to a tremendous extent. Leather buyers have come into Canada and the United States and have cleaned up all the available stock, forcing prices to unthought of levels, and we are face to face with conditions to-day without a parallel, even during the difficult days of the war. I am convinced that we on this continent have under-estimated European conditions. In conversation with a gentleman whose family lives in Europe, he stated that they had not bought for their family a pair of leather shoes since 1914, and that there were none to be had. The demand for goods from Europe in the leather trade seems to be unlimited, and in my opinion it is going to take some years for it to be filled. As long as this condition of affairs exists it would not appear that there is much chance of seeing anything else but dear leather and footwear. I said a moment ago that our first duty as Canadian manufacturers was to the Canadian people. We must keep this constantly before us. In that same connection the first duty of the Canadian tanner I consider is to the Canadian shoe manufacturer. He should look after his home market. I feel that it is only fair that I should say that during the four years of war the Canadian tanners kept this idea constantly before them and the Canadian shoe manufacturers were treated very fairly under difficult circumstances by the tanners. In many cases Canadian tanners could have received larger prices for their products by shipping them abroad and to the United States, but they filled contracts

which they had with the Canadian shoe manufacturers on a very favorable basis. The best evidence of this is the fact that the Canadian Government were able to pay their military shoes at prices considerably less than was paid by the American Government. The records show that goods bought at the same time by both Governments' Canadian prices were more favorable. Having said this, I think that it should be the object, not only of our own industry, but in all industries to manufacture as much of our raw material here in Canada and export it in the shape of finished goods. Take, for instance, in our industry, if we can build up shoe factories in this country to take up the raw material as we receive it from the tanners, instead of sending it abroad in the shape of leather, how much more it will mean to our national wealth. There can be no doubt about the greater production the lower the cost of production, and if our factories during the next few years were able to double their production of shoes the result would be that we would be able to produce our goods for the home market at a lower cost, resulting in benefit to the consumer and at the same time giving employment to thousands of people in this country, and bring about a period of progress and development such as we have never known.

There is just one other matter that I would like to refer to, as I think it is of great importance at the present time, and that is the labor situation. In speaking of it I am liable to be misunderstood. I feel that altogether too much agitation is being carried on at the present time in favor of shorter hours. I am not speaking from a personal standpoint, because after all it does not make a great deal of difference to the individual manufacturer if all are placed on the same basis, but from a national standpoint I feel that it is a mistake at the present time to radically shorten working hours and curtail production. When the war was at its height, and when we were uncertain, as we sometimes were, of the future and when it would all end, we felt at that time that we were prepared to make any sacrifice in order that we might see it through to a successful conclusion. While the war is ended the conditions brought about by the war cannot be disposed of by a stroke of the pen. Fifty million men have been taken out of productive occupations and turned into the greatest work of destruction the world has ever seen. It is not reasonable to expect that with the stopping of hostilities we are going to go back to the old order of things that existed prior to the war. It will take years of reconstruction to bring that about. I believe that labor as well as every other class in the community should keep this idea before them and that we should be prepared to work harder and produce more during the next few years in order that we may discharge the obligation which has been thrust upon us as a result of the war. Canada has a great opportunity. As I pointed out, I believe that we can put our industrial life during the reconstruction period to what might be described as a war basis. Properly taken advantage of it will mean not only that we will be able to discharge and meet our national obligations, but it should also mean great prosperity to our people. High wages will prevail. It cannot be otherwise and I do not think that the efforts of labor leaders during the next few years should be directed not so much to the securing of shorter hours, but rather to seeing that labor receives its fair share of prosperity which should come to this country.

I understand that Mr. Davis, one of our leading tanners, will address you to-morrow. He will be able to give you some idea of what basis there is for the increased cost of shoes which will confront you for some time to come. I have not dwelt upon this, as he will be able to speak to you with more authority than I could.

I thank you for the opportunity which you have given me of appearing before you, representing as I do the shoe manufacturers of Canada, and I trust that the organization

which you have just started at this time will be successful and that it will have many years of great usefulness and that the retail shoe trade of Canada will get their fair share of that prosperity which I believe will come to this Dominion of Canada.

The Chairman: I am sure we are all delighted with Mr. Scott's very interesting talk, and I have now great pleasure in calling upon Mr. R. H. Greene, of the Gutta Percha and Rubber Company of Toronto, for a few remarks.

Rubber and Its Relation to the Shoe Trade

By MR. R. H. GREENE, of the Gutta Percha and Rubber Limited

Mr. Greene Gave Some Reasons for the Price of Rubbers Which Has Not Grown So High as Other Commodities

MR. CHAIRMAN and members of the Canadian National Shoe Retailers' Association:

I have only a few words to address to you to-day; the fact of my name being on the programme to-day is somewhat accidental, because it was expected that Mr. Jamieson, President of the Dominion Rubber System, would be here, and I was very much disappointed to find that he could not come. He prepared an elaborate address on the question of rubber, but he didn't leave a copy with me. I would certainly have enjoyed reading it.

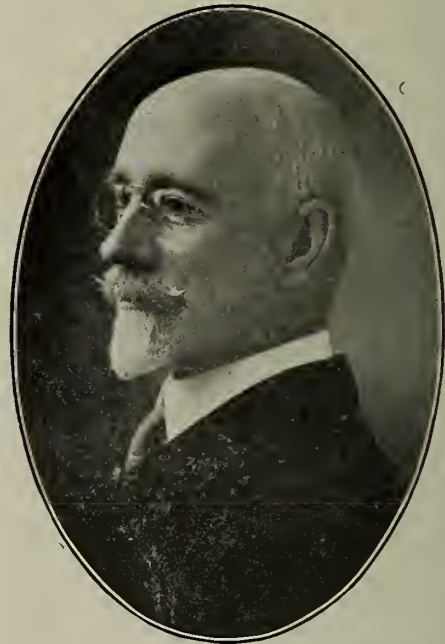
I feel very much at home in a gathering of shoe men, because I have been identified with that industry, in one way and another, for, well I wouldn't say a century, but it is certainly half a century, anyway. I doubt very much if there is anybody in this room can say that they have been identified with this industry for as long as that, and I feel that I am still going fairly strong. For many years I was connected with the leather shoe manufacturing, but for the last twenty-five I have been in the rubber industry and I regard it as a very, very fascinating employment.

I have been asked to say something on the question of rubber, which is a rather appropriate subject for such a wet day, and in that connection I want to say that rubber is a very interesting product of nature. It enters more or less into every industry in the world. I fancy there are very few industries that don't use rubber. Rubber helped to win the war. I have just read a long article on that and it showed how wonderfully the possession of all the rubber needed by the Allies enabled them to carry out operations which otherwise would have been unsuccessful, and on the other hand, the lack by the enemy prevented them carrying out many things they would have liked to have done.

Now, on the question of rubber, I perhaps know something. I am pleased to say also that what I don't know about rubber would fill a very large library, but there are some things I do know. I have been asked to explain why rubber has maintained its relatively low figure all through the war, and ever since the war, while everything else has skyrocketed in price. Twenty years ago the total production of wild rubber, that is rubber gathered in the wilds and jungles of South America, would be in the neighborhood of fifty thousand tons. If we had to depend on fifty thousand tons to-day automobile tires would be absolutely prohibitive in price, rubber shoes would be a luxury for the rich, and that would be a sad state of affairs, because Providence in its wisdom has ordained that rubber boots are necessary to health.

Now, about forty years ago Brazil, the home of the best rubber, was very jealous of that rubber and forbid the exportation of rubber seeds; however, two energetic Englishmen succeeded in smuggling out a considerable quantity of seeds and some of those were taken to England. They

grew there, but did not prosper and it was decided that the damp climate was not just what was required for their proper raising or for the production of rubber. They then took the seeds to Ceylon and it was found to be exactly suitable, just what was required. That started considerable speculation in rubber; millions were invested, millions were lost, but in the year 1900, plantation rubber, that is rubber that is scientifically planted, scientifically gathered, was produced for commercial uses in considerable quantity. There are to-day in cultivation something like two and one



R. H. GREENE
Toronto

quarter million acres planted in rubber and something like over \$325,000,000 invested, and the beauty of it is that 85 per cent. of it is all produced under the British Flag; therefore, you can understand why England, during the war, controlled the rubber situation absolutely. Even the United States, who take 66 per cent of all rubber produced in the world, were obliged to get all her rubber through permits from Great Britain, permits that Great Britain issued to her Allies, but many could not get any rubber.

Now, while rubber on account of this vastly increased production, running it up to three thousand tons instead of sixty thousand tons, the consumption of rubber increased enormously, but the production of rubber kept pace with it.

Now, it is asked of me, why if the price of rubber has

not increased has the price of rubber shoes gone up so. I asked our superintendent what he would say, and he told me that the other articles that go to make up rubber shoes, such as cotton and so on, have gone up enormously. He quoted advances as fifty per cent. and went up as high as four hundred per cent. And then, there is the question of increase in wages of labor. We have increased our scale until we are weary of it. On that question I was very much interested in what Mr. Scott said in the matter of production. That is what we are all trying to do, but we cannot get sufficient help. There is no need of unemployment to-day. We are after help all the time. Last year we had the largest placing of orders that we have ever had. This year it is very much lighter. We are not at all discouraged about that, because it will enable us to fill our orders. Naturally, when the placing is small we can do this. We could, as a matter of fact, sell every pound of rubber we manufacture on foreign markets. We have done something in this line, because on every side we are urged to export.

Now, that is all I have to say, except that representing, as I presume I am to represent, the rubber shoe manufacturers, I extend to the delegates of this Convention a very, very hearty welcome to this great city. I think it is a great city. I have lived here for a good many years and with all its industries it certainly takes a very prominent place to-day. We are not proud of some of our business streets, but we are proud of our residential streets, and if perchance

any of you should visit any of the golf links, why, they are dreams. I only hope that the further proceedings of this convention will be successful and result in the fact that the first convention you have held, and are now holding, will be one of the very best.

The Chairman: I am sure we are deeply grateful for the address and information Mr. Greene has given us on the rubber situation, and if you will bear with me just a couple of minutes I think we can finish up the few matters of business there are left.

The following members were appointed a Committee on Resolutions: Messrs. Blachford, of Toronto; Adelstine, of Montreal; LaSueur, of Sarnia; Cook, of London; Stephens, of Ottawa; and the following were named for the Committee on Nominations: Messrs. McElroy, of Ottawa; Burnill, of Toronto; Wright, of Strathroy; Foley, of Bowmanville; Forbert, of Lindsay, and Acton and Cook, of Toronto.

The meeting was then adjourned by the Chairman at 12.30 until 2:00.

SECOND SESSION

Monday Afternoon, July 21st

At 2.00 p.m. the Chairman called the meeting to order and said: The first item on the programme for this afternoon is that of an address and discussion on Advertising by Mr. R. A. Baker, of the Baker Advertising Agency, and I have much pleasure in calling upon Mr. Baker.

Mr. R. A. Baker's Address on Advertising

A Pithy Discourse on an Important Subject and Most Satisfactorily Handled by the Speaker

AS soon as a merchant opens his doors for business, he proposes to sell. Most retail merchants do all their selling in the store.

Modern merchandising has substantiated the fact that there are two methods of selling, the written and spoken message. One is as important as the other.

Written messages are usually spoken of as advertising—the vocal message is delivered by the merchant when his customer enters his store. But I want everyone in this hall this morning to realize that one message is as important as the other, and my remarks, as per your programme, will be confined to the written message—advertising.

There are many means by which shoe merchants may advertise—all of them have some value—some of them cost very little, but are often neglected, except by the wide-awake merchant.

In the first instance, how many men take advantage of their window display—how many men realize that they are paying high store rents for conspicuous location and the only value this location can give them, from an advertising stand-point is their window display? If it were not for this window display, advertisingly speaking, the merchant might as well have his store face a back lane.

I wish to impress on the merchants here to-day that over 50 per cent. of the rent they pay is for a prominent window display.

How many merchants go to the trouble to create a real window display, or dress their window often? Your window should be changed at least twice a week; no unseasonable merchandise should ever be shown in your window; your best values should be displayed in the window and

priced. If you are carrying a line of well-advertised merchandise, display that merchandise in your window.

Frequently ask the manufacturer's assistance for window displays. 90 per cent. of manufacturers advertise



R. A. BAKER
Toronto

now-a-days; nearly all of them can give you splendid assistance in dressing your window.

Every store where every up-to-date merchant is, has a policy—principles upon which he runs his business—if he

hasn't, he should have. Inside his store these principles, good business what he believes in, should be displayed in attractive cards. As an example I refer you to courtesy cards, as created and used by the Sterling Bank of Canada. In this campaign the customer of the Bank is impressed with the Bank's principle, that of extending courtesy to anyone who may enter its doors.

I have dealt with the possibilities of advertising to people who pass your door or come into your store, but they are only a small fraction of the people that you should be selling to all the time.

This leads us to what class of advertising the merchant should do to reach his community. If the merchant is one of the larger stores in a small town, I would advise him to use his local paper as well as specially prepared circulars and folders. If he is a merchant in a large community and not situated in the center of the shopping district, I would advise him to confine his effort, providing there is no local newspaper to the circulars and folders.

In the preparation of these circulars and folders for the advertising, one must bear in mind that he is selling—selling all the time. But he also must remember that he is putting himself on record on every statement that he makes, and there must be no doubt about the accuracy of these statements. Claims that are made in the piece of advertising must be substantiated by the goods in the store. If he offers a bargain in his advertising, the goods must be as represented—in other words—advertising must be 100 per cent. honest. A false statement in an advertisement is dangerous and defeats the end for which advertising is created. If you should advertise a certain bargain and a person comes in and finds the article is not what you have represented it to be he will go out and tell a thousand people, and that is one of the serious come-backs in advertising and that sort of advertising will do you a tremendous lot of harm.

The amount of money spent on advertising depends upon the merchant's turn-over, and any figure up to 5 per cent. of his turn-over is a safe and conservative expenditure. The average expenditure for retail stores, I believe, would be anywhere between two and three per cent.

There is a retail merchant in Toronto to-day—we have had the honor of handling his account—who is spending 30 per cent. of his turn-over the first two years in advertising. I don't think I would do that, but he is, and he is doing it successfully; but 5 per cent. is a safe and sane investment in advertising. Some of the biggest stores in America, and in Toronto, spend between two and three per cent. of their turn-over in advertising.

In spending money in printed matter, if advertising new goods, seasonable wording and advertisements should be coached in dignified terms and printed with due respect to the high-class message that has been made.

Supposing now that a manufacturer has sold you a particular line of goods, now you don't want to turn out a folder for this particular line cheaply printed on a poor quality of paper. Use discrimination and see that this folder be prepared in a dignified way. Read your trade paper and get a suggestion on the most dignified advertising. I don't

care how poor people are, they can still appreciate good things and they know them when they see them. Therefore be sure that your written messages are dignified and be very careful about your printing.

In advertising bargains, language should be chosen from the standpoint of impressing the value-giving viewpoint, and a dash of color or out-of-the-ordinary advertising in your lay-out will attract attention. Bargain announcements should be always larger, more impressive-looking than the regular seasonable advertising. If you are using a daily or weekly newspaper, your advertising should be confined altogether to a talk on value, merely mentioning the good style and the quality; price is the main consideration in the bargain advertisements. The mere brutality of space is an asset in advertising a bargain. A merchant may use a small advertisement for his regular announcements, a small nicely assembled advertisement, but when he is going to put in a bargain advertisement I would make it five times as big as the regular one, for the mere brutality of it shows the bargain is important, and if you bargain advertise the thing to impress is that the sale is a real important one. So increase your bargain advertisements in size, the size of your folders, put a dash of color in them and whatever you say in them, make it impressive.

If you are making your regular announcements of new styles, the price should be mentioned merely as an incident, but should always be mentioned.

An advertisement loses 60 per cent. of its value immediately it is put out without the price. I was at a convention of the Packard Company in Detroit some three weeks ago, talking on advertising. I was asked if in my opinion it would be advisable for the Packard Company to put in the price of their car in their advertisements, and I immediately answered and said yes, by all means.

Every merchant should advertise—every retail shoe merchant in this hall to-day, if he is not an advertiser should be one. You are not getting 100 per cent. or anything like it out of your possibilities if you are not advertising. If you are unable to write your own advertising and cannot get any one in your community who can write advertising, you can quickly take a course in advertising that will enable you to, at least, prepare copy. Since I prepared this little talk I have found that there are departments that will take care of your advertising troubles in trade publications.

The most enthusiastic merchants are the most enthusiastic advertisers. Probably if some of you men would devote some of your spare time to some of the advertising as applied to your business, you would become enthusiastic. Enthusiasm begets success—success begets profits, and profits are the only justification that you have for being in business.

I thank you, gentlemen, for the opportunity of addressing you.

The Chairman: I am sure we are grateful to Mr. Baker for his very interesting talk.

I have now much pleasure in calling upon Mr. F. W. Stewart, of Montreal, who will talk to us on the question of "Making Your Business Pay."

Making Your Business Pay

By F. W. STEWART

An Exceedingly Profitable Address That Created
Much Interest and Opened Wide Discussion

MEN enter into business for themselves, in which they invest their money, with a desire and an ambition to build up their business on profitable lines, thereby establishing themselves in the community as successful

business men. A business is not successful unless it produces profits.

To produce profits a business must earn a fair per cent. of profits over and above all expenses. I would consider that

a net profit of 10 per cent. of sales is fair and desirable under normal conditions.

Ninety per cent. of the men who start in business are unsuccessful for the reason that they have not operated their business on a profit-making basis.

The reason for so many businesses being unsuccessful is not on account of lack of business, but from lack of knowledge of the proper methods of operating a business on a basis which will produce a surplus over expenses.

The average merchant will work day and night, six days in the week, to make his business pay; many will deprive their families of the comforts of life to help pay their bills when they come due, but even under these conditions many are unable to meet their obligations.

What are the fundamental principles which allow a man to build up a progressive, paying business?

I would place the main factors in the following order:—

1. Correct methods of figuring profits.
2. Itemizing your expenses.
3. Departmentalizing your store.
4. Frequent turnover of stock.
5. Clerks of high standing and selling ability.
6. Truthful advertising.
7. Purchasing of merchandise manufactured by reputable companies.
8. Proper window and store display.

Permeate your business with your own personality, instilling it as strongly as possible into your clerks, so that the people of your town or city will want to spend their money in your store, rather than in other stores.

Add to these service, and your business must succeed.

In the limited time at my disposal I will dwell upon only three phases of retail merchandising, which are, in my opinion, those which most seriously affect the earning powers of a business. They are:—

- Figuring your profits.
- Itemising your expenses.
- Departmentalizing your store.

Figuring Your Profits

The figuring of profits is undoubtedly the most important factor of merchandising, for two reasons. First, because you cannot make money in your business unless you sell your merchandise at a profit over and above your total fixed charges or overhead expenses. Second, for the reason that so many merchants figure their profits incorrectly.

If there are any merchants in this audience who are figuring their profits on an incorrect basis, and I can demonstrate to only one that he is doing so, I will consider that my talk to you has been of some value.

In discussing profits with merchants, covering a period of many years, I find that it is the custom with a large number of them to figure their profits on invoice price, and expenses on selling or sales price. This is a fatal error and is the cause of most of the failures which occur.

It is the general custom to figure expenses on selling or sales price. This is as it should be. Therefore profits should be figured on the same basis. You cannot use one set of figures upon which to figure expenses and another for profits. The same figures must be used for both.

The first fact I wish to make clear is that 50 per cent. advance on invoice price does not give you 50 per cent. gross profit.

If you buy shoes for \$4.00 and sell them for \$6.00, you get 50 per cent., or \$2.00 advance on your invoice price. Having based your expenses on your selling price, \$6.00, you must figure what per cent. your gross profit, \$2.00, is of that amount. We find that \$2.00 is one-third of \$6.00, therefore your per cent. gross profit on the sale is 33 1/3 per cent.

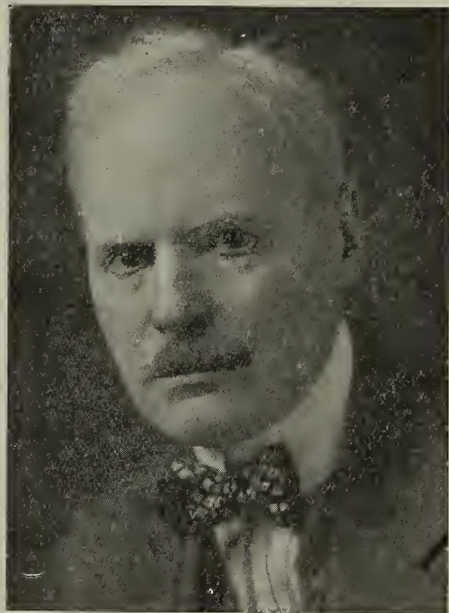
If your expenses are 30 per cent., your net profit is 3 1/3 per cent.

If all your merchandise is marked on this basis, and your expenses are as stated, your net profit on your sales for the year would be 3 1/3 per cent., if all your sales were made at the regular selling price, which, of course, is not the case, as a certain per cent. of your sales are always made at less than the regular price.

Remember that it is the price at which your merchandise is sold which makes up your total sales for the year. Invoice prices have no effect on your volume of sales.

Expenses and profits can be figured on invoice price, if desired, but sales figures are more convenient, for the reason that it is easier to use your sales figures, rather than the invoice prices of all the articles sold during a day, a month or a year. The net result of the figures would be the same, no matter which you used, but the main point is that the same figures must be used to figure both expenses and profits. I cannot emphasize this too strongly.

A simple short cut method to ascertain the per cent. of profit you are making on any article is to subtract the invoice



F. W. STEWART
Montreal

price from the selling price, dividing the selling price into the difference, adding two ciphers to the latter, and two additional ciphers to obtain fraction of 1 per cent.

To illustrate:

Selling price,	\$6.00	
Invoice	4.00	
	2.00	
6.00)	2.00 00 00	(33.33 = 33 1/3%
	1800	
	2000	
	1800	
	2000	
	1800	
	2000	
	1800	
	20	

I want to make clear to you that 50 per cent. advance on invoice price does not give you 50 per cent. gross profit; 100 per cent. advance does not give you 100 per cent. gross profit.

If you purchase a pair of shoes for \$3.00 and sell them

for \$6.00, your advance on invoice price is 100 per cent. If your expenses were 50 per cent. of selling price, it would cost you \$3.00 to sell the shoes. On the basis of figuring that you were making 100 per cent. it would show that you would be making 50 per cent., after paying your expenses of 50 per cent. But we find that when your expenses of 50 per cent. (of selling price) are paid, you have only \$3.00 left, the price you paid for the shoes. Your 50 per cent. expenses wiped out your 100 per cent. added to invoice price, and which you figured was allowing you 50 per cent. net profit, after your expenses were paid.

It is desirable to keep the following figures in mind:—

- 100 per cent. advance on invoice price gives 50 per cent. gross profit on selling price.
- 50 per cent. advance on invoice price gives $33\frac{1}{3}$ per cent. gross profit on selling price.
- $33\frac{1}{4}$ per cent. advance on invoice price gives 25 per cent. gross profit on selling price.
- 25 per cent. advance on invoice price gives 20 per cent. gross profit on selling price.

Figure your profits on your selling price, the figures upon which your expenses are based, and you will not wonder where your profits are at the end of the year, which you thought you were making, but which you did not make.

If you wish to obtain a fixed per cent. of net profit over your expenses, add the per cent. net profit to your per cent. expenses, deduct the total from 100, dividing the difference into the total of expenses and profits. The result will give you the per cent. to add to your invoice price. We will assume that your expenses are 30 per cent. and the net per cent. of profit desired is 10 per cent.

Example;—	Expenses.....	30%
	Profit desired.....	10%
	<hr/>	
	Total.....	40%
Deduct 40 from.....	100	
	40	
	<hr/>	
Divide difference into total	60	4000 00 (66.66 = 66 $\frac{2}{3}$ %)
expense and profit, 40%		360
Adding 4 ciphers.		<hr/>
	400	
	360	
	<hr/>	
	400	
	360	
	<hr/>	
	40	

The result shows that $66\frac{2}{3}$ per cent. must be added to invoice price to give you 40 per cent. gross profit—30 per cent. expenses and 10 per cent. net profit.

To prove this:— $66\frac{2}{3}$ per cent. added to invoice price of \$4.00 is \$2.67, making selling price \$6.67.

Selling price.....	\$6.67
Invoice.....	4.00
	<hr/>
667)	2.67005 (40%
	2.668
	<hr/>
	20

This shows that if you pay \$10.00 for shoes and your expenses are 30 per cent. and you desire a net profit of 10 per cent., you must sell every pair at \$16.66 to allow you

10 per cent. net. \$6.66 is $66\frac{2}{3}$ per cent. of \$10.00, invoice price, and 40 per cent. of \$16.66, selling price.

If you buy shoes for \$4.00 and sell for \$12.00 you do not secure 300 per cent. gross profit; you get 300 per cent. advance on your invoice price. Your gross profit is $66\frac{2}{3}$ per cent., or \$8.00, which is $66\frac{2}{3}$ per cent. of \$12.00, your selling price.

If we accept this basis of figuring profits it is impossible to make 100 per cent. gross profit. So long as an article costs anything and no matter at what price it is sold, on this basis of figuring, less than 100 per cent. will be shown.

Example:

Selling price.....	\$100
Invoice ".....	1
	<hr/>
	100) 99.00 (99%
	90.00
	<hr/>
	9.00
	9.00
	<hr/>

Figuring Expenses

I understand that the expenses of the average shoe shop are 28 per cent. to 33 per cent. of sales. This would mean that an advance of 50 per cent. on invoice price would just about pay the expenses of the store, and would indicate that at least 60 per cent. must be added to invoice price to show a reasonable net profit.

Be sure that you include all your expenses, when figuring your cost of doing business. They should be itemized somewhat on the following basis, under the heading of "estimated." I have figured the per cent. of each expense on volume of sales of \$50,000. Of course they are not accurate, but will serve to illustrate the system which should be used to keep track of and watch your expenses. Under "actual" the total expenses of a shoe dealer whose volume of sales was \$51,000.

	Estimated	Actual
Personal.....	8% \$4,000	9% \$4,800
Payroll.....	7% 3,500	$5\frac{1}{2}$ % 2,750
Rent.....	4% 2,000	2% 1,000
Advertising.....	3% 1,500	1% 500
Insurance.....	1% 500	1% 500
Light and heat.....	$\frac{1}{2}$ % 250	$\frac{1}{2}$ % 250
Depreciation.....	$2\frac{1}{2}$ % 1,250	
Transportation.....	$\frac{1}{2}$ % 250	$\frac{1}{2}$ % 250
Delivery.....	$1\frac{1}{2}$ % 750	$\frac{1}{2}$ % 250
Bad debts.....	1%	
General—Interest, delivery, cleaning, twine, etc.....	1% 500	1% 500
	<hr/>	<hr/>
	30% \$15,000	21% \$10,800

Be sure to include your own drawings in your expenses. They are just as much an expense of your business as the pay of one of your clerks.

If you own your own store, pay yourself a rental in keeping with rentals of stores in your locality—it is a legitimate expense, and you are entitled to the income. If you did not own your store you would have to pay rent. If your money was not invested in your store, you would have it placed where it would bring you a return equivalent to the amount of rent you would have to pay for your store.

Keep control of your expenses; see that each item does not exceed its proper per cent. Keeping down your expenses, a steady growth in your volume of sales, a correct per cent. of gross profits and frequent turnover of stock will make your business strong, successful and profitable.

Departmentalize Your Stock

I would consider that it would be very easy to departmentalize a shoe store. I would do so somewhat as follows:

Men's high shoes, men's low shoes, women's high shoes, women's low shoes, children's shoes, findings, blacking, laces, etc., repair department.

Be close enough to the details of your business to know absolutely that all departments are making money for you. If any departments are not showing their proper per cent. of sales; if the stocks of any are too high for their volume of sales; if too many sales are being made at reduced prices, make it your business to know the reason why; make every department stand on its basis. Your semi-annual inventory will tell you the story as to whether all departments are paying, if you have not a system which gives you the results at shorter periods.

Control your advertising. Do not buy full pages in the newspapers because your competitors are doing so, if your appropriation will not permit it. Uncontrolled advertising may often cost more than the profits of a sale, which might otherwise show you good returns.

It is well to keep in mind that a big days' sales do not always mean satisfactory sales. If between heavy expenses and close prices, the profits are eliminated your day's sales go for nothing. You may not be any further ahead at the end of the day than you were in the morning, and such sales help to keep you from showing a satisfactory statement at the end of the year.

When you take inventory do not take any merchandise in at invoice price, if it has depreciated on account of being out of style, broken sizes, or for any other reason that will not allow it to sell with the regular profit. Enter it on your inventory at what it is worth, and so allow you to place your regular advance upon it, which will show your regular profit when it is sold.

When taking merchandise at lower than invoice price at inventory, place the difference to special reserve account, for insurance purposes. Your stock should be insured always on basis of invoice cost.

Summing up, my recommendations are:—

Be sure your profits are figured correctly; itemize your expenses and be sure that all are included in the total.

Departmentalize your store, it is not only beneficial, but very interesting.

Be conversant with your financial position at least semi-annually.

Do not allow dead stock to accumulate on your shelves.

Keep your stock down as low as possible, consistent with your sales.

Guard against selling too large a proportion of your goods at reduced prices.

Make your service so good that when you once sell a customer, he or she becomes a regular customer.

Be truthful in all the statements you make directly to customers or in your advertising; and you cannot help but have a business which will pay, which will give you pleasure to operate and the satisfaction of knowing that you are the proprietor of a business which is constructed on modern and efficient business methods.

Nothing is more gratifying than to know that you have the knowledge and ability to make your business pay.

Mr. Smythe, Toronto: May I ask Mr. Stewart how often he would say stock should be turned over?

Mr. Stewart: It all depends upon the class of goods that you are selling. I understand that if you turn your stock twice a year it is generally considered sufficient.

Mr. Burnhill: In listening to the items that go to make up the over head expense I don't hear anything regarding the item of interest on the money invested.

Mr. Stewart: I have included that with general expense and made it very low. It has been my experience that most retailers start in with nothing.

Mr. Gales: Where would you put your income taxes?

Mr. Stewart: Well, I would consider that more of a personal matter.

Mr. Adelstine: If your general expenses are 30 per cent. and you want to make a profit of 10 per cent., naturally you must figure the gross at 40 per cent. But, does Mr. Stewart take into consideration that a retail merchant doesn't realize 40 per cent. during the whole twelve months? In figuring average gross profits how do you figure the two months set aside for reduction sales?

Mr. Stewart: I made that a point in an address in Hamilton to the Retail Merchants' Association. In special sales where the prices are reduced, say 20 per cent., that would only leave thirteen and one-third per cent. during those two months; naturally the sales are larger during those two months and practically in every case expenses during those two months would be larger, because you would probably put on additional salesmen, and so I think it would take 26 weeks of selling at regular prices to make up what it would cost to sell during those two months, for you are losing around 16 or 17 per cent.

The Chairman: We, indeed, owe Mr. Stewart a deep debt of gratitude for his very instructive talk, and I am sure some of us will go home and apply most advantageously what he has told us here to-day.

The next item on the programme is that of a paper and discussion on "Fire Insurance," by Mr. W. G. Wright, Insurance Editor of the "Saturday Night." I have much pleasure in calling upon Mr. Wright.

Fire Insurance

By W. G. WRIGHT

This Subject Proved to be Unusually Profitable—
Able Handled by an Experienced Insurance Man

MR. CHAIRMAN, Gentlemen, I am not a boot and shoe man (I'm sorry for it). I heard Mr. Stewart's address and the way I've been paying for boots and this 99% profit, I wish I were, and I'm just going to go and find out what is the reason I'm paying for such tremendous profits.

You people may be sorry that I am to speak to you this afternoon, as I did not know until just before lunch that I was to deliver this address to-day. I have had two things put before me in connection with my speaking. Before I

came into this room a gentleman, who heard me when last I spoke in this room, said: "Mr. Wright, I have one criticism to make of your speaking, you forget to be funny," and then when I was coming down here I was warned carefully "not to get going and to take all afternoon."

What is Fire Insurance? It is a contract of indemnity. You buy a fire insurance policy for \$1,000. You don't buy any such thing. You buy a contract with the Insurance Company that they will indemnify you against loss to an amount not exceeding \$1,000. If your whole stock is burned

up you are entitled to \$1,000—nothing of the kind. You may have had only \$400.00 worth of goods destroyed; you might have had goods which cost you \$1,000 destroyed and they might have been worth only \$400, because of that element of depreciation of which I speak, or they may be, as in the case of a manufacturing shoe establishment for whom we made an adjustment, where the goods had cost \$1,000 and were shown to be worth \$1,700, and the Insurance Company paid the loss on the basis of \$1,700.

Fire Insurance is then, first, a contract of indemnity, under which an Insurance Company agrees that if you fulfil all the conditions of that contract you shall be indemnified for your loss up to the face of that policy. Then, when you have a loss it is up to you to prove what you have lost, and I may say that not nineteen out of twenty (the one exception is where a perpetual inventory is kept), I say in nineteen out of twenty cases it is impossible to prove what you have lost. You can arrive at a fairly good estimate of it, but estimates can be made which will differ as far as it is possible to differ. I remember having a loss in a millinery establishment some years ago and the Honourable Newton Rowell was an adviser in the case, and I remember that I made up three statements from the facts as set forth in the books. I took the figures and prepared three different statements and I say: "Mr. Rowell, now any one of these three statements may be true or none of them may be true." "Well," he said, "give them all three of them," and I placed the whole three before the adjuster.

Fire Insurance, then, is a contract of indemnity and you will obtain a hundred cents on the dollar of your loss if you know how to obtain it and if you have lived up to your contract.

Now, there are several conditions to the contract that you are very apt to fail to comply with. One of the conditions that is very common is this, that you fail to notify of the whole amount of Insurance which you are carrying, or fail to protect yourself by having on your Policies a Clause which reads: "Further Concurrent Insurance Permitted." That is the ideal condition. A lot of the agents, particularly in the small towns, say, "Oh, we won't give you that permit. we'll give you permission for so much in this Company and so much in that Company." Well, if you cannot get "Further Concurrent Insurance" endorsed on your policy, my advice would be to change your policy, change your company, or better still, change your agent and get one that knows his business. "Further Concurrent Insurance" will be got for you by first class brokers any time in reliable companies.

If you do not do this you have other insurance without notice, and in Ontario your policy is worth 60c on the dollar of any loss that may occur, but in another Province, Manitoba, I think it is, if you are insured for more than 75% your policy is void. The law used to be in Ontario that if you had further insurance without notice, no matter how small, insurance the policy was void, and some years ago it was changed so that in the event of your having further insurance without notice you are entitled to collect 60% of your loss, which is a lot better than nothing at all, but still is very far from what should be the law.

The next feature that you are liable to fail in insurance is that you are liable not to live up to the requirements of the Co-Insurance Clause. In regard to the Co-Insurance Clause, I take it most of you gentlemen are from the larger towns and cities and in these larger towns and cities the agents are all saying, "why not take the 80% or 90% Co-Insurance Clause and get the 15% reduction in rate?" I do not think there is any firm in Canada which adjusts more than a fraction of the losses that are adjusted by the firm of Ross & Wright, and my partner has had a great deal of experience on both sides of the fence and he expresses the Co-Insurance Clause the best I know. "The Co-Insurance Clause" is the best asset the Fire Insurance Companies

have." In nineteen out of twenty cases people get stung by the Co-Insurance Clause and if you can get away from it my advice is to keep away from it. You cannot get away from it if your risk is a sprinklered risk or if you want a blanket policy over a number of buildings which do not communicate one with the other, that is, they are cut off by fire doors, but if you have to carry the Co-Insurance Clause, be sure you live up to it; but as I said, nineteen out of twenty do not live up to it.

With regard to the contract, you should see that your contract really does cover you and insure you on the property which you wish to have insured. Policies are coming in to me continually to give advice on and I find so very, very often descriptions utterly failing to describe the property. The other day I picked up a policy for \$100,000 which said: "On Stock in trade" and the assured had another policy which read, "excluding stock in trade." Now the stock in trade was stock being manufactured, and there was a certain number of other things, such as files, rasps, needles, etc., which the adjuster said was not stock in trade, which he wished to include in the other policy which was eaten up already, and therefore, the man would not get paid for this something like \$8,000.

What does "Stock in trade" mean? I looked it up. In a bakery it includes the horse and wagon used in delivering the bread.

This "Stock in trade" is one of the most dangerous wordings that could be put into a policy, and yet this broker, a prominent broker in the City of Toronto, thought he was giving the assured the earth with a fence around it.

What wording then do we use? Now, if you get this straight it will insure you, it will insure probably more than you want it to, but you don't need to care a snap for that. "On goods, wares and merchandise of every description," and even if you left it at the words, "On goods" you will be perfectly safe, for the word goods will include everything a man owns. As long as you don't limit it you can put in "wares and merchandise, including but not so as to limit the foregoing," and you can give a whole lot of lingo if you like. This is just dust thrown in the eyes of the word, "goods."

I had a case in Stratford sometime ago, where there was the word "goods" and the whole office equipment apparently was not insured and there was a loss of some \$1,200 in the office fixtures. The adjuster said to me: "Now, Mr. Wright, you know as well as I do that office equipment doesn't come under the head of "goods." I said: "Well, I don't know, but I'm going to find out. I did find out and they were goods alright, and the adjuster paid for them, too.

Now "on goods, wares and merchandise" will include everything you possess and do not put any limit excluding store furniture and fixtures or anything like that.

The store furniture and fixtures wording should read: "On Store furniture, furnishings, fittings and fixtures of every description," and what you say after that is not of so much importance because mirrors, watches, clocks, etc., which were excluded before, are not now excluded, but there is a very important thing in connection with store furniture and fixtures, and that is if you have rented a building and have made extensive improvements in it, how are you going to insure these improvements so that you will be paid for any loss independent of the owner of the building? Now, these improvements become part of the realty. They cease to be your property. When a fire occurs the landlord can collect for them and if you insure them and collect for them it is just a question whether you do not do so as a Trustee for him. There was a case in point which came up not long ago, but which did not go to court, was settled on the street, I believe.

There is one way of accomplishing this, get a clause in your policies which read something like this, "It is understood and agreed that the damage to tenant's improvements to building shall be adjusted with and paid to the assured.

the sole intent and purpose of insuring tenant's improvements herein being that the tenant shall be paid for any loss or damage thereon independent of what may be claimed by the owner of the premises from the companies insuring him." Then you have a right to collect for them and it is your loss, and your loss will be paid for. If the landlord collects for them, that is not your business.

Now I have tried to give you a couple of points about getting your policy in shape. Next, consider what happens when a loss occurs? I know that the impression is given that if you have a loss they'll give you the world with a fence around it, but I have just received this letter which came from the west and is so apt to the point that I thought I would give you the benefit of it.

"We insured a building in 1914 in which we had an equity of between four and five thousand dollars. We placed insurance in the owner's name, with loss payable to ourselves. A fire occurred and the companies and adjuster were notified that we wished to be present at the adjustment, and they promised that we would have this opportunity. We wrote several times to the adjuster, but got no reply, and finally our bankers took the matter up and got the reply that an adjustment had been made at \$2,000. The owner was an uneducated foreigner, and he stated that the adjuster came to him and tried to get him to settle for \$1,500 and finally induced him to sign for \$2,000, telling him that if he did not sign for this amount they would not pay anything. We are endeavoring to force the companies to make a proper settlement, and already have received an offer of double what they settled the loss for.

It is on account of the trouble we have had over these policies that we want to be sure of the other insurance we are carrying and have the best form of policy possible, as we certainly do not want to have any similar jackpot handed to us a second time in case a fire should ever occur at one of our yards. We have paid these companies a good many thousands of dollars in the past eleven years in premiums, having carried practically all our insurance with them since we have been in business, and on the first loss we have ever had they have done their utmost to get out from under, so that naturally our faith in the methods of insurance companies in general is not what it previously was."

Now, there are adjusters and adjusters, and there is one adjuster who operates in Canada (I will call his name Bennett, because that is not his name) and this is what two managers have said about him to me and they employ him right along (1) "Well, there's one thing about Bennett, when he goes out on a loss he will bring us in a salvage whether he is entitled to it or not." (2) "I believe that if the devil himself had a loss Bennett would come home with a salvage."

Now, these are exactly their words about him, so that fire loss adjustment is not always played exactly on the square on the side of the Insurance Companies, nor on the side of the assured. There are the two sides to it.

A loss came to us the other day. An adjuster went to a certain place, met the manager and looked it over and said: "You are entitled to \$21,000." The manager called up the head office of the Company and said: "The adjuster has offered us \$21,000. It isn't enough, but I don't know what we can do. We'll have to accept it." One of the directors said: "No, you won't, I'll get Ross & Wright." Ross & Wright went down and to-day we got a letter saying, "We'll pay \$33,000 and you get the salvage." I called up

the director who had been instrumental in putting us on the job and he said: "That's good work."

Fire loss adjustment is a business. It is just as much a business as the shoe business, and we have sitting here with you to-day one of our clients, and he will quite agree with me that it requires a knowledge of fire insurance and adjustment to deal with fire loss adjustments, just as it takes knowledge to buy boots and sell them at a profit.

Now, I am going to take issue with Mr. Stewart on one thing besides the 99% profit. Mr. Stewart advises you to take stock of your goods, and the goods which have been on your shelves for sometime to write them down. Well, I cannot agree with Mr. Stewart in that, and I will tell you why. The price of your goods is something that you do not establish yourselves. It is established by the people from whom you buy, and there is a basis of figuring the cost of your goods which must appeal to everybody. When you come to deal with fire loss adjustment these goods on your shelves may be worth less than they cost you. I think in the case of those of you who are so fortunate as to have some considerable stock on hand for sometime that they are worth a great deal more than they cost you. I would say, take stock of your goods at actual cost every time. This is a safe, sane and conservative method.

Do not think I am advising you to deceive yourselves as to your stock on hand. At the time you are taking that inventory make a special memo for yourself, and write off a reserve to take care of that depreciation. Don't go away with the idea that I want you to think the goods are worth a hundred cents on the dollar if they are not, or that they are worth 100 cents on the dollar if they are worth 150, but you get a safe starting point to work from. It will arrive at the same result and gives your inventory bona fides that it would not otherwise have.

Another thing about your inventory. Don't take your inventory on loose sheets and leave them that way; no objection to your using loose leaves to take your inventory on, but immediately it is finished have them bound.

Do not keep your inventory where it is liable to be caught by fire. The correct thing is to keep the inventory off the premises altogether and after you have a fire you will always have an inventory to work with. I do not think I need say, "keep books," but I do know many merchants throughout the country who do not keep books.

Mr. Wright was asked for and gave an

Explanation of Co-Insurance Clause

It is a contract by which you agree to keep insured up to (and I mention only the one) 80% of the value of your property, failing which you become a Co-Insurer for the deficiency. Now for a sample problem we will take a man who has a stock of \$10,000. He agrees that he will insure that stock for \$8,000, and if he doesn't insure it for \$8,000 he is to be a co-insurer for the deficiency. The fire comes along and he has a loss of \$4,000. The adjuster finds that he forgot to renew one of his policies and he has only \$5,000 of insurance and he should have had \$8,000. He is, therefore, entitled to five-eighths of his loss, \$4,000, which is just \$2,500.

The Chairman: We must thank Mr. Wright for his very able presentation of this interesting question.

I will now call on Mr. H. W. Rising, of St. John, N.B., who will talk on "Exchanges and Returns."

Exchanges and Returns

By H. W. RISING, St. John, N.B.

Thoughtful Address by a Representative
Retailer from the Maritime Provinces

A FEW months ago Mr. James Acton wrote me regarding retail conditions, and in a moment of weakness I gave him some ideas which had occurred to me from time to time regarding the situation brought on by the War. He apparently, as a result, placed my name on the Programme Committee. While I consider it a great honor to represent, on this Committee, the Maritime Provinces, I hardly feel equal to the occasion.

We have been very fortunate in retaining good healthy conditions in the East, practically since the beginning of the war. There has been plenty of money in circulation, collections have been good, and very few failures or assignments.

One of the greatest problems in the retail trade in the smaller cities is the credit extended and the manner in which it is abused by the consumer. In each City or Town there should be a black list, containing all uncollectable accounts, and in each province a general list comprising a Summary of the Province, as continually you find people moving from one place to another. We have this system in New Brunswick and Nova Scotia and it is proving very satisfactory.

A revival of "MADE IN CANADA" goods is constantly brought to our attention, and of late in the shoe business, I believe less shoes are being imported into Canada than for some years past. However, in order for the manufacturers to compete properly they must speed up production, thereby increasing our number of tanneries, our own source of supply, and import direct what hides we cannot raise in our own Dominion, relieving the cost clerk in the factory of the tariff on products brought through the American market. Our manufacturers must endeavor to increase their turnover to compete with the large American shoe factories, in this way reducing their overhead expense. Too many tanned hides are purchased from the American market, there being a very limited number of kid skins tanned in Canada to-day. Our own colonies should work together on this problem, giving practically an unlimited market to industries under the British flag.

The question of employees occurs to me next, and this is the great problem of the day with many. I believe you should pay an employee as much as you can afford, and not as little as you can get by with. A good scheme in the retail stores is to number the clerks according to seniority and the first of each month place their numbers in rotation according to the result of their sales for the preceding month. Sometimes a new energetic clerk runs his sales way up, and this keeps your old hands from getting into a rut, and puts more snap in the whole staff. Be very particular to have perfect harmony exist. This really boils down again to co-operation, which always pays, for:

"It ain't the gun or armament, nor funds that
they can pay,

But the close co-operation that makes them
win the day—

It ain't the individual or army as a whole,

But the everlastin' team-work of every bloomin'
soul."

We, as retail shoe merchants, should have our business stand for the development of an ideal—"THE IDEAL OF SERVICE AND FAIR DEALING." By continually perfecting new carefulness of service, new interest in the wants

of our customers, we should be able to make stock-keeping easier, more up-to-date, and carry a most attractive assortment for the most critical buyers. If we invite criticism of our merchandise, or service, and meet it to the utmost of our ability, we need not worry about the result of our efforts. A very good definition I heard recently went something like this: "Salesmanship is the fine art of making the other fellow feel as you do about the thing you have for sale."

The Early Closing Law

I always felt those who promoted such a law have misnamed it, as it infers that the law is to force merchants to close earlier than we term regular business hours. The law we want is to force business houses to open at a specific hour in the morning and to close at a specific hour in the evening, also forcing them to keep closed on all public holidays as well as Sundays. It would be all right to make exceptions such as evenings before Christmas, but why should we allow certain stores to remain open every night until midnight, which is the case to-day? This is most unfair competition, and we all, employers and employees, should receive some recreation and have time to become acquainted with our families. The government should back us up and protect our business in the manner suggested. As far as fair competition is concerned, it is the life of trade. We all know that if we didn't have some keen competition we would get in a rut and be satisfied to paddle along in a conservative old way, which reminds me of what one man was quoted as saying:

"I wish I was a rock
A settin' on a hill
Just a sittin' still
I wouldn't eat,
I wouldn't sleep,
I wouldn't even wash,
I would just sit still a thousand years
And rest myself—
By Gosh!"

While prices are still on the upward trend, merchants are ordering only to cover their immediate needs. The volume of placing business seems smaller, but sorting is good.

As the matter of cartons is being dealt with, I won't dwell on that subject.

Regarding Exchange and Returns

It hardly seems right that I should deal with the main subject allotted to me last of all. However, I wished to touch on a few matters which were uppermost in my mind. It is not only the unreasonable requests that are made by customers in exchanging or returning goods that we have to contend with, some people actually take advantage of goods out on approbation by wearing footwear at afternoon or evening functions, and while taking the utmost care of the goods, still it is most unreasonable to expect a merchant to accept them after having answered their purpose at such functions. When shoes have been worn for some time, and defect in material or workmanship is noticed, it is only right that the customer should be willing to pay some amount for the wear received. Some manufacturers, during the last year or so, have suggested a charge of fifty cents per week, this has been followed up and some headway made, but to make this practice universal an advertising

campaign should be inaugurated so the consumer would not expect full credit for goods which are in some cases practically worn out.

Probably, as you all know, the greatest abuse to contend with is in connection with unfair claims in the Rubber footwear department of our business. Sometimes rubbers are not properly fitted, and perhaps in this case the salesman is partly at fault. In other cases, a rubber fitted to one shoe is forced on another shoe: we all know the result.

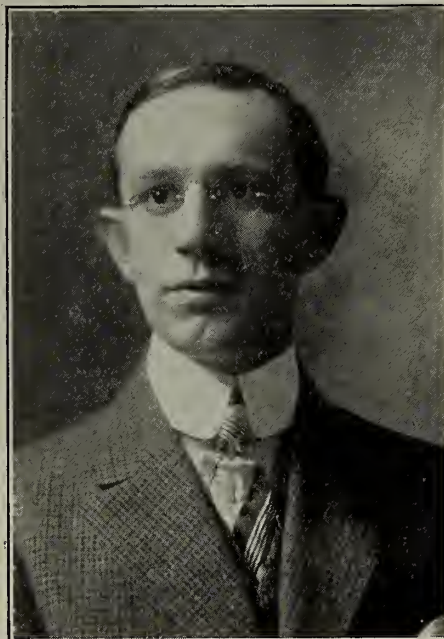
In cities where sand is used freely on the sidewalks in winter time, the effect is most disastrous, and the rubber is condemned. Children when coasting or riding on such toys as "Kiddie Kars," drag their feet and a rubber or boot is scuffed out practically when first worn. In these cases the merchant is again blamed, while mothers do not take into consideration the use the children put their boots to. The same applies to grown-ups who go to the beach or a picnic with fine black or colored kid shoes, which should only be used in fine weather or on dress occasions. Rubber boots receive as much abuse by the consumer as any other line, and probably they receive the most unjust claims. Men often complain of rubber boots leaking, when it is perspiration. It stands to reason that rubber boots will sweat the feet. If these cases are not brought home to the public in a general way, it means that the retailer is to face these dissatisfied customers, shouldering the full responsibility, whereas the manufacturer and wholesale distributor should assist him in making the way easier, avoiding unpleasant arguments with the general public. The question arises, "How can they assist in such matters?" The first step, I should think, would be an advertising campaign of education on behalf of the manufacturers, wholesale shoe associations and retailers, to the citizens, generally touching on the various points mentioned. Where prices have reached such high levels the general public is naturally far more particular that they may receive the greatest value possible for prices they must pay.

There are many other matters I would like to touch upon, but I feel that I should not take up too much of your

valuable time, for I might be like the mosquito who said: "Do I bore you?" as he sunk a half inch shaft into the man's leg.

"Not at all," replied the man, squashing him with a book, "How do I strike you?" I thank you.

Mr. Fred Argall, of Three Rivers, Que., who was to have addressed the meeting on "Retail Shoe Store Credits,"



H. W. RISING
St. John, N.B.

wired, expressing his regret at not being able to be present.

The Chairman: I will now call on Mr. J. W. Jupp, of Toronto, who will introduce the subject of "Standard Cartons."

Standard Cartons

By JAMES W. JUPP

An Important Question That Has Been Discussed for Thirty Years and is Still Unsettled

I WILL read for you a letter I received from the National Paper Box Manufacturers' Association in Philadelphia, whose Secretary kindly forwarded some interesting data on this subject. The memorandum says:

Shoe Box Sizes. Comprehensive effort was made during the war emergency work of the Conservation Division of the War Industries Board to devise a standardized scale of sizes for shoe boxes.

Many paper box manufacturers were disappointed that such standardization was not effected, thereby relieving them of furnishing small special lots, involving extra labor and waste of material.

The investigation of the subject by the Conservation Division developed the extreme difficulty of standardization acceptable to all the interests involved as an actual conservation measure.

On November 11th a standardization plan was not

Every shoe retailer in Canada should belong to the Association. See application form in this number.

ready for release by the War Industries Board, but the data collected up to that time shows the following scale:

CARTONS

	Length	Width	Depth
Men's Boots.....	13-1/8	8-7/8	4-5/8
Men's Shoes.....	12-3/4	6 1/2-	4-1/8
Boys' and Youths'.....	11-1/4	6-	3-3/4
Little Gents'.....	10-1/2	5-1/4	3-1/2
Women's.....	12-1/2	5-1/4	3 1/2-
Misses'.....	10-1/2	4-3/4	3-1/8
Children's.....	8-1/4	4-1/2	2-3/4
Officers' Boots.....	22-	13-	4-1/2

This information is given because of the general interest in the subject, but with the clear understanding that the sizes given were not recommended by the War Industries Board, though they are the sizes shown in the tentative form as it stood on November 11th.

Any further efforts toward standardization must be made by the industries interested.

Mr. Acton: I think the idea of the Committee in arranging this subject on the programme was to find if there was any feeling on the part of the retailers for a standardization of cartons. You will recall that the Shoe Manufacturers at Montreal in their convention had a paper on



J. W. JUPP
Toronto

that subject and passed a resolution in favor of it. I think there should be some expression of opinion as to whether standard cartons are desirable. I might say that the question has been repeatedly discussed for the last 25 or 30 years.

Mr. Rising: I think this subject should be considered, and I think it would be a good idea for the Committee on Resolutions to bring in a resolution that we could pass on to the Manufacturers' Association. It is a very important question. I move that this matter be passed on to the Committee on Resolutions to bring in a resolution on this matter.

Mr. Adelstine: Before you take a vote on a question like that it might be better to have an expression of opinion of all those present here on the question of standardization of cartons. Before the Resolution Committee could possibly undertake to make a resolution either in favor or against it I think it would be necessary to reach some conclusion here first. It is a question that has been taken up in Canada for a number of years which shows that it is an important one.

Mr. Rising: I think this is a matter for the Association to take up, if we have an idea of the cartons at all. We don't need to go into the sizes; that is for the manufacturers.

Mr. Adelstine: I don't refer particularly to the size of the cartons, I refer particularly to the standardization of the cartons.

Mr. F. R. Foley, Bowmanville, Ont.: I will second that motion. I remember the SHOE AND LEATHER JOURNAL asked me to write an article on this subject. It is one that I have been interested in for a long time. Take, for instance, the boys' boxes. They will make them just as long and just as wide as those used for the men's. I think if they would make them a little longer and a little narrower it would be better. It is the same with women's slippers, and we must remember that our shelving is all the same size, and these wide boxes take up valuable space.

The Chairman: You have heard the motion, gentlemen, what is your pleasure? (Carried).

I will now call on Mr. W. C. Miller, Secretary of the Ontario Retail Merchants' Association, who will talk on the "Transient Traders."

Transient Traders

By W. C. MILLER

Mr. Miller, as Secretary of the Ontario Branch of the Retail Merchants' Association, Has Been Very Active in Procuring Laws and By-Laws to Remedy The Evil of the Transient Trader

MR. CHAIRMAN and gentlemen: I appreciate very much the privilege of addressing a representation such as you have gathered here this afternoon. I feel somewhat in the position that Mr. LaSueur referred to in the matter of the subject being thrust upon me. I only knew on receipt of the programme that my name was down for a talk.

The subject chosen for me is a very interesting one and a very vital one to all of you. Transient traders are a very much existing menace and every effort should be made by retail merchants to see that they are removed. It is probably due to lack of vigilance on the part of chiefs of police and council men in the various municipalities that they are allowed to prey upon the business of retail men, who share in the necessary town expenses by the payment of taxes and so on. The Act passed in the Ontario Legislature provides that no one may start in business in any town of from one to one hundred thousand inhabitants without being a resident for six months before. But what do we find? All sorts of representatives from jewelry houses and the like across the line come in around Xmas time especially, hire a store in the down town district and reap the cream of the holiday

trade. Then we have the clothing representatives who have rooms in the leading hotels for a week or so and send out the beautifully engraved invitations to prospective purchasers to call and see their display.

We had this trouble right here in Toronto, and in order to combat that unfair competition a representative delegation waited upon the Board of Control for a statement of the fees paid to the municipality by the transient traders, and we found that in the past ten years practically not one dollar had been collected. Needless to say we got the fee of \$50 increased to \$250, and we endeavored to enlighten every municipality throughout Ontario on this subject.

So I would say—there must be here in this gathering some who are members of their local council boards—when you go home, see that this Act is taken advantage of, and if not already, that it is made a by-law.

I regret that I cannot give more time to some matters of importance. The matter of false advertising was mentioned this afternoon by Mr. Baker and also referred to by Mr. Stewart. False advertising has been entered in the criminal code, making it a criminal offence to advertise things other than what they are, and already several convictions

have been made in different parts of the Dominion. We were notified not long ago of a merchant advertising regular calf skin shoes for \$6.75. Our informant was instructed to purchase a pair of these, and if they are not as represented we intend to bring the merchant into Court and fine him.

Our Ottawa representative happens to be in Toronto to-day with reference to some irresponsible statements which were made in the press with regard to inflated values. What we want to do is to elevate the standard of the retail store to a higher plane, and meetings such as this cannot fail to bring about this result.

I hope the convention will be successful in every respect, and that you will go back to your respective places of business feeling well repaid for having attended it. I thank you.

The Chairman: I wish to thank Mr. Miller for his interesting talk.

I have a telegram from Mr. Wm. A. Smith, of Hamilton, who was to address us on the question of "Local Organization,"

Don't be an outsider. The best shoe retailers are in the new National Shoe Retailers' Association of Canada. Send in your application immediately. There is a form in this Journal making full explanation how to become a member.

stating that through indisposition he is unable to be with us to-day, but will do his best to be here to-morrow.



W. C. MILLER
Toronto

Now, the next item on the programme is the question box, which is to be handled by Captain H. C. Blachford.

The Question Box

Led by HOWARD C. BLACHFORD

This Proved to be of Greater Interest and Importance Than the Name Would Suggest

I MUST say this before I open this box, I haven't been home very long and I don't feel very much in touch with the way things have been running during the last two and a half or three years, and while I have undertaken to be a father to this box, I don't intend by any means to answer all the questions or any of them. I might say that a number of the questions that are in here—they were presented to me by the Secretary as they came in—have been dealt with by several of the speakers to-day, so it will not be necessary for me to go into them.

The first one that we find here is "Where can we buy a drink?" The Chairman says it is unanswerable. Really, gentlemen, I think this box was intended for retailers to ask questions of importance bearing upon the trade. Being a retailer myself, I don't think any retailer asked this question. I think it was done by some rank outsider. (Member: Probably a traveller.)

Some of these questions came through the mail and were given to me by the Secretary and I have put these down here, not perhaps in the order they came, but an order in what I thought of fair importance. Some were more in the line of suggestions. Now, I would like to read these off just as they come and then I will go through them a second time and discuss them.

The first one is in connection with shipments being sent all at once. Say, where you have an order in for sixty dozen pairs of shoes and you get a shipment of say ten at one time and ten another, and so on. You think you have finished paying for them after the first shipment, but you

find you have to pay for each one. This suggestion is where a shipment has to be made in two or three lots that the manufacturer pay carriage for the balance.

The next question is "To what extent is the Customs tariff responsible for the high cost of shoes?" Take for instance Victory day, I notice this myself, you will find a lot of American houses, especially on the border towns, advertising special sales, thinking that the Canadians will cross the line and make use of their holiday and smuggle home what they purchase. I believe this has been gone into in some of the Canadian cities, and now the Canadian papers don't accept advertising from United States houses. It means a great deal to the Canadian retailer. I had a friend who had an experience that is interesting. I met him some time after a trip over the line, and he told me that that was the first time he had been caught and that he had to pay \$10 duty coming home, and I smiled at him very broadly, and I don't think he appreciated it.

The next is in regard to early closing. That involves tremendous discussion. Just what is meant by early closing? I take it to mean a uniform hour for closing and that some merchants should not be allowed to stay open until twelve o'clock. However, that is a matter for discussion.

Standard Cartons, and this merchant has given his idea of the size of the box that should be used.

"Why should shoes be retailed in other than the proper channels?" That is a question on which I think I received twenty or thirty cards, which shows that it is rather an important subject, and the whole question simmers down, in

my opinion, to the question of wholesalers selling at retail. There were also some cards regarding shoes being sold by what they called junk dealers, not legitimate shoe merchants. In the majority of cases the question comes from the practice of wholesalers or manufacturers selling retail. It is a pressing evil, and it is one of the biggest questions in the whole of the correspondence.

"Why are our Canadian manufacturers going after English, European and even Australian and New Zealand business when they cannot meet home demands?" I think that has been gone into by Mr. Scott to-day, who gave us some reasons why, but this shows that retailers are thinking of this thing and demanding an answer.

"Could the refund system be stopped?" Well, that is a question that I would almost undertake to answer by saying no. It might be eliminated to a great extent. I think the majority of shoe retailers will agree with me on that point.

"Could the Canadian manufacturer not produce a decent McKay sewed shoe?" Underneath that it suggests



CAPTAIN H. C. BLACHFORD
Toronto

their being properly channelled and properly sewn. We know we can get stuff in the States that the average customer has trouble in detecting. Why cannot we get one in Canada? Perhaps the manufacturers will think that over.

Here is one dealing with the question of bonuses from the Rubber Companies.

"Is not the present price of rubber footwear a real 'hold-up' in view of the present price of raw material?" I am sorry Mr. Greene is not here, because he said this morning that the price of raw material had not advanced much; he also said that cottons, etc., which go into their various products had advanced.

"What gross profit should a retailer get?" I think that also has been taken up thoroughly by one of the speakers.

Now, Mr. Chairman, I will place these before you and if the gentlemen wish to discuss them they may.

Mr. Shinnick: I think it would be a good idea to turn all these cards over to the Committee on Resolutions to act upon.

Mr. LaSueur: I would like to second that motion.

The Chairman: There is a suggestion here that there be an additional month's dating on rubbers and outing shoes.

Mr. Rising: That question came up before the Wholesale Rubber Manufacturers at their meeting held some time ago, and the manufacturers were asked if they couldn't allow this extra month's dating and they said that it wasn't possible.

The Chairman: It is for us to say what they will do.

Mr. Adelstine: I would like to say a few words on this subject. You will remember, gentlemen, that in years gone by, prices for rubbers were quoted around the first of March or April. It was rather taken as an unwritten law that prices advanced somewhat to the extent of five per cent. on the 1st of May. Those benefits were extended to the trade for the placing of orders early. Was this five per cent. only an inducement to place our orders for rubbers for one season's supply, or was it for the taking of the risk of carrying rubbers for three or five months? If we will take into consideration the loss of interest on that money invested, I can't see why orders for rubbers should be placed in larger quantity or for a longer period of time than orders for shoes. I am not ready to discuss the terms on rubbers; I am just giving you my point of view on the question of early placing. I believe it has been customary in this part of the country to place rubber orders early and place them in large quantities. I don't think the little inducement you receive is sufficient to warrant your doing so.

Mr. McElroy: If I may be allowed a word in reference to the rubber question, the rubber situation in this country—and I don't think it is in this country alone—is somewhat different to what the shoe business is. They have an organization amongst themselves, where they control, practically have controlled in the past at least, the whole situation of that particular line of business. They were in a position to dictate to us, and you know what I mean by us, everyone of us here individually, exactly what they would do or exactly what they want us to do for them.

The question of rubber has been taken up by the Retail Merchants' Association on several different occasions, and I am very sorry to say that it is one of the questions that has never been definitely settled, and that is only due to the lack of the co-operation that we are entitled to. If we, as a body of retailers, were unanimous on the rubber question, I don't think that it would take us a very long time to exact the consideration we are legitimately entitled to for the handling of that line of merchandise.

Mr. LaSueur: Now we have heard that this question has been taken up by the Retail Merchants' Association, and also that nothing has been done, and I am afraid that is what is going to happen here. This is a matter of great importance to every man here to-day. As has been said, we make our placing orders early, and we get mighty small discounts for doing it. Last year I received my order as early as July. Now, as a result of that I had to store that stock, and it took up valuable space.

Now, I think this Convention here assembled to-day should pass a strong resolution requesting or demanding, if you like, from the rubber manufacturers that they give us an extra month's dating, and surely we are entitled to that. They make up our goods, we receive and store them, they are under no risk, and then we pay for them thirty or sixty days before we get a cent.

On motion the Committee on Resolutions was asked to report on the matter.

The Session adjourned at 6 p.m.

You will profit by being a member of the new National Shoe Retailers' Association of Canada. Send in your application at once, there is a blank in this issue of the Journal explaining how you may become a member.

Proceedings of the Second Day of Convention

The Second Day's Attendance Larger Than the First—Much
Important Business Transacted and Good Addresses Delivered

THE attendance at the second day's proceedings was considerably larger than on the first day from the fact that most of the Ontario retailers came during Monday and many of the Toronto dealers were detained on the first day by the deluge of rain. The register showed on Tuesday over two hundred in attendance.

THIRD SESSION

Tuesday Morning, July 22nd

At 9.30 a.m., the Chairman, Mr. Warren T. Fegan, took the chair and said: I will now call this meeting to order.

The first order of business is that of the report of Committee on Resolutions.

Mr. Gales: Before you go on, I would like to make a motion that a time limit of three minutes be put on all discussions and that each member be allowed to speak only once on each subject, with the exception of the Chairman.

Mr. Carkner: I will second that motion.

The question then being put by the President and a vote being taken the motion was carried.

Report of Resolutions Committee

Mr. Stephens: I might say that Mr. Howard V. Blachford was chairman of this committee, but he is unavoidably absent this morning and he asked me to take the chairmanship, and being a member of the committee I accepted. We have brought in the following resolutions which I will read.

First, I would like to move the adoption of this report and also that it be taken up clause by clause.

Mr. LaSueur: I will second that motion.

The question then being put by the Chairman and a vote being taken the motion was declared carried.

Mr. Stephens: RESOLVED, that this Association most

emphatically condemns the irresponsible, unwarranted and unfair statements made through the press of this country with regard to retail prices and profits, and would call attention to the fact that shoe retailers are not responsible for the marked increase in the cost of materials and labor which has been responsible for enhancing the initial cost of shoes, nor on the other hand for the general increase in the cost of rents, help and living which have developed with the war and the general changes in economic and other conditions.

And that the General Executive as well as individual members in their localities be asked to take action to correct and remove these unfair aspersions upon the Retail Shoe Trade of Canada.

On a motion made by Mr. Stephens, seconded by Mr. Budreo, of Toronto, and the question being put by the Chairman, a vote was taken and the Resolution declared adopted.

Mr. Stephens: WHEREAS there is naturally a growing tendency through the scarcity and high prices of shoe materials to revise shoe styles involving changes in lines of staple as well as fancy footwear, and whereas upon the retail shoe dealer falls most heavily the responsibility and risk of loss in the sale of the footwear product of this country, it is resolved that the General executive be authorized to take up with the Tanners' Council and Shoe Manufacturers' Association the subject of co-operation in this and other matters of vital interest to all sections of the trade.

On a motion made by Mr. Stephens, seconded by Mr. Adelstine, of Montreal, and the question being put by the Chairman, a vote was taken and the Resolution declared adopted.

Mr. Stephens: RESOLVED that we urge upon the Retail Shoe Trade the necessity for realizing at this time the



E. A. STEPHENS
Ottawa



FRED H. FOLEY
Bowmanville, Ont.



JAMES MOREAU
Edmonton

danger of overbuying and through this promoting the tendency of still further raising the prices of leather and shoes.

On a motion made by Mr. Stephens, seconded by Mr. LaSueur, of Sarnia, and the question being put by the Chairman, a vote was taken and the Resolution declared adopted.

Mr. Stephens: RESOLVED, that this Association request that an additional month be added to the dating of



W. T. DEVLIN
Winnipeg

placing orders on rubbers and tennis goods and that a copy of this resolution be forwarded to the Rubber Manufacturers and Wholesalers of Canada.

On a motion made by Mr. Stephens, seconded by Mr. Budreo, of Toronto, and the question being put by the Chairman, a vote was taken and the resolution declared carried.

Mr. Stephens: RESOLVED that this Association, realizing the desirability of co-operating with the Retail Merchants' Association of Canada, instruct its General Executive Council to take steps to secure affiliation with that organization.

On a motion made by Mr. Stephens, seconded by Mr. McElroy, of Ottawa, and the question being put by the Chairman, a vote was taken and the resolution declared adopted.

Mr. Stephens: RESOLVED, that this Association strongly condemns the retailing of merchandise by Manufacturers or Wholesalers, and the Executive Council be urged to take such action as will protect our members against this most unfair and injurious practice.

On a motion made by Mr. Stephens, seconded by Mr. Megginson, of Sault Ste. Marie, Ontario, and the question being put by the Chairman, a vote was taken and the resolution declared adopted.

Mr. Stephens: RESOLVED, that fraternal greetings be sent to the National Shoe Retailers' Association of the United States, and an appreciation of the work it has accomplished for the retail shoe trade at large.

On a motion made by Mr. Stephens, seconded by Mr. Adelstine, of Montreal, and the question being put by the Chairman, a vote was taken and the resolution declared adopted.

Mr. Stephens: RESOLVED, that the thanks of this Association be tendered to the speakers who have contributed the able addresses and papers that have made the Convention programme one of the best ever placed before any body of business men.

On a motion made by Mr. Stephens, seconded by Mr. Gales, of Montreal, and the question being put by the Chairman, a vote was taken and the resolution declared adopted.

Mr. Stephens: Resolved, that the thanks of the Association be formally tendered the Wholesale Shoe and allied trades for their generous and cordial hospitality which has made the Convention from a social as well as a business standpoint such a pronounced success.

On a motion made by Mr. Stephens, seconded by Mr. Budreo, of Toronto, and the question being put by the Chairman, a vote was taken and the resolution declared adopted.

Mr. Stephens: RESOLVED that the thanks of this Association be tendered the Toronto Retail Trade and particularly the Convention Executive for the preparation of the programme and the completion of arrangements for a most successful Convention.

Mr. Acton: As I am a neutral, gentlemen, I will put that motion.

Mr. Gales: I have very much pleasure in seconding that motion.

On the question being put by the Mr. Acton and a vote taken the resolution was declared adopted.

Mr. Stephens: Resolved, that the thanks of the Association be extended the press for its courtesies in making so widely known the Convention and its attractions.

On a motion made by Mr. Stephens, seconded by Mr. Adelstine, of Montreal, and the question being put by the Chairman, a vote was taken and the resolution declared adopted.

Mr. Stephens: RESOLVED, that the Canadian Shoe Manufacturers' Association be impressed with the importance of making shipments of complete lines; particularly on orders calling for more than one width and that back orders when shipped late be sent prepaid.

On a motion made by Mr. Stephens, seconded by Mr. LaSueur, of Sarnia, the question was put by the Chairman, a vote was taken and the resolution declared adopted.

Mr. Burnill: With reference to that clause, I think it is well to take into consideration the fact that the manufac-



LOUIS ADELSTINE
Montreal

turers don't intentionally send part shipments, it is more likely due to delays experienced in manufacturing.

Mr. Carkner: I don't think it would be any harm to give them a little prod, just to let them know that we are alive.

Mr. Adelstine: If I may be permitted a minute of two, I think a little explanation of that resolution would be in order. It was not the opinion of the Resolution Committee



Here's Another Chance

TO



MAKE SOME MONEY

Open to all Handlers of

TETRAULT SHOES

**From the Boss to the Message Boy,
whether the Shoes are Bought Direct
from us or through the Jobber.**

The Following Pages Tell the
Whole Story



Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

Paris, France

Montreal

London, England



OUR ANNUAL GUESSING CONTEST



Grows Greater Each Year

Unlimited interest, judging from the number of guesses we receive, is demonstrated by Shoe Retailers, Clerks and others connected with the retail shoe business.

This year our contest bids fair to become the talk of the trade everywhere.

The cash prizes we offer are sufficient to make it well worth the small amount of time and trouble required to put in a guess. So get busy.

CAN YOU GUESS

Our Total Business for 12 Months Ending August 31st, 1919?

CONDITIONS OF CONTEST

1. Open to all handlers of Tetrault Shoes from Coast to Coast, whether bought through Jobbers or direct.
2. Record of sales to August 15th will appear in "Shoe and Leather Journal."
3. From August 15th daily sales will not be added at factory to prevent information leaking out.
4. Guesses will not be received after September 10th.
5. Envelopes will be opened by Committee of well known retailers, who will announce the lucky guessers. (MARK ENVELOPES "GUESSING COMPETITION.")
6. When sending in your guess, you must give correct register number in lining of any one of our shoes.
7. Employees of the Tetrault Shoe Manufacturing Co. are not allowed to compete.

Send in Guesses Before 12 p.m. Night of September 10th

If you think you have not time try a Telegram.

CASH PRIZES

1st Prize	- -	\$125.00 Cash	4th Prize	- -	\$20.00 Cash
2nd "	- -	75.00 "	5th "	- -	15.00 "
3rd "	- -	35.00 "	6th "	- -	10.00 "

Tetrault Shoe Manufacturing Co., Limited

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Paris, France

Montreal

London, England



UNPRECEDENTED SALES RECORD



INCREASE OVER 100 PER CENT.

TOTAL SALES WILL EXCEED

\$4,500,000.00

How Near Can You Guess to the
Exact Figures?



SALES FOR ELEVEN MONTHS

September, 1918	-	-	\$216,946.42
October	"	-	245,776.98
November	"	-	237,727.25
December	"	-	304,223.40
January, 1919	-	-	278,479.35
February	"	-	360,920.73
March	"	-	493,438.19
April	"	-	533,824.82
May	"	-	497,184.58
June	"	-	504,473.56
July	"	-	515,524.90
August	"	-	? ? ?
Total	-	-	<u>\$4,188,520.18</u>

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Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

Paris, France

Montreal

London, England



Gratifying results are only obtainable through the adoption of a sound policy, and strict adherence to that policy. Here are some of the reasons why our policy has gained such popularity with the retail trade in general, and



Some Reasons Why We Have Enjoyed Such Gratifying Results

Reliability

Which has won for us the good-will and confidence of the Shoe Dealers of Canada.

Quality

Which has made our goods most popular with the consumers.

Style

We are the recognized leaders in shoe styles for men.

Prices

Our policy of producing shoes at popular prices which appeal to the masses.

Service

Our preparedness by increasing our capacity over 100 per cent. has enabled us to maintain the highest standard of service.

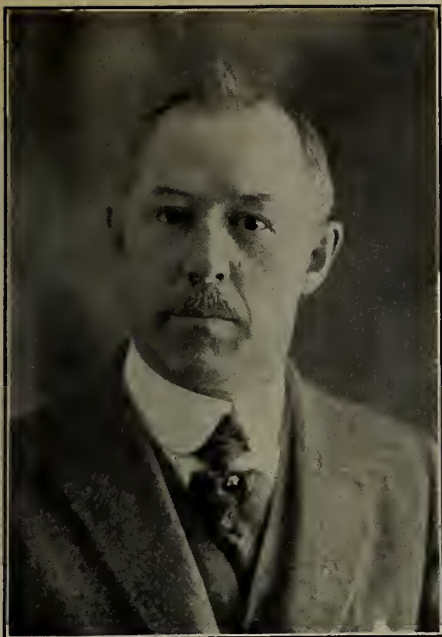
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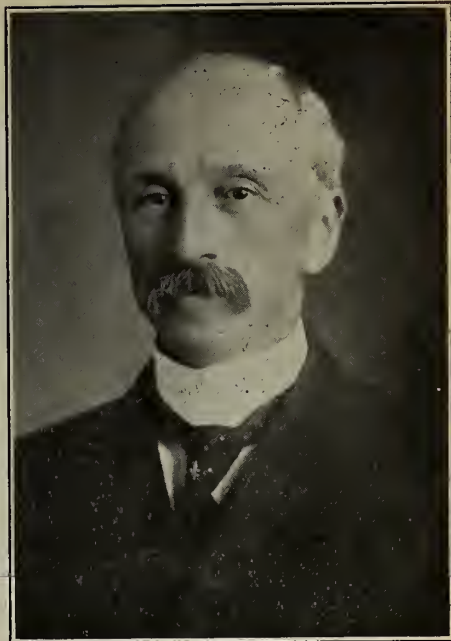
London, England



C. R. LaSALLE
Montreal



JAS. MAYNARD
Victoria, B.C.



R. E. LaSUEUR
Sarnia

to pass this resolution on to the manufacturers to prevent part shipments being made or shipments being late, it is rather to impress our dissatisfaction of small shipments being shipped at different intervals, that is if you have an order for say, 45 or 60 pairs of shoes that you will receive it in three shipments. It was not the intention of the committee in moving that resolution to apply it to large orders.

Mr. Stephens: Resolved, that a request be sent to the Canadian Shoe Manufacturing Association to bear in mind the requirements of the home market when undertaking export trade. Further Resolved, that they be impressed with the importance of shipments for placing orders being completed on time and thereby help the turnover of retail stocks, as this has a strong bearing on losses made by retailers and again reflecting upon the manufacturers.

On a motion put by Mr. Stephens, seconded by Mr. Scott, of Preston, the question was put by the Chairman, a vote taken and the resolution declared adopted.

Mr. Stephens: RESOLVED, that this Association approve of the standardizing of all shoe cartons and that the Executive Council be requested to take this question up for further consideration with the Canadian Shoe Manufacturers' Association.

On a motion put by Mr. Stephens, seconded by Mr. Foley, of Bowmanville, the question was put by the Chairman, a vote taken and the resolution declared adopted.

Mr. Stephens: I take much pleasure in moving the adoption of this report as a whole.

Mr. LaSueur: I take pleasure in seconding that motion.

Mr. Riley, Welland, Ont.: Before that motion is adopted as a whole, I would like to call attention to the fact that there is nothing said in the report regarding how these cartons and shipping cases are charged to the trade.

It is a well known fact that it is the custom of the American manufacturers to figure the price of cartons in the goods. I receive a number of cartons from Canadian manufacturers that they charge me 50 and 60 cents, for others 30 and 35. Wouldn't it be well to take this into consideration and request the manufacturers that they include this cost in the cost of the goods? We are paying for cartons that are absolutely useless; in some cases we have to pay to have them carted away.

The President: I have asked Chairman of the Resolu-

tion Committee to draft that and he will read it as soon as it is prepared.

Mr. Stephens: RESOLVED, that this Association take up the matter of charging for cartons and cases used for shipping goods and that the shoe manufacturers be requested to include this charge in the cost of the goods.

On a motion made by Mr. Stephens, seconded by Mr. Foley, the question was put by the Chairman, a vote taken and the resolution declared adopted.

Mr. Shinnick: I came in a little late, which is not the fault of the committee, but there are some matters I would like to bring before you that I think should be dealt with.

There are a number of manufacturing concerns to-day in Canada who will come to your store and take your order for widths, anything you want to give them, and I venture to say I am not exaggerating one particle when I tell you that not four out of every ten are that actual width. They will take a 5-B last and make it a 5½-C in figures only. I have had examples and written very sarcastic letters to the manufacturers and they have accepted the goods and didn't even reply. I have it to-day in my store and I had intended to bring it down here and show you. It is supposed to be a 5-B width shoe; the actual measurements of that shoe is scarcely a 4. Now, it means that as far as you are concerned a lady comes into your store, asks for a certain width, you take it down and give it to her and she comes in a day later, saying "I don't know what is wrong with that shoe—it has nearly crippled me." It means a lot of extra trouble trying to stretch it for her. You can't do anything with it and you have a dissatisfied customer.

Report of Nominating Committee

The chairman of the Nominating Committee then presented his report, submitting a state of nominees for officers and executive as follows:—

In view of the excellent work done by the officers *pro tem.* of the organization committee, we feel that it would be only fitting that we elect the officers as they stand for the

Don't delay sending in your application for membership in the new National Shoe Retailers' Association of Canada. DO IT NOW. See application blank in this issue.

ensuing year. The motion carried and the following officers were elected:

President	-	-	Warren T. Fegan.
Vice-Presidents	-	Ontario:	R. E. Le Sueur, Sarnia.
		Quebec:	Geo. G. Gales, Montreal.
		Maritime Provinces:	H. W. Rising, St. John, N.B.
		Manitoba:	W. R. Devlin, Winnipeg.
		Saskatchewan, Alberta, British Columbia:	Mr. Jas. Goodwin, Vancouver, B.C.
Secretary	-	-	Edward Cook.
Treasurer	-	-	Jas. W. Jupp.
Executive Council:—			
Ontario	-	-	E. A. Stephens, Ottawa; Felix Forbert, Lindsay; Fred. H. Foley, Bowmanville.
Quebec	-	-	Louis Adelstine, Montreal; Fred. J. Argall, Three Rivers; C. R. LaSalle, Montreal.
Maritime Provinces			W. L. Tuttle, Halifax; C. T. Hughes Charlottetown, P.E.I.; P. L. Higgins, Moncton, N.B.
Manitoba	-	-	John Afleck, Winnipeg; R. Creelman, Brandon; Geo. Douglas, Winnipeg.
Saskatchewan and Alberta	-	-	W. Marshall, Moose Jaw, Sask.; J. Moreau, Edmonton, Alta.; Mr. W. M. Hood, Calgary, Alta.
British Columbia	-	-	Jas. Gordon, Vancouver; H. C. Wilson, Vancouver; Jas. Maynard, Victoria.

It was moved by Mr. McElroy, seconded by Mr. Carkner, and unanimously voted that the report be adopted as read.

The President: Gentlemen, I will try and confine my remarks to three minutes. I am sure I scarcely know how to thank you for the honor you have conferred upon me by electing me as President of the Canadian National Shoe Retailers' Association. I certainly appreciate it and I will endeavor to do my utmost for the furtherance of its interests and the interests of the shoe men of Canada. I thank you.

Mr. E. Cook: Gentlemen, no doubt you will hear from me often enough.

A few minutes ago one of the members accused me of trying to run a sweat shop in here, but I have ordered fans.

I certainly thank you for the honor of being chosen your secretary. I will try and do all in my power to fill the position.

Mr. Jupp: Just allow me to say, I assure you I appreciate the honor, and I will do everything in my power to further the interests of the Association, not saying that I won't get away with some of the money myself.

The President: The next order of business is to chose the next place for the holding of the Convention. We will be glad to have suggestions.

Mr. Acton: I might say for the information of the Convention that the shoe manufacturers of Montreal have been very much interested in this Convention, and when I was down there a week or two ago almost without an exception they expressed the wish that the next convention would be held in Montreal and they said, we will show those Toronto people how to run a convention. They have got the money and as far as the social part is concerned I don't think there would be any trouble about that. I can speak that way also about the wholesale trade in the City of Toronto; they certainly have done magnificently, but the

Montreal men, that is, the wholesale men say give us a chance.

Mr. LaSueur: I am convinced it is not a good thing to keep anybody in suspense, and so if there is any hope in the hearts of the Montreal people I would say, let us confirm it. I would like to make a motion that the place of the next Convention be Montreal.

Mr. Carkner: I will second that motion.

The question being put by the President, a vote was taken and the motion declared carried.

Mr. Gales: Well, I am sorry I was out when this discussion started. Evidently you have elected Montreal as the place for the next convention and I know personally I would be delighted to do everything possible to make it a success, but it takes more than one man to make a convention of this size a success. I will be glad to take it up with the other merchants and I feel sure, and I am sure they will all fall in line. I would be delighted to have you all down there and we have a little more inducement than you have in Toronto. Our supply is still holding out, and we have got a little in reserve, and I will at once put in order that it be put in the loft and locked up for another year.

The President: The Honorable E. J. Davis has not arrived. We will take up

EARLY CLOSING

Mr. Stephens: I would like to say a few words on early closing. In Ottawa some years ago we used to keep our stores open until midnight; then we took advantage of the Ontario early closing laws, got petitions out and closed our stores week days at six and Saturdays at nine. This spring, early in March, the merchants in Ottawa were kind enough to make me chairman of an early closing committee which embodied all the different lines of trade. It was a huge job. We went at the thing very systematically and two weeks ago we put through a petition which closed practically every line of business in Ottawa at six o'clock the year around, Saturdays included.

Conditions in Ottawa are perhaps somewhat different; it is a government town and they close in the government buildings at four o'clock and one on Saturdays.

We expect next year we will still further change our policy by closing during the summer months at one o'clock on Saturdays. The public is adapting itself to the idea: we are doing just as much business and we are getting out in the open air and finding there is a lot more in life than just sticking on the job continually.

I was walking up Yonge Street last night and saw a young fellow walking up and down by himself in a hat store, and I thought to myself, you poor sap. He was in there not doing enough business to pay for the electricity he was burning.

The public are like a flock of sheep—you can get them to do whatever you want. So I say, gentlemen, take advantage of the laws you have and get your stores closed early.

The President: In talking on early closing, would the gentlemen be good enough to confine their remarks to the benefits that they have received from it.

Mr. Shinnick: If you are interested in the benefits, I might quote you one that I received from early closing. The other evening I closed my shop up at six o'clock and down at the corner I met a friend with a bottle of Scotch and I went home with him. I considered that a great benefit.

Mr. Widdowson, Toronto: Early closing may be alright for the stores on Yonge and King Street, but I belong out in the suburbs, and I say most emphatically that early closing is not an advantage to merchants doing business in the outskirts of the city.

Mr. McElroy: Mr. Stephens is down in the heart of the city, one of your King or Yonge Street stores, I am away out near the outskirts doing an entirely family trade and Saturday was my biggest day. Now we close early and the

volume of my business is increasing. I would never go back to the old system.

Mr. Megginson, Sault Ste. Marie: Fifteen years ago in Sault Ste Marie we got a law through to close on Wednesday afternoon. Two years ago we agreed to close every night except Saturday at 10.30. Everybody is satisfied; we wouldn't go back to the old way. We find it works splendidly.

Mr. Carkner, Ottawa: It is a wonderful benefit. I would like to point out a phase of it in connection with help. Help all over is calling for shorter hours. I had a young chap in my store leave not long ago to take a position with the Government. He said, why I am off every day at four and Saturdays at one. We want the best class of help that we can possibly get for the shoe business—it is the greatest game on earth absolutely—you can do more for humanity than the doctors can, for you can prevent them from becoming cripples. I find by our early closing in Ottawa, we get a better class of help and they are better satisfied to work.

Mr. Adelstine: Representing the views of the Baby City of Canada, I think the early closing question is a good idea. Montreal has had the greatest difficulty in putting it through, representing as it does the biggest or most cosmopolitan City in Canada. We started about twenty years ago by closing one night a week; several years afterwards the merchants were all satisfied with having closed one night a week and we entered a petition to close two nights a week. We have been closing two nights a week for about fifteen years. A petition was sent out last December or January, resulting in six thousand merchants signing in the City of Montreal for the closing of four nights a week at seven o'clock and two nights we close at ten. If the City of Montreal can do it, every city in Canada should be able to,

but start at the beginning. I don't think I would advise to start closing at six o'clock every night—take two or three nights a week first.

Mr. Gales: Mr. Adelstine did not intend to include our firm. We close at six o'clock every night.

Mr. Adelstine: I was speaking for the small merchant; Mr. Gales is one of our biggest.

Mr. Riley, Welland: I come from a country town and together with my competitors we arranged to close our stores every night in the week at six o'clock except Saturday. We also close on Wednesday afternoon. There are a number of stores who sell clothes as well as shoes and they do not consider themselves altogether belonging to our trade and they feel at liberty to stay open until midnight if they want to, and the majority of them do. I think it is up to our legislature to enforce laws that these two trades, the clothing and shoe, should close every night at a certain hour.

The President: Gentlemen, the time is up. I am sure the local organizations will keep this matter in view.

I would ask Mr. James Acton to introduce the next speaker.

Mr. Acton: I don't suppose the Honorable E. J. Davis requires any introduction to Ontario people. He occupied for a considerable time the position of Provincial Secretary of the Legislature, and I suppose he is known to all of you here as—it is perhaps not wise for me to say here—the manufacturer of the best calf made in Canada. He is to address the convention this morning on the leather situation, I suppose particularly with regard to the "golden" calf.

I have much pleasure in introducing the Honorable E. J. Davis.

Leather Conditions

By The HON. E. J. DAVIS

An Interesting Half-Hour on Present Leather Conditions, in Which the Honorable Gentleman Showed the Situation of To-day, and Especially the Calfskin Leather Industry

MR. PRESIDENT and gentlemen: I appreciate more than I can express to you the honor of an invitation to address this gathering. There are many reasons one could give why it is an honor, but there is one particularly in connection with this special meeting that you are holding, to-day and yesterday, that you never will have to say again. The programme says it is the "First" Annual Convention of the Canadian National Shoe Retailers' Association; you will never again have the first one, and I am delighted to meet you and be with you at the beginning of what I believe will grow to be one of the most valuable assets that the shoe retailers of Canada possesses.

May I congratulate you on the title you have given to your Association—Canadian National Shoe Retailers' Association. If there ever was a time in the history of this good land in which we live when we all ought to have the broad idea of being a union, in a sense, and working together, all the nine provinces of the Dominion, from the Atlantic to the Pacific, that time is to-day.

Will you allow me, before I take up this serious question of leather, to say one or two words about some other things? You have had varied experiences selling shoes—you know more about that than I do—but I have also from observation and from some little things that I have gathered during the many years I have had to do with this business. You find various conditions in different sections—what will do for one part will not for another, and so for a salesman to be able to size up the situation and get the best results requires

a great deal of thought and perseverance and good judgment. The style of shoes in one place would not do for another. That is not so much during the last two or three years, because no style seems to suit anywhere. Now along with all this I hope no one will think that you have not some advantages, as you meet all classes. You get the view point of all you meet, and the knowledge you get from meeting the different men and women in a community and hearing their discussions can not fail to be of value to anyone. You remember Abraham Lincoln in his early days was a clerk in a little country store and when the people of the community came in to deal there, they discussed the affairs of the nation, and it is said he got the grasp which he always had in later life and which enabled him to handle the affairs of the nation so ably, from hearing the discussions and taking part in the discussions that went on in that little country store.

With reference to the advantages of a meeting such as this there should be considered that of the opportunity you have of meeting men and forming acquaintances with fellow dealers, and this of itself, in my estimation, is a great advantage. Not only that, but you hear the opinion of people from all over the country on the subject you are most interested in. You cannot fail to benefit from that and I am confident you will take home these suggestions and apply them to your own business. In this day of hurry and rush we are overlooking one of the most valuable assets in life, and that is friendship. I am sure that friendships that you will form in gatherings such as this will be of the greatest value

to you in years to come, friendships that you never would have made otherwise. We must not forget in these hurry days that money after all is not everything, but I am afraid the good old neighborly way of living that existed a few years ago is fading out, much to the disadvantage of your life and mine.

Now, a word or two on the subject I was brought here to discuss with you—leather conditions.

We have two plants, one at Kingston, Ontario, where we manufacture side upper leathers of all kinds, and the other is at Newmarket, 180 miles apart. I have sons in both places, and it is all a Davis outfit, both of these organizations, but the plant in Newmarket is given over to calf skins only. After investigation, and we made a careful investigation before we made the statement in the papers that we advertise in, we find in Newmarket, Ontario, we have the largest purely calf skin tannery under the British flag.

I hardly know how to deal with this leather situation. You know the conditions of things pretty well when the war broke out. After war was declared and during the period of the war up to the signing of the armistice we have had varied conditions; so far as prices are concerned, the general trend was a very large advance in all kinds of raw material; at the signing of the armistice prices went up in hides, I am not speaking now of calf skins but hides, until they were more than double, not quite double, the prices when war was declared. Now, in addition to that, leather was perhaps three times the cost at the armistice. Materials which went into the manufacture of leathers, such as acids, chemicals of various kinds, were all the way from twenty to two, three and four hundred per cent. higher than they were previous to the war; in fact, it was almost impossible to get things required to produce first-class leather. Now, the reason for that was that during the war embargoes were placed all over the world. The world was screening itself; the herds of cattle have been reduced ever since war began and previous to war being declared all raw materials, hides and skins were becoming very scarce; the supply of the world apparently did not compare with the demands for the product made from them, but when war closed we found a shortage of seventeen or eighteen million of cattle in the world, which is an estimate from a pretty good authority after an investigation to see the conditions of the herds to-day.

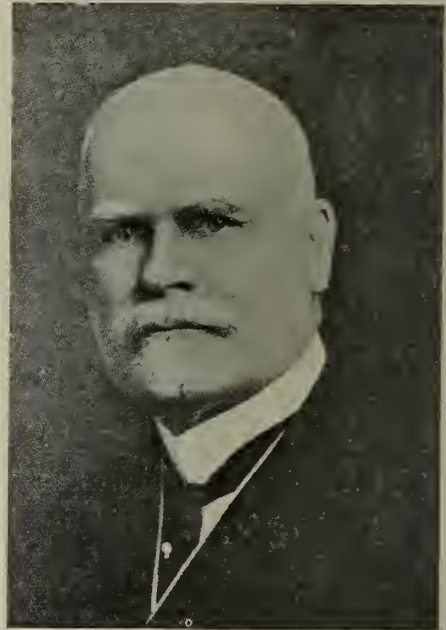
Now, to make our difficulties greater, not only did we have high prices for raw materials and wonderful difficulties to get them, but we had a strong demand for leather, and after all is said and done the leather was in shortage; all over the world the raw material was in shortage, and while we might try to get away from it by temporary legislation, gentlemen, there is one thing that rules in the end, in your business, in mine and all the staple businesses of this land—that is supply and demand. You can't change it; it is one of the old rules and it is just as active to-day as it was in the past. You may for a time do some little thing, like the United States did, put a price on their hides and skins during the period of the war and control the price—I intend going into that again—but that was only temporary; that is not a world condition.

I think most of us had the view when the armistice was signed we would have a gradually lowering in prices, but what do we see? Prices are higher now than they were when the armistice was signed; the difficulty of getting hides is greater than it was before and the enormous demand for leather for export and for home consumption is greater to-day than it was all during the war. Leather is very much higher so that the situation in a general way, so far as side upper leather is concerned, is as I have just told you.

Calf skins, raw calf skins, at the time the armistice was signed were a little over double in price to what they were when war was declared, but, would you believe it, gentlemen, that to-day, taking one line of calf skin—untrimmed

skins, such as we can make a comparison with, or rather yesterday in New York City they were asking for green calf skins \$1.10. Now, gentlemen, here is a situation that is appalling. I have written to some of our customers asking about prices for next season, and I said we are helpless; we throw up our hands, we don't know what to say to you. It is a certainty that we have to ask prices that we have in order to get out with any reasonable kind of profit. That is something that is forgotten by a great many people during the investigation on the high cost of living, who try to make out or make it appear that leading manufacturers who have spent a life-time in the interests of their plants, in putting in more up-to-date machinery, reducing the cost of manufacturing, and in this we were public benefactors, because if nobody had done that we would be paying twice as much for manufactured stuff as we are. It is because of the industry on the part of the leading men in our various branches of manufacturing doing what I have just stated which puts us in the condition we are and which gave us a world-wide reputation during the war.

It takes about three hundred thousand skins to keep our plant going ahead and we are turning out more to-day than we ever did in our history. Now, those skins have advanced



HON. E. J. DAVIS
Newmarket, Ont.

since the armistice was signed about \$5 apiece. Now think of it, gentlemen. If you are to run your business and to fill up with expensive raw material like that, is it an unreasonable thing to say that you must get more than an ordinary margin of profit on the go-up, for when it comes down where will we be? There is the situation. Supposing overnight skins dropped \$4 apiece; you can figure it up and see what it means to us and then you would have the price we were paying when the armistice was signed, which was double the price we were paying before the war began. I am just mentioning this to show the situation as it is to-day.

Now, the shoe manufacturers—your good friends and ours, because without their efforts we both would be in a very bad way—the shoe manufacturers come to us and other tanners and say, “we soon want to begin to figure on next season's shoes,” and they expect to place orders for three or four months ahead at prices reigning to-day. We have divided up with shoe manufacturers all along the way and no doubt he has done the same with you. The shoe manufacturer goes out to the shoe dealer and they want to know

the prices two or three months ahead. Now that is, I think, making the situation worse to-day. They come to us and they want us to sell them goods, but how can you fix prices? We tell them this, don't sell a shoe that you haven't got leather bought to cover. We have told them that for the last four years, and I think that perhaps some shoe manufacturers will thank us to-day. We don't sell any raw material that we haven't, or rather we don't sell any leather that we haven't the raw material bought for. You can easily see what a dangerous position we would be in if we accepted all the orders we could get three and four months ahead.

I rather think I got in wrong with one of our customers who telephoned yesterday and wanted to get prices for next spring's supply and, of course, we couldn't give it to him. Well, he didn't like it very well.

Every day almost there is an advance in the price of raw materials. Now I am not saying it is not a crime and it's all wrong, but there it is and the tanners and manufacturers and retailers, in my judgment, have got to work together the best way we can to get through this extraordinary time without trying to make anything more than a reasonable profit ourselves, and give to the public and the citizens of this country the best service possible.

Now, that is the policy that I would suggest and I am glad to meet the Canadian shoe retailers in order to explain to them from the tanner's standpoint just how the situation stands.

Leather will be higher, gentlemen. Now, I am sorry to say that. It hurts us more than anybody else. It is very unfortunate, but with these prices on raw material it must be higher.

Now, I will tell you—we have talked it over, my sons and I, and we believe some day it has got to go down; some day there has got to be a drop in prices, they cannot stay where they are, and then what's going to happen? We talked it over and if we only considered ourselves and nobody else, and not the interests of the dealers what we would do would be to stop buying raw material absolutely and go on and finish up what we have got—it would run the balance of this year, probably clean everything out and close up the the plant for a year, and I am not sure if we wouldn't be money in pocket, but we cannot do that, gentlemen; the manufacturer wants leather and you want shoes, and what puzzles me is that the Canadian demand for shoes never was as great as it is to-day.

Now, there we are on that question. Then, gentlemen, there is another thing. Supposing we take the risks and supposing on these advances, when you can't help but make profits if it keeps going up, supposing at the end of the year you show a profit because of the raise and nothing else, you take an advance of \$3 or \$4 on raw materials and, of course, you must get an advance price on that, when you come to the end of the year if you have anything like a profit larger than normal why our good friends the government, pushed by the western farmers' association and pushed by the labor interests are complaining about the high cost of living. Now, the high cost of living, I suppose if you analyze it, would show that 75 per cent of such is articles that were purchased from the farmer—just think of that. All hides are purchased from the farmer, calf skin as well is produced by the farmer. I don't think I am overstating it when I say 75 per cent. of all these articles which go into the high cost of living comes from the farmer. Well now, the government says we want to see what you have been doing here and the newspapers send their men down; if it is in Ottawa where a committee is in session, they send their reporters and they are good fellows, I know; I was in public life a good many years and I know how reporters reported public men. These young men don't understand; they haven't had business training. It takes a man with business training to properly put a situation of this kind before the

country so that the people will understand it. At some of these investigations men who were there were looked upon almost as profiteers and somebody that should be put in jail; and if a newspaper reporter could get some sentence that has been stated and make a great big headline in the paper, why that seemed to be a great thing.

I was talking with a newspaper proprietor of one of our leading papers in Toronto, and we went over the situation together and I said to him what would you do? If the government wishes us to stop making leather we will stop, but if we are to go on and satisfy the demand why then on the up-market we must make a little profit, because we are going to lose a whole lot of money on the down-go.

Before the war I think every eight or ten years prices went up more than ordinarily, but we always figured whatever additional profit we made that year would be eaten up the year the prices went down, for very often then we wouldn't make anything; taking the two years together would mean having a fair average business profit, which one must have. Now, if this is taken away from us in taxes and then objection is made, why—of course, you have to have a little more than an ordinary average profit when the market is going up or you can see where you would be when it dropped.

May I mention one word on the question of contracts? Now, gentlemen, will you all listen carefully to this, because contracts ought to be always your sacred word? If we make a definite bargain and sign it we all ought to carry it out, that is my judgment. That is why the British business men during the last hundred years got a standing over all the world, because they could be depended upon. We have just concluded the greatest war in all history because a nation wouldn't keep a contract. Now, in our business, the tannery, the shoe manufacturers couldn't do business unless we would take contracts for them covering them for two or three months for their supply. They couldn't go out and sell independently or rather intelligently. It is more difficult to do that, but we have got to do it.

Now, a shoe manufacturer is responsible so far as contracts are concerned; when he makes a contract with us we must keep ours and he must keep his; when the prices go down he mustn't try to get out of the contract; he mustn't say it isn't quite as good when he knows it is just as good. I am satisfied they won't do it because that was the only way we could enter into, or any other manufacturer of leather, for contracts ahead.

Now, I am coming down to you. We have taken the tanner and the shoe manufacturer, now we come to the shoe dealer. The shoe manufacturer sells you; he takes orders for your goods several months ahead at certain prices based upon the price he purchased material from us for. Now, he has got to pay a certain price for his leather and he has got to take a chance on the market and when it goes down, then he will go down. You will probably have some unfortunate contracts just as shoe manufacturers, and I am sure that every one of you will carry out your contracts with shoe manufacturers 100 per cent. efficient, just as you made it to him. If we don't have sacredness of contracts we cannot do business, gentlemen.

Another point in connection with our business—freights have gone up 60 per cent. I want to say to you now, and it is something that may not be popular, but I am not running for Parliament and I can tell you the truth as I see it. Freight rates have gone up about 60 per cent. in the last twelve months; that happened immediately after the United States government took over the railways in the United States, and I want to say to you, gentlemen, that personally, and I have had a long experience, thirty years in public life—

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it was just fifty years the first of October since I started to learn my trade, and I want to say to you that I am one of those who is opposed to government ownership and government control of the railways. The difficulty is that our papers came out; they had taken that view and they didn't discuss this thing—in my humble opinion—on its merits. After the United States took over its railways freight rates increased about 60 per cent., passenger rates about 50 per cent. I was over in Boston and New York and several of the large cities where business takes me in January and March, and during that time I talked with numerous business men and I never met one that wasn't opposed to government control of the railways. They said get them back to private owners under proper control for us. I find that they took over the telegraph wires in the States, but they soon had such a mix-up that they are gradually going back to the old system under proper supervision of the government.

Now then, everything is going up since the armistice. There isn't a thing that we do in business that our expenses or costs are not gradually increasing. It is to be hoped there will be a stop somewhere.

Now, in conclusion, let me say we must all work together. We all have different views and different opinions; it is only right that we show that we are wide-awake Canadians and have something to think with. By the way, there is one thing more—we don't work any more like we used to, but a few of us do. I used to work ten or twelve hours a day, and I am working now ten or twelve hours a day, except when I can get a holiday. Now, we are coming to the place where the world is going to try to work six and eight hours a day. Gentlemen, I have worked as a

working man and as a business man with the difficulties of both, and I want to see the labor man get everything he is entitled to. I am willing to give it to him. In my opinion, however, no man ever got anywhere prominently and made a success of it in any line of life, I don't care what he is, whether he is a lawyer or a doctor, a school teacher or a business man of any kind or description, he never got anywhere or to the top of his profession on eight hours a day, and it can't be done. Gentlemen, what we want to-day to bring this country through the most trying time we have ever had to experience—the next five or ten years—we want work and we want economy and we all want to do our part and to work and help develop the resources of this country instead of stopping production, which we are doing to a large extent. We are losing millions of dollars right now in this Dominion of Canada, because production is being stopped. We must do our share to advance the interests of this country. I want to tell you that there are more young men in Canada to-day that are being injured because of not working enough than there are of young men who do work too much.

Gentlemen, I want to again thank you for your kindness in inviting me to be here and I hope that the association you are now forming will develop and be a great success.

The President: I want to call attention to the hearty applause of those present to this very interesting address which is ample proof of how it was appreciated.

Mr. Acton then made announcements regarding arrangements for the drive and the theatre party for the ladies.

The President: I will now call on Mr. J. W. Jupp, of Toronto, who is to address us on the "Help Problem."

The Help Problem

By JAS. W. JUPP

A Vital Question That Was Well Conducted by Mr. Jupp, Who Has Made Much Study of the Subject

GENTLEMEN: With the peculiar conditions of the labor market, and after hearing the wonderful papers and discussions on the different subjects preceding, I feel it would be presumptuous on my part to try to tell you how the help problem should be handled.

But if I may assist you by relating some of the varied and tried out features of our small establishment I shall be very pleased to do so. Being one of the smaller ones, our experiences may fit into the needs of some of the lesser lights in our business of shoe retailing.

I have always imagined that the main hold an employer or proprietor of a small establishment can have on his help is to exercise and put into practice that good old golden rule of doing unto others what you would like others to do to you. Also to throw into the pot a full measure fellow-employee spirit so much appreciated by those who may be working with you. And please note that I say working WITH you and not FOR you.

Some years ago when on a visit to the National Cash Register Co.'s factory in Dayton, Ohio, I was told there of a motto that the T. Eaton Co., of Toronto, had in the tunnel of their establishment where the employees went out and in to work. This motto was an electric sign reading: "To our fellow employees, we extend the season's greetings."

It was, of course, at Christmas time. The fact that I heard this in an American city, far, far from my own home, made it doubly impressive. And I was told that when Mr. Patterson, of the National Cash Register Co., heard it he was moved to tears. As Mr. Patterson has done a very great deal for his

help, this act on his part shows that his heart is in the right place.

One thing I have done that has always worked satisfactorily is to allow the clerks to make their own adjustments of minor complaints and I have found they can do it as well or better than I. Also in buying, I always consult one or more of the clerks and frequently take them with me. This creates an interest that would not otherwise be, for they feel that if they are consulted and their advice does not turn out well, it will go against them. They, too, push the lines they suggest.

Our system of remuneration is one that my father, now retired, some four years ago, inaugurated many years ago. I have, since taking the business, continued this and have also enlarged upon it from time to time. Our present plan may be summed up as follows: A weekly salary, commission on sales, and a bonus based on our yearly net profits. The commission and yearly bonus I have encouraged the help to leave in what I call a drawing account, bearing interest at 6%. The result of this plan has been that our help all have real nice nest eggs; at the same time it is accessible at all times. This plan has been one that has tied our help

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to us in a way that I feel justified in the trouble connected with it and it has been very satisfactory to us.

I thank you for your attention and hope anything I have said will be of benefit to you.

The President: I am sure we all enjoyed Mr. Jupp's little talk very much.

At 12.30 the meeting was then adjourned until 2.00.

FOURTH SESSION

At 2.15 the President took the chair and said: The first item on the programme is that of an address by Mr. A. H. Geuting, President of the Retail Shoe Dealers' National Association of U.S.A.

Mr. Acton: I have had two or three letters from Mr. Geuting and he expected to be with us to-day, but on the 15th I received a letter from him stating that he could not be with us; however, he enclosed a greeting which he wished me to read to you.

To the Canadian Shoe Retailers in Convention Assembled:

The National Shoe Retailers' Association of the United States of America, through its President, desires to send greetings to their brothers in the retail shoe business across the Border.

Every shoe retailer in the United States almost regards the retailer in Canada as belonging to the National Shoe Retailers' Association, and we sometimes wonder why there should not be the closest co-operation between them. As a matter of fact, we have several Canadian retailers on our membership roll. The problems of distribution to the consumer are certainly identical. The markets will be more similar in the future than they have been in the past. Every problem that arises with us must arise with you, and on its proper solution depends the success of the retailers. His rights as a merchant; his privileges as a benefactor of service to his community; the great cog that he is in the wheel of progress, particularly in the shoe trade; all are vital to him



A. H. GEUTING
New York

and in these days of co-operation instead of individual competition necessitates the forming of an Association.

I take it that many of the retailers in Canada have seen the handwriting on the wall and know how important association is to them. They are beginning to see the benefits that are derived from association. They know what it means to be able to take their troubles to a laboratory of fellow retailers and there have them diagnosed and the remedy from a retail standpoint applied. This is going to be the real source of information. A shoe retailer

can no longer depend upon the point of view of a shoe manufacturer, a shoe jobber or a shoe travelling man. No matter how well intentioned their advice may be they cannot exactly view the situation from any other point of view than their own training. It is, therefore, essential that these problems are solved among yourselves.

We, in the United States, started organizing just nine years ago, and we have steadily progressed. No one who becomes a member of an association ever turns back, but often become so progressive in Association work that it is difficult for the mass to keep pace.

Under the shoe retailer's leadership in the United States we guided the regulations during the war through the War Industries Board. We were the means of establishing the Allied Council of the American Shoe and Leather Industries and Trades, which to-day is duly organized and embraces every allied branch of the shoe and leather industry of the United States. This makes it possible for us as an industry to attack or encourage any legislation, any regulation, or any problem that may arise in the trade en masse. The shoe retailers have assumed responsibility of setting the styles for the country; the manufacturers are co-operating with them; the tanner, likewise, tans his leathers the colors we decree,—and the last makers and pattern makers co-operate with us on the question of lasts and patterns. This simplifies the problem from the manufacturer's standpoint; it puts the responsibility of style upon the retailer where it belongs; they are the ones that come in contact with the trade; they know what people want and it is their duty to know what they want, and just to the extent that they study the public with whom they come in contact, just to that extent are they successful retailers, and from these successful retailers we appoint a Styles Committee who in broad lines lay the foundation for styles from season to season.

This is just one little example of the benefits that are derived from association. The personal benefits are still greater. The writer recalls the personnel of our first meetings, and it is almost beyond belief to attend one of our meetings to-day and see what wonderful progress the retailers of this country have made under the guidance, inspiration and educational features of our Association work. Canada is too progressive a country, has too great a future to be dormant in this matter, and I am pleased to note the progressiveness of your leaders in bringing in this question of association to the attention of the shoe retailers of your Dominion.

I wish you God-speed in your efforts.

A. H. GEUTING, President,
National Shoe Retailers' Association
of the United States of America.

The President: I am sure we are delighted to have this message from the President of the United States Retail Merchants' Association.

The next order of business is that of an address on "The Glazed Kid Situation," by Mr. Laird H. Simons, President of the Wm. Amer Company, Philadelphia, and I will call upon Mr. Charles Blachford, of the Blachford Shoe Company, to introduce the speaker.

Mr. Charles Blachford: Gentlemen, I am introducing to you this afternoon Mr. Laird H. Simons, of the Wm. Amer Company, of Philadelphia, who has been in touch with the goat skin industry for a great many years. It was my pleasure to listen to Mr. Simons two weeks ago at the New York Retailers' Convention held in Rochester, and I felt that this convention would be helped a great deal if Mr. Simons should come and talk to you for a few minutes. I have pleasure in introducing to you Mr. Simons, of Philadelphia.

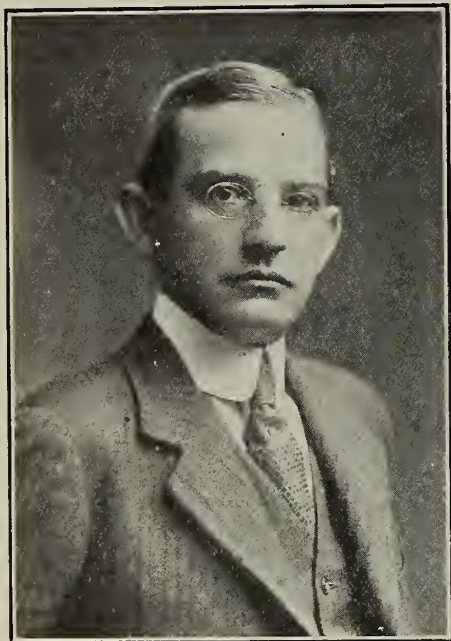
The Glazed Kid Situation

By LAIRD H. SIMONS

A Bright Address of Educational Value
to Retailers as Well as Manufacturers

GENTLEMEN, I was very much pleased with that little slip of the tongue of your Chairman, and as I look into your faces I rather imagine that he was right. He spoke of real merchants and I am very glad to be able to come here and meet real merchants in convention—their first convention, I believe. I thoroughly believe in conventions; I believe in them more now than I did four years ago, for if there is one thing that the past five years have taught us it is the interdependence of men and of nations. You can't run your store regardless of what the other fellow is doing; the retail trade can't run its business regardless of what the shoe manufacturers are doing; and the tanners can't run their business regardless of what the shoe manufacturers are doing, but we can run a much more highly and successful business, and by successful I mean the serving of our clientele, by getting together, knowing the other man's

said that leather would fall in price: shoes would be cheaper. Well, some of us believed with him and some didn't. But what happened? The governments of the world needed army shoes which made terrific inroads on the supplies of calf and hides. There seemed to come a shortage in killing of meat cattle and with the terrific increase in the demand for leather, not only for the shoes but for the various munition purposes, the supply didn't increase—it decreased, and there seemed to come, although goat skins were not used in any way for war purposes, a demand for this product that probably was occasioned by the shortage of other materials. But a while before women had been wearing a low mannish shoe, an athletic shoe, a heavy shoe; their skirts had been long, but in 1915 the skirts seemed to wander upwards, and the shoes followed them. From a mannish shoe a strictly feminine shoe became the style, though in the minds of you retailers I suppose, because it is said that you create the styles; I hope that is true because I want to come back to it. Colors came into fashion and instead of women having one or two pairs of black and a pair of tan shoes, many of them had a pair of shoes to match each gown that they wore on select occasions and a pair of black in addition. That increased the demand tremendously, and whereas—taking 1914 as the normal price on raw material—the chill that we had, sent goat skin down to almost half of normal in price. We were very, very solicitous for Canadian trade and European trade with the hope that we could keep our factories running in 1915, but towards the end of 1915 this style feature came in and the shortage of material came on, and the demand started in. In the fall of 1916 the price of skins had been 35 cents for the best grade; it went up to 48 cents and in November and in December and in January that price went up to 80 cents for a top grade; then came the check brought about by the restrictions—first we were not permitted to export to Holland, to Sweden, to Norway, to Denmark, and then Great Britain clamped down the lid, and no more glazed kid could go into Great Britain from the States. I am very glad to say that there was no lid on this imaginary line south of us; we continued to ship into Canada what you would call for. The prices went down with a bang. Our retail merchants in the States didn't play fairly with the tanner nor fairly with the shoe manufacturer. They said the public expected cheaper shoes because exporting had been stopped; orders were checked from the shoe factories and the shoe factories checked orders from the tanners, although that raw material had been bought months before in good faith, on terms which they had accepted and which they then didn't accept. The tanners appealed to them, but to no avail, and that same top grade that had brought 80 cents was sent down to 55 cents—it was a terrific loss to take. The retail merchant in the States was responsible for it. I am speaking of that now because there is a crash coming in the future and the retailer ought to bear his share of the burden. Thus the retailer shirked his burden in 1917 as well as the shoe manufacturer—there were exceptions, I am glad to say.



LAIRD H. SIMONS
Philadelphia

problems. There is some part, you know best; there is some part of the problem the shoe manufacturer knows best; some part of the problem that possibly the tanner knows best, and if we can bring their different ideas here, certainly, as sane men and real merchants, we ought to ask them. It will be of the greatest benefit to themselves and to you men.

No doubt you want me to tell you how high the price for glazed kid is going and at what period it will start on its downward course—I don't know. I am not going to attempt to tell you; I don't believe anyone else can. It is not the main question to-day for us to consider. I think, though, we want to consider something of what has brought to pass the present condition, these rising prices which are approximately double from December till now. Is it something that is brought about entirely by the end of the war? I think not. You know that with the outbreak of war there was quite a chill went down the spine of all merchants and manufacturers. A prominent manufacturer in our State

Then came the decision of the Allies that shipping must all cease to take Canadians and Americans to the other side and to provision them. Next, in the early part of 1918 our Government said, goat skins cannot be sold except at a given price which they set at about 65 cents for top grade;

then, in June of 1918 they said, no more importing of hides and skins except those needed by the government.

Now, in 1917 we tanners in the United States had brought into the United States something over sixty million goat skins, approximately the world's production. In 1918 we brought in only thirty-two million—my figures may be just slightly out, but approximately half is correct. The war ended in the fall, or the armistice came, then the talk was immediately resumed of our exporting to Europe to take care of the terrific need there for shoe leathers. Some of the foreigners began to buy in a small way; but it was in that period ending March 1st, only ten million of goat skins came in for five months. There was a shortage of shipping. There was the time required to complete your deal in the foreign market and get the goods on board and get them to the States, and during that period the style feature became intense again with women. You discarded patent leather, you discarded cloth, you discarded calf, and you discarded everything and said goat only when it was at its shortest time, and the price went up—it is still going up. It would have gone up if you hadn't given it the impetus, but you gave it the impetus at a time when you all ought to have been conservative and held back.

I was speaking before the National Association of Shoe Manufacturers' in New York in January of this year. I told them the situation as it existed then. I said, gentlemen, please hold back and buy only what is necessary for you will have a runaway market; three months later, in April, I spoke to the same crowd and I made this remark. I said, gentlemen, you recall what I said to you in January. Some of you followed my advice, or my plea, and some didn't. Those that did I offer my humble apology to, for it has cost you money—too many went the other way. Now, gentlemen, you have the same situation to-day. If you keep up that terrific call for goat only in women's shoes, I don't know where the price will reach. I am a goat man; I have never been anything but a goat man and I never expect to be anything else. I want all the product I can make sold, but gentlemen, goat skins are not made, they grow, they are a by-product. No matter how far you drive the price you will not increase the supply one skin. What is the solution? We must use those other things that have always gone into shoes heretofore, as well as kid.

I think the United States from July to January will probably produce its maximum factory capacity of glazed kid; between eighteen and twenty thousand dozens per day—that is about the world's production of goat skins. If those figures are correct how can the United States produce between eighteen and twenty thousand per day? It doesn't seem possible to me. England has increased her tanning from about 800 dozens in pre-war time to about 2,500 dozens per day. I question whether either France or Ger-

many have increased their production any, but we know that their factories are there ready to produce as soon as they can get skins. We know that Holland, since the war began, has started to tan goat skins. We know Japan has bought goat skins, although we have never heard of any being produced in Japan, but we know they have the skins—why, I don't know and the best informed men in the trade don't know. Brazil, the Argentine, Chili and Spain have all started to tan goat skins. Now, is it to be expected that with all those additional factories or rather competitors that we will be able to get practically the world's supply? I think not; I can only see a scarcity next year.

I have talked recently with men from France, from the Scandinavian countries and many from Russia. They predict that it will take maximum capacity in the tanning of leathers for two or three years to supply the needs there.

Now, that is the condition, gentlemen. If you have anything to do with controlling the style feature why continue to neglect cloth? There isn't going to be enough leather for each lady to have a dozen pairs of shoes of kid or goat or any other leathers, that I can see, unless some of those nations who need leather more than we do go without it, and we can use some of those other things for supplying a part of that need.

I hope that you will take that thought and make such use of it as it may seem best to you. I thank you.

The President: I am sure we are delighted to have Mr. Simons with us this afternoon and to have had the pleasure of listening to his very interesting address.

Mr. Gales: In addition to the President, I would like to also endorse what he has said, in moving a very special vote of thanks to Mr. Simons. We know that he has come a long way to address us and has given us his very valuable time. He is a busy man and I am sure that the heartfelt thanks of this whole convention goes out to him and that we thank him very, very much for his interesting and profitable address.

The President: Mr. Acton will introduce the next speaker, who will talk on "World Shoe and Leather Conditions."

Mr. Acton: It is now some years since I first had the pleasure of introducing Mr. Daoust to a Toronto audience, it is some eighteen years ago, and I remember calling upon him to address a meeting of rubber shoe jobbers and manufacturers, and I didn't know whether Mr. Daoust could speak English or not at the time, but I made a remark at the time that if he couldn't we would be glad to hear from him in the beautiful language of Moliere.

We welcome Mr. Daoust here to-day in his capacity as a shoe manufacturer and as a representative of the French-Canadian people. I am sure you will give him a very hearty welcome here this afternoon.

World Shoe and Leather Conditions

By JOS. DAoust

A Rousing Address That Kept Everyone on the Qui Vive, for Mr. Daoust's Wonderful Grasp of the Hide and Leather Situation was a Revelation to the Convention

MR. CHAIRMAN and gentlemen: It may surprise you to know that I am not going to speak in the beautiful language of Moliere; I am going to select the beautiful language of Shakespeare.

It is certainly a great honor for me to be here this afternoon to address such a gathering of business men of this great province of Ontario.

I notice, as you have noticed, that I am the last on the

programme, whether it was done intentionally or whether it was because somebody had to be last, I don't know; however, if you attend a banquet you will find on the menu, or the bill of fare, the first item is olives; at this Convention you have the olive leaf presented to you to show that the Convention will mean friendship among you; the next item on the programme is fish—you have no doubt heard from many good speakers who spoke to you about advertising

and fire insurance, these men have been fishing for business in advertising and fire insurance; the next course, gentlemen, we have the meats—those are, I might say, the most important of all, because they are the most valuable, and you have heard some good speakers tell you about the way to make money and also you have heard about the leather conditions and all the troubles of the tanners and the shoe manufacturers; after observing all these courses you come to dessert, and I am here to serve you dessert, gentlemen. The dessert comprises sweets. Am I going to speak very sweet and tell you very sweet things? I don't know, but the effect of dessert and sweets on a meal is to help digest it, but there may be at the banquet some slow stomachs that have got to have a pill to help digest. Gentlemen, I am here also to serve you a certain pill and it is this—much to my sorrow—that you may have to pay more money for shoes in the next few months, and I am talking to you in my capacity as a tanner and also in my capacity as a shoe manufacturer.

I am surprised at the way things are going. I have been asked many times, when will this end, and I must confess, gentlemen, that I have been a poor prophet.

We hear of prophets in the Old Testament but not in the New Testament; we hear of prophets, but with a different spelling—we hear of "profiteers," and I suppose you are going to ask me, who are the profiteers? There are people who have accused the retailers of being profiteers; there has been an investigation in Ottawa recently to see if the retailers were the real profiteers. I say no, gentlemen, you are not profiteers. I don't say there may not be some among you, but the great majority is not amongst profiteers, and the reason is very simple, it is because you have the interest of your business at heart, and you are anxious to please your customers and to give them the very best service possible and the most for their money. Maybe the shoe manufacturers are profiteers? Not any more, gentlemen. The manufacturers send out their salesman very early in the season and they book orders for whatever leather the manufacturer has on hand. He has to take care of his customers and he has to buy leather when the leather on hand is exhausted and pay a higher price. Then come the tanners—they may be the profiteers. You don't expect me to tell you the tanners are profiteers? The tanners do exactly as the shoe manufacturer—they contract for so many thousand hides for leather, or so many hundreds of thousands of calf or goat skins. I just received a telegram this afternoon ordering three thousand sides of gun metal. I haven't got the hides. I have to go to the market and buy the hides in the open market to cover that sale, so the tanners are not profiteers, because they have to pay the high prices. Then, who are the profiteers? If you go still further you will find that there are packers; the packers the world over are profiteers, because all the other industries from the retailer to the tanner we have the cost price to go by, whereas the packer has no cost price, he buys the cattle but he never buys the cattle for the hides, he buys the cattle for the meat and the hide is a by-product, and you will not make me believe that is not right.

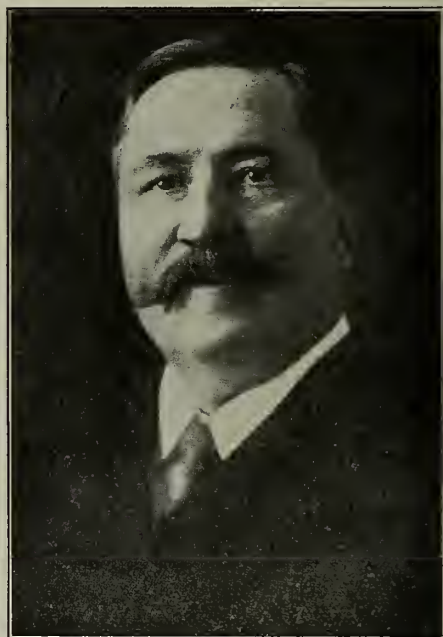
I read an article recently that if the hides were sold cheaper the meat will go still higher. This, gentlemen, is a lie. They don't take into consideration the price of the hides any more than the tanner will take into consideration hair in fixing the price of his hides. In fixing the price of his cattle, or rather his leather, it is based upon a certain price, but anything over the price that is fixed that is a figure of profit.

I have here in my pocket the price of cattle sold yesterday; just to give you an instance, the price of cattle ranged from \$7.50 per one hundred pounds to \$13 per hundred pounds, just on the hoof—well, supposing it costs an average of \$11 per one hundred pounds, or eleven cents a pound, the hide sold at 50 cents a pound. There is something ridiculous, because the hide is weighed with the cattle and cost eleven

cents a pound, and admitting that there is a certain expense in curing the hide, I should say from eleven to twenty cents would be a fair price for the packer and anything over twenty cents is an unfair profit.

I am here to-day to speak to you about the world conditions. It was my privilege to go over to Europe and I returned recently, just a few months ago, and I found the situation over in England and in France in this way—there is a big demand for leather and shoes in Europe. I have only seen England and France, but by the enquiries that I am getting from different parts of Europe there is a big demand, and this big demand is due to different causes. The demobilization of soldiers from military life to civil life and the change of their heavy boots to civilian boots has caused a big demand on fine leathers, and this extra demand for civilian shoes and fine leathers, like calf skins, like goat skins, patent leather and the next best thing, the side leather, has increased the price of hides and skins over on this side.

One thing I don't quite understand—is there really a scarcity of hides and skins all over the world? The more I study that problem the less I understand it. If we pay the



JOS. DAOUST
Montreal

price we can get the hides and goat skins, so doesn't that prove that there is no scarcity? There is a scarcity in shoes; if you went to buy a calf boot for \$5, you will find a lot of trouble to find it, and you will find they are very scarce; but, if you are willing to pay \$10 I am sure you will find them. The manufacturer will sell you shoes for \$10, but if you want to give less and say, I want a \$5 boot you will come back and say shoes are very scarce, but if you want to pay \$8 or \$10 you can get them. If you look around to buy hides at 25 cents a pound you won't find them, but if you will pay 50 cents or 55 cents a pound you will find them.

To prove to you these facts, I have here a folder stating on an investigation by a committee in Washington that there are hides and the packers are holding them.

You are surprised, gentlemen, to hear that shoes are going up by leaps and bounds and you may think that the fact that certain Canadian manufacturers are exporting shoes to Europe is responsible for the high cost of leather or the high cost of shoes. I suppose in the minds of many of you gentlemen there is the thought that if we were not exporting shoes to-day they would be cheap. If you will compare the export figures of Canada with those of the

United States—I don't know the exact figures, because I haven't got the statistics—I believe that the exportation of leather and shoes from Canada doesn't amount to more than one per cent. of the total exportation of leather and shoes from America; that is, where we export one million the States export one hundred millions.

Then, we know also, that the price of hides is not fixed on this side, but they are fixed in Chicago. Chicago rules the hide market and the meat market of the world, as New York to-day rules the money market of the world. If you want to get to the root of all the trouble, get at Chicago, get after the packers in Chicago, what we call the "Big Five." I am here in public and I would call them sharks—it is a strong word, sharks. Sharks are the men who suck the blood of the poor. If you need \$50 to prevent your family from starving you go to see a shark and try to borrow \$50. This man will say, alright, but you have to sign me a note for \$100 and pay me interest at the rate of 5 per cent. per annum. They call them sharks. Those are the same people; they are sucking the blood of the poor people, and is it any surprise to-day that you see strikes and uprisings all over the country? Chicago is responsible for the fixing of prices, not only for the States and not only for Canada, but for all the countries, and the proof is this (indicating bulletin). This is issued every day showing the Chicago markets; also cablegrams go across to other countries bearing the same information. There are sharks and profiteers all over the world and they watch when the Chicago market goes up, they go up—then what do you see? Everybody complaining of the high cost of living all over the world. Who is mainly responsible for that? The Chicago packers, and the remedy for that would be for the United States government to get after them. They not only control the hide market but also the meat market and 700 other companies manufacturing food products, and they are responsible for the high cost of living; they are getting rich and making the poor poorer, and when a man is not rich, when his stomach is empty he cannot listen to any good advice the preacher might give him.

To show you the difference in price now in the hide market of the States, and when I say the States I am here to speak about the shoe or leather conditions of the world, and I think I have proven to you that everything is based on that market to-day, but to make me believe there is a scarcity of hides all over the world, I don't believe it. I believe the Chicago packers are the people who take advantage of the scarcity cry, due to the transportation, due to the lack of transportation for different reasons. For instance, a large shipment of hides was coming in from South America, but were prevented on account of the striking of certain people; the Chicago people were the ones to take advantage of that as an excuse; the great demand for leather also was another excuse for raising the price. They get together and say we are going to raise the price a cent more, they try it and succeed, and if the tanners are not willing to pay the extra cent they are told, if you don't want to buy our hides we are going to tan them ourselves, because they also control big tanneries in the States.

Now, I will show you the comparative price of hides for three months and you will see whether the tanners and shoe manufacturers are profiteers; On April 5th the hides used for shoe leathers were worth 24 cents, on July 11th, three months after, they were worth 52 cents, more than one hundred per cent. increase. Calf skins were selling in the States and in Canada at 55 cents a pound, on July 11th they were selling at 90 cents a pound.

Now, you may say, the packers don't control the country hides. No, I guess not, but when the tanners can't or won't pay the packers' price they go to the country dealers, and the country dealer is pretty well posted on the market; he gets that list every day and it is followed very closely, and when we talk hides he says, well the market is up to-day, my price is 48 cents, the packers' price is 50 cents, so the

tanner is between the devil and the deep blue sea. He is not any better off with country dealers than he is with the packers.

Are you surprised now, gentlemen, at the prices of shoes when the raw materials have advanced so rapidly? When no tanner has had the chance to buy very heavily because he always expected to see a drop? Now, there is no drop in sight and when it will stop I don't know, but some drastic measures have got to be adopted by the Government to give relief. We had enough during the war of those Orders-in-Council; they say we must not restrict trade. Gentlemen, all laws restrict liberty. Why are you not allowed to spit in the cars or on the sidewalks? It is for the general public, for the health of the general public? Why has prohibition been put into effect? It is because it is for the good of the country. If the people would drink reasonably the government or legislature would never put that restriction upon them. It is for the benefit of the general public that prohibition has been applied; so then in the price of hides and other commodities unless the government step in and make laws to stop that trafficking, we will see hides going to a dollar a pound, and even at that price the packers will not be satisfied but will want to go still higher. That is what is going to happen to the people here. We are all crying to reduce the high cost of living and the governments have appointed commissions that are issuing reports, but with all these commissions and all these reports we see prices still going up.

Are proper remedies being applied? Gentlemen, I am not a prophet, and I am not desirous of being considered a prophet, but as remedies have got to be suggested I will mention one, and that is, if the United States are not willing to adopt some strong laws to stop the prices climbing up, and as we have no authority over the United States Government, we have to take the law into our own hands in Canada and place an embargo on our hides and skins and fix a minimum price.

You all have noticed that I haven't been saying a word about the Toronto packers, or Canadian Packers. Are they really profiteers? No, the Canadian packers are not fully responsible for high prices of hides; they are like good sheep, they follow their shepherd, they follow the Chicago packers, and they are fixing prices based on the Chicago market, and if the Canadian tanner wants to buy any hides and skins he applies to the Canadian packer, and he is told that the price is so much because he can get that much across the border.

Now, if we had an embargo, the same as we had during war times and a price fixed, a maximum price fixed on Canadian products, as we had in war times. The trouble that we have is that our hides are going to the States, and we have got to fight to retain them here on this side. If an embargo was put on, that would be one of the remedies, and I don't see why it is not put on. Take England; we English subjects here like to copy England—England went to war, Canada went to war; England had an embargo on hides and skins, why should we not have an embargo? If it is good for England it must be good for Canada. Then take Australia; Australia, up to a month ago, had an embargo on hides and skins, and while this embargo was lifted about a month ago it was with certain conditions that their tanners and shoe manufacturers have to be supplied with their requirements before they are allowed to export; the country has to be looked after before shipping outside the surplus. I am in favor of that; the Customs have the control over the hides and skins and to protect the home industries.

Now, in conclusion, gentlemen, I don't want to detain you too long. I think that this export business may be stopped for the reason that the high cost of raw materials will prevent us from getting business from Europe, and the Europeans don't buy goods from us for our own looks or fine appearances, they buy goods from us because they need them, but at a price. If our price is exorbitant they will buy wherever they can buy the cheapest and will look to our competitors

for their supply. We have England who is a strong competitor on the Continent—when we say on the Continent it means France, Belgium, England and those countries—Spain is also a big competitor. They have also an advantage over America and Canada by reason of the freight rates being cheaper, and they have also the advantage of being on the market sooner because they are closer.

If we don't act on this important question it means Canada will lose that export trade, but if we have an embargo on those hides and skins, it won't have the effect here of making shoes any higher because we export shoes and leather, because as a matter of fact there is a surplus of hides and skins in this country to supply all the demand if we can retain all the hides and all the skins in this country and prevent them being shipped down to the States—the price would be lowered and the exporting trade, or exportation of leather and shoes would continue, because we would be in a good position to supply the trade in leather.

I thank you, gentlemen.

The President: We have had the pleasure of listening to many interesting addresses at this Convention, Mr Daoust, but none more interesting or more entertaining than that just delivered by you. I desire to thank you, sir, for your address.

Mr. Burnill: I would like to add my personal thanks to the speaker for his able address.

We have had from him, I think, the address of the many

we have heard and we have had some excellent addresses. I think the speaker deserves credit for the very clear manner in which he has placed before us the leather conditions of the world. We, as retailers, every one of us, for the last four, five or six years, I might say, have been flooded with literature preaching to us the world's scarcity of leather, but our friend has gone to the root of the conditions. If there is no world scarcity why this continual increase after increase?

I remember some time ago the Toronto Association had a very able address from Mr. W. A. Moore, and he spent a good deal of time in giving us the figures of the amount of leather which is being used by the automobile industry, the falling off of the ranching of cattle and figures on figures; the increase in the demand for leather, and then we have had circulars sent us from one firm and another all in the same trend. The question has been in my mind for six or seven years, and I never before heard a public speaker strike right at the root of the trouble as has Mr. Daoust. I think we owe a special vote of thanks to Mr. Daoust for this address, and I hope that the press throughout the country will take this up and tell the people who are the real profiteers.

I have much pleasure in adding my appreciation to that of the President of the very able address we have heard to-day, because it is a most valuable one, the most valuable one that has been given before the Convention, in my opinion.

The President then announced the meeting closed.

Entertainment Features of the Convention



Retailers and Friends Photographed in High Park during The Gutta Percha & Rubber Co.'s Drive around the City

The Members Get Acquainted

The "At Home" on Monday Night An Enjoyable Function—Amid Brilliant Surroundings the Visitors Pass Four Hours of Pleasurable Intercourse

THE "At Home," which was designed to afford an opportunity for the delegates to become better acquainted, proved one of the most successful functions of the Convention. The magnificent Pompeian Room

on the Lounge Floor of the King Edward was prepared for the occasion, and an orchestra discoursed sweet music throughout the evening, the early part of which was devoted to most interesting tete-a-tetes on the part of those who had come from all over Canada.

Several who were present remarked that the idea was one of the best in connection with the whole gathering, as the personal contact resulted in friendships as well as an interchange of ideas that will go far to solidify the good results of the Convention. Formality was discarded both as to dress and proceedings, and everybody proceeded to make the most of the occasion.

Mr. and Mrs. C. L. Owen officiated as hosts on the part of the Toronto trade, and not only made everybody welcome



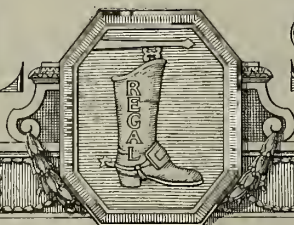
“REGAL” is the name that is always identified with progressive and reliable shoe merchants—the name that has a powerful attraction with the public the country over.

It distinguishes a line of footwear that earns not only a dealer's just profit, but also lasting goodwill, such as can be obtained in fullest measure only from the sale of shoes bearing so well established a reputation.

The Regal Agency Plan is one of the most interesting propositions in shoe merchandising.

Regal Shoe Company, Limited
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TENAX SOLES

(GUARANTEED)

THESE SOLES HAVE ALL THE QUALITIES

that good soles ought to have. Check them up. Compare them, point by point, with the best leather soles. In the matter of wear, Tenax Soles are far in advance. There's no question about it. The wearing qualities of Tenax are abundantly proved. Their flexibility is just right for comfort and easy walking. They are waterproof, have a quiet tread and effectually resist slipping. With Tenax Soles, you lose nothing that leather can give and you gain much that leather cannot give—besides which Tenax costs less. It is not only better, but cheaper.

Send for samples. Made in black, white and tan, both full soles and tap soles, in all sizes for men and women, Tenax is also made in sheet soling, 36 x 48 in. and in all the usual thicknesses. Stocks are carried at all Branches.

Tenax Soles will Never Crack or Break.

Made by GUTTA PERCHA & RUBBER LIMITED.

Toronto, Halifax, Montreal, Ottawa, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria.

but kept things on the move throughout the evening. They were ably assisted by other members of the Executive and a corps of Toronto ladies, who saw to it that the unaccompanied gentlemen from a distance were given an opportunity to enter with zest into the proceedings. So that with jest and story or the recounting of individual experiences in the business of retailing shoes, for, in spite of the gaiety of the surroundings "shop" came up ever and anon, the first hour passed.

Then the floor was cleared and dancing was commenced for the benefit of those who enjoyed "tripping the fantastic toe." For two hours this was kept up, all sorts of dances were introduced to meet the fancy of the enthusiastic visitors, even to the time-honored "Lancers." While the evening was somewhat warm it did not seem in the least to interfere with the fun into which some of the oldest of the guests threw themselves with fervor.

At eleven o'clock supper was provided in the adjoining supper room, and another hour was spent in jolly intercourse. At midnight the party broke up, and the feeling was expressed by all that the first social function of the Convention was a pronounced success.

To the travellers, many of whom brought their wives, no little credit is due for the swing given to the evening's proceedings, which, as one visitor remarked, broke the ice of formality that so often retards progress in a business gathering of the nature of the Shoe Retailers' Convention.

Delegates See the City

Visit to the Gutta Percha and Rubber Co.'s Plant on Tuesday—A "Rubber Neck" Drive Through the Residential Districts of Toronto and Seeing Toronto

A FEATURE of the Convention was the manner in which the schedule of business was adhered to throughout. When the Gutta Percha and Rubber Co.'s invitation to visit their factories, accompanied by their offer to take the delegates for a drive around the city, it was doubted whether there would be time for the diversion and the affair was scheduled for 4 p.m. on Tuesday, the second day of the Convention.

Business was concluded and the convention proper brought to a close at exactly a quarter to four and the delegates were informed that the automobiles were at the door. Three large "rubber neck wagons" and a score of private cars were quickly filled, and the party started for Parkdale, where the plant of Gutta Percha and Rubber Co. is situated.

At the door of the Executive Offices the visitors were met by Mr. Langdon, the Superintendent, who had provided a corps of guides, each of whom took charge of about twenty of the guests and led them through the various departments, from the room where the raw rubber is broken up and prepared for manufacture through the various processes of compounding, cutting, shoemaking, varnishing, curing and packing, finishing up with an inspection of the laboratory and electric departments. The visitors followed with the keenest interest the various operations and finished with an idea of the intricacies of the rubber shoe business such as can only be had by following the shoe in this way through the factory.

The day was perfect for the purpose, and although the time was short and the visit a somewhat hurried one, there was ample opportunity to form an idea of the thoroughness and reliability of the modern shoe making methods in force in the Gutta Percha and Rubber Co.'s plant.

The enterprise of the company was shown by the presentation to each guest of a handsome tobacco pouch made from latex pale crepe rubber, the variety now so largely used in the production of footwear. The gift was much appreciated by the retailers, especially those who could appreciate a pocket receptacle for tobacco that would ensure their favorite brand being kept in a moist, usable condition.

From the plant the delegates were driven west along the Lake Shore Drive to Howard Park and High Park, where a stop was made for the purpose of taking a photograph of the party. From here the route was to Queen's Park, Parliament Buildings, down University Avenue and back to the King Edward Hotel, which was reached shortly after six-thirty. All who participated voted the outing a most enjoyable success, and expressed their thorough appreciation of the courtesy and thoughtfulness of the Gutta Percha and Rubber Co.

The Convention Banquet

The Convention Fittingly Concluded by a Recherche Social Function—Pronounced the Largest and Best Ever Held by the Shoe and Leather Trades—Representative Wholesale and Retail Men Take Part—Wisdom and Frolic Mingle in a Most Enjoyable Manner—Great Trade Reunion

THOSE who were present, and especially those who have been accustomed to attending affairs of the kind, pronounced the Shoe Retailers' Banquet on Tuesday evening, July 22nd, not only one of the most sumptuous and pleasing of its kind, but the most representative in character as well as successful in its arrangement that has ever been held in the shoe trade of Canada. Naturally the appointments and cuisine were all that a first class hotel like the King Edward could ensure, but the social features, the speeches and the general spirit of the affair left absolutely nothing to be desired. The Toronto Wholesale Shoe and Allied Trades who tendered the banquet to the visiting retailers are to be congratulated upon the smoothness and precision of the arrangements, which gave all who took part in the affair the feeling that their entertainment and comfort had received thought and consideration far beyond the ordinary.

As soon as the ladies had left for the Royal Alexandra Theatre, where, under the same auspices as the guests at the banquet, they were being entertained, the gentlemen sat down to the banquet tables to the number of over three hundred and partook of a most recherche repast.

At the head table were the following: Pres. W. T. Fegan, Wm. A. Hamilton, Jas. Acton, F. S. Scott, M.P., Jos. Daoust, Major Chas. T. Cahill, Geo. G. Gales, E. A. Stephens, R. H. Greene, J. A. McLaren, Hugh White, Geo. A. Blachford, Capt. H. C. Blachford, Louis Adelstine, E. T. Jacobi and others.

The rest of the company occupied individual tables, about twenty being seated at a table, the whole presenting a scene of animation and enjoyment seldom witnessed.

In a few well chosen words Mr. W. A. Hamilton, after the singing of the National Anthem, welcomed the guests on behalf of the wholesale shoe and allied trades, referring to the happy auspices under which they were all gathered. He wished the National Association of Shoe Retailers of Canada a continuance of the success attendant upon the recent organization, and promised the members the hearty co-operation of the manufacturing and wholesale trades in carrying out their programme. He felt honored as a representative

of one of the oldest wholesale shoe concerns in Canada in being permitted to welcome them to the city of Toronto and to the banquet board.

The banquet was then proceeded with, the repast being served in the usual King Edward style. The menu was elaborately designed and provided a souvenir of the occasion.

Menu

Melon Glace Printanier
 Strained Gumbo in Cup
 Ripe Olives Salted Almonds
 Fillet of Black Bass—Waleska
 Potato Vapeur
 Roast Baron of Spring Lamb—Colbert
 New Potato Rissole
 New Peas a la Menthe
 Salad Alexandra—Mousseline Dressing
 Fresh Strawberries Mousse
 Petit Fours
 Demi Tasse

As the guests endeavored to do justice to the occasion popular choruses were started by the various tables, a song sheet being provided containing all the popular trench melodies and ditties, and these with quip and repartee enlivened the proceedings to an extent that made the whole affair most enjoyable. As someone remarked, there was something doing every minute.

At the conclusion of the repast, President Fegan called the gathering to order and stated that he had a pleasing duty to perform, which he might explain he had overlooked in the pressure of business in the Convention. They had with them and sitting on his right a gentleman to whom was largely due the credit of making the Convention a success. Mr. James Acton, had been instrumental in getting together the organization that had made possible the business and entertainment features of the Convention which had contributed so much toward its success. He was going to ask him to take the chair and act as toastmaster. He felt sure that they would agree with him that not only was this honor due Mr. Acton who had placed his whole staff at the disposal of the Convention Committee, but that he would discharge the office of master of ceremonies in a way that would do credit to his experience in those affairs and to the company present. (Applause.)

Mr. Acton, on rising, was greeted with an ovation that lasted several minutes, followed by the popular ditties, "He's a Jolly Good Fellow," and "See Him Smiling." He acknowledged the honor done him and his appreciation of the hearty good will expressed by the company present, and explained that the action of the President was a complete surprise to him. He had only done his duty in seeking to make the Convention a success in every possible way. He referred jocosely to the fact that the Convention idea had been thrust upon him by many of the most prominent shoe retailers throughout the country, and in order to get the "foundling" into safe hands he had called together fourteen representative dealers of Toronto and Hamilton and laid the proposition before them. They took hold enthusiastically, and he might say that in all his experience with the shoe trade in its various branches he had never met a more self-sacrificing, whole-hearted, determined lot of workers than the Convention Executive which had been organized by these men. He was sure that the beginning so auspiciously made would be enhanced next year at Montreal, and he told an amusing story to illustrate the determination of the Commercial Capital of Canada to lead.

The Toast List

The first toast proposed was "Canada," the company joining in the beautiful national song, "O Canada," accompanied by the orchestra, F. S. Scott, M.P., was called upon to respond and acknowledged the honor he felt at being

permitted to be present at such a gathering and being asked to respond to such a toast. He congratulated the President and Executive upon the success of their first Convention, and as president of the Shoe Manufacturers' Association of Canada extended his hearty good wishes, as well as those of the organization he represented, for their continued development. In responding to the toast he would remind his hearers that no country had come out of the recent conflict with greater honor than Canada. We were at, perhaps, the most critical point in our history. With a world-wide reputation for prowess and with the illimitable resources at our disposal, our opportunities for development were almost beyond computing. He referred to the necessity for all true Canadians realizing and meeting these opportunities. Our war obligations, as well as the demands upon our national resources, would call for the utmost we were capable of in labor and economy. Production was the watchword of the hour. For nearly twenty minutes Mr. Scott held his audience with a forcefulness and eloquence seldom met with in an after-dinner speech, his remarks being frequently interrupted with storms of applause. He closed with a fervent peroration and was cheered to the echo.

Before calling for the next toast the Chairman read a telegram just received from Mr. Andrew C. McGowin, president emeritus of the National Shoe Retailers' Association of the United States, who had been asked to be present and say a few words to the Canadian Association. The telegram read as follows:—

"Just returned to my desk at noon to-day, too late to consider attending your meeting. The world situation demands more than ever thorough organization of all businesses so that they may be in a position to treat and deal fairly with labor. Let us pray that the day will arrive speedily in which it will be a disgrace for any dealer or manufacturer of any article not to belong to his trade organization. Wishing you success in your convention and in your organization, I am, cordially yours, Andrew C. McGowin." (Cheers.)

The next toast proposed was that of "Our Allies," with which was coupled the name of Major Chas. T. Cahill, of Boston, who had recently returned to civilian life. Major Cahill, as he arose, was given an ovation that lasted some minutes, the guests rising to their feet and waving their handkerchiefs as they cheered and sang "The Star Spangled Banner." He was very much touched by his reception and thanked the audience for the honor done his country as well as himself. He referred to the term "Allies" as meaning those that help each other, and said that they had entered an era when the English-speaking nations of the world were going to be the guarantors of its peace. The good will and harmony that had permitted two nations to live side by side for over a hundred years without fort or gunboat were a prophecy of the days to come, when in the more intimate relationships of brotherhood the British Empire and the United States would stand together for the good of mankind. Major Cahill referred to the importance of the step retail shoe dealers had taken in organizing, and hoped they would follow the matter up by organizing an Allied Trades Council similar to that formed in June in New York, and of which he might say he was a director. This organization had revolutionized style ideals and methods and had placed the shoe retailer in the position he ought to occupy in regard to the lines he was selling. Hitherto the tanners, last manufacturers and shoe producers had had their way. Now the shoe retailer decides the colors, lasts, heels and styles of the shoes he was expected to sell. Major Cahill concluded with warm congratulations upon the success of the Convention and a prophecy of its continued and increasing success.

The next toast proposed was that of "The Shoe and Leather Trades" in connection with which the name of Mr. Joseph Daoust, of Montreal, was coupled. The company sang in his honor a verse of "O Canada," and at the sugges-



KITCHENER, ONT.

TO those of the trade who so kindly accepted our invitation to join our gathering at Bridgeport, during the Canadian Shoe and Leather Exhibition, we desire to extend our best thanks.

It is our hope that this is but the first of many such gatherings of Canadian Shoe men, and our sincere wish that gatherings such as these will result in mutual benefit for all concerned.

Again we thank you.

The Breithaupt Leather Co. Limited

TANNERS OF

The Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock



"Hydro City" Solid Leather Staples

"Hydro City" Solid Leather Staples are particularly valued and appreciated in these days of High Shoe Prices.



The consumer realizes that the purchase of a pair of shoes is no longer an expenditure but an investment, and the merchant recognizes this realization on the part of the wearer and endeavors to extend to the wearer the greatest possible value for the sum invested.

Hence their preference for "Hydro City" Solids when it comes to a matter of real worth.

HYDRO CITY SHOE MFRS.
LIMITED
KITCHENER, ONTARIO



Chums
REGISTERED

Chums were greatly admired by the visitors to the First Canadian Shoe and Leather Exhibition. Most gratifying were the comments passed by the retailers who inspected this range of correct footwear for boys and girls.

If you were unable to visit the Exhibition and judge the merits of these shoes, get in touch with us and let us tell you why "CHUMS" is the logical line of shoes for your children's department.

Charles A.
AHRENS
limited.
KITCHENER



H. O. McDOWELL

H. N. LINCOLN

INTERNATIONAL SUPPLY CO.

IMPORTERS
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JOBBERS
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SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

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401 CORISTINE BUILDING
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MAIN OFFICE AND FACTORY
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REPRESENTING

American Lacing Hook Co.,
Waltham, Mass.
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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

Lynn Wood Heel Co.,
Keene, N.H.
Wood Heels and Die Blocks.

Markem Machine Co.,
Boston, Mass.
Marking and Embossing
Machines, Compounds,
Inks, etc.

M. H. Merriam & Co.,
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Puritan Mfg. Co.,
Boston, Mass.
Wax Thread Sewing
Machines
Poole Process for Goodyear
Insoles

The S. M. Supplies Co.,
Factory Supplies,
Needles, etc.

H. S. & M. W. Snyder, Inc.,
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Kids, Cabrettas and Horse

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
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No matter what you have to mark, be it LEATHER, IMITATION LEATHER or CLOTH, we can solve the problem.

Markem Machine Company BOSTON, MASS.

is the only Firm that makes a business of marking machines for CARTONS, TAGS, LININGS, CLOTH or LEATHER. EMBOSSING MACHINES FOR TOP FACINGS, ETC.

The Master Printing and Embossing Machine
will print your label on your carton quicker than labels can be pasted. Better looking cartons at less cost.

Parts, Inks and Compounds in stock.

Puritan Manufacturing Co. BOSTON, MASS.

Exclusive Manufacturers of
WAXTHREAD SEWING MACHINES (chain stitch) for Fair
Stitching, Closing, Vamping (1, 2 or 3 needle) BACK
STAY (1, 2 or 4 needle) TIPSTITCHING,
TOPFACING.

Patentees of the POOLE PROCESS.

GOODYEAR INNERSOLE

A Better and Stronger Innersole at less cost. Needles and
Awls for all Machines in Stock.

There is Only One CEROXYLON
The Perfect Liquid Wax made by the CEROXYLON CO.,
Boston. It is the only liquid wax that lubricates
the thread and sets the stitch.

WE ARE SOLE CANADIAN AGENTS.
IN STOCK AT BOTH OFFICES.

ANCHOR SCoured OAK
SOLE LEATHER

SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

THE

LANG TANNING COMPANY

LIMITED

KITCHENER - ONTARIO

tion of the Chairman the "French" chorus "Just a wee doch an' dorjs." Mr. Daoust received a reception that ought forever to set at rest any doubt of the reception of a French-Canadian by a Toronto audience. It was some minutes before the speaker could proceed with his address.

Mr. Daoust said that he always felt at home in Toronto (applause). It was some eighteen years since he made his maiden speech, the first he had ever been guilty of either in French or English. They would be surprised to know that he had delivered that speech in English at Toronto on a similar occasion to the present. He had made many warm friends in Toronto, so much so that it had been said to him that when he could not find time for other business engagements he could always find time to go to Toronto. He was glad to be with them again. He would not inflict upon them a dry speech upon shoe and leather conditions. They were gathered around the festive board and not to talk shop. He preferred to speak of their relationships as men, and spoke of the growing cordiality between the two great races that make up Canadian citizenship. He gave a description of a banquet held in Lyons in France, where he had given an address in French. In that address he had referred to England as his motherland and was asked by a prominent Frenchman for an explanation. He pointed out that France had practically dropped Canada overboard in 1659, and England had taken her over. Amid great enthusiasm Mr. Daoust said, "The Union Jack is our flag and England is our Motherland." Throughout Mr. Daoust was most happy in his remarks, which evidenced his claim to be thoroughly at home, and when he sat down after extending his good wishes to the National Shoe Retailers' Association he received another ovation.

Toast "Our Association"

The next toast proposed was "Our Association" and the association chorus was sung uproariously, "Pack up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile!" Mr. Geo. G. Gales, first vice-president of the Association, responded. He acknowledged in a brief, well-worded speech the sense of obligation under which the delegates felt at the magnificence of the entertainment provided by the Toronto trade. They had set a pace that would be difficult to follow, but, if he knew the Montreal trade, when the Convention came down there next year they would find that Montreal would not take a back seat to Toronto. The formation of the National Shoe Retailers' Association was a consummation of which he was proud. He had not been able to do much thus far in it, although he had been on the programme committee, but he would promise the utmost of his ability and endeavor to co-operate in making its future what it ought to and undoubtedly would be. He thanked the Toronto trade, and especially the wholesale trade, for their unstinted hospitality and invited all present to visit Montreal at the next Convention. Mr. Gales, by his quiet businesslike style, made a great hit with the audience.

During the whole of the proceedings the enthusiasm was kept at the highest pitch by song, chorus and repartee, the gathering resembling a genial family affair rather than a formal banquet. The official entertainers were Mr. Frank Oldfield, who rendered several splendid and appropriate vocal numbers, and Mr. Robert Wilson, who put on several character sketches.

As a fitting conclusion the banquet ended by all joining hands and singing with great heartiness, "Should Auld Acquaintance Be Forgot" and three rousing cheers for the Association and its Hosts. Just as the banquet concluded the ladies returned from the Royal Alexandra and a half hour or so of social intercourse ensued. The ladies, by the way, were each supplied with a box of superb chocolates by the Blachford Shoe Manufacturing Co.

Retailers' Convention Day at Kitchener

A Day of Pleasure, Interest and Profit to All Who Took in the Big Excursion.

A MORE fitting close of the big convention of Retailers held in Toronto on July 21 and 22 could not have been arranged than that staged by the Kitchener Committee of the Shoe and Leather Exhibition held in that city. It was a monster complimentary excursion to the exhibition for the members and friends of the new National Shoe Retailers' Association of Canada. The date was Wednesday, the 23rd, and promptly at 8 o'clock the train pulled out of the Toronto union depot with possibly the jolliest party of shoe men that has ever met at one time. The day was ideal for an outing of the kind, and as the first Canadian Convention of shoe men which closed the previous evening had been a success from its opening to its closing moments the members were justified in being joyful.

The run of two hours and a half to Kitchener gave ample time for the re-making and continuing of friendships, for the discussions of subjects of importance to the trade and the new association and the enjoyment of social confabs, singing, etc., all of which were taken advantage of in a manner befitting the occasion.

Without mishap the train arrived on time and was met at the depot in Kitchener by the committee of the exhibition and a military band. After the big crowd was photographed, the procession formed and marched proudly up the main streets of the city to the arena where the exhibition was held. Here the procession melted away in the spacious building where the exhibits were so well and attractively displayed. The visitors immediately began a tour of the various booths, which took considerable time, for the displays exceeded in numbers what was expected, and to do justice to all would really require more time than was at the disposal of the visitors of the day. But a profitable time was spent and much business done. This does not mean that an abundance of buying was done, but it does mean that a deal of inspection was done that will result in business when the manufacturers are in a position to take orders and give a definite time of delivery.

The pleasure of the afternoon was greatly heightened by the presence of a splendid orchestra, which demonstrated its ability to deliver music that made one forget he had troubles in the shoe business or any other place. Other enjoyment was derived by a number of comic cartoons that were hung from time to time, of some of the prominent men on the job, including such noted personages as Peter Doig, Milt Keener, Harry McKellar, L. W. Hanson, Fred Foley, Jim Heffering, F. W. Wright, Jimmy Jupp, E. A. Stephens, John Affleck, Fred Blachford, Louie Adelstine, Howard Blachford, Joseph Daoust and others.

At 5.30 the call came for supper. This was a trip to Bridgeport, a quiet little retreat near the city, where a very pretty park is maintained for pleasure seekers and various sports and games are to be enjoyed. This trip was the compliment of the Breithaupt Leather Co., of Kitchener, who entertained the visitors at luncheon and provided an orchestra, for, who does not like "Music with his meals."

After an hour or so of pleasure seeking about the grounds and among the games, the company were served with luncheon and a sing-song was enjoyed, which was followed by a program of speeches and company singing of a very high order. Mr. L. J. Breithaupt, as host of the occasion, took the chair and in a few well chosen words welcomed the visitors to the exhibition and Kitchener, and expressed great pleasure at having them at the luncheon which their com-



Canadian Shoe Retailers as they arrived in Kitchener for Retailers' Day, July 23rd

pany had prepared for them. He stated that this was not only Kitchener's first exhibition, but it was Canada's first one of this character, and that now Kitchener was on a par with Boston and Rochester. The inauguration of the exhibition had come about in a casual way. After the Furniture Exhibition last January, which is an annual affair, some one at an informal gathering of shoe men remarked: "Why can we not have a shoe and leather exhibition?" The idea took, and the result is this splendid exhibition which you have visited to-day. We now feel that we have arrived, but we are going on and next year this exhibition will be bigger and better than ever. The meeting together of so many men with one common interest cannot help but have a beneficial effect. You will see what is being done in Canada and I, for one, am convinced that Canada is making better shoes to-day than she has ever done, and so good that we need not be afraid to compare them with any other makes, no matter where manufactured.

Among those on the platform with Mr. Breithaupt were Warren T. Fegan, President of the new Retailers' Association, Mr. R. Lang, Major Cahill, of the United Shoe Machinery Co., Boston, James Acton, of the SHOE AND LEATHER JOURNAL, Chas. A. Ahrens, president of the Kitchener Exhibition, T. H. Rieder, of Ames-Holden-McCreedy Co., F. S. Scott, M.P., president of the Shoe Manufacturers' Association, Edward Wettlaufer, of Chas. A. Ahrens Co., Oliver Tetrault, Montreal, Peter Doig, sales manager of the Tetrault Shoe Mfg. Co., W. Burnill, vice-president of the Toronto Shoe Repairers' Association, and others.

Mr. Fegan was then called to speak on the Retail Trade. In a very brief time Mr. Fegan told of his great pleasure at being there and also the great satisfaction at being there on such an occasion—the gathering of retailers and manufacturers of Canadian boots and shoes. He was glad to be connected with the shoe business and with the retail end of it. He had been at it all his life, and had the proud distinction, if it be a distinction, of being in the same business place for over thirty-three years. That, to him, meant there must have been good service rendered all that time or the business could not have continued. "This, ladies and gentlemen," he went on, "brings me up to my subject, the Retail Trade. I want to say briefly that those of us who are engaged in this trade, are engaged in a business that ranks as a public beneficiary. There is no line of merchandise that can be viewed from so many important angles as the retail shoe trade, and I feel positive there is no line of retail merchandising that requires the careful thought that the retail shoe trade does. I could enlarge on this in detail did time permit, but I have just mentioned these main points to emphasize

the importance of our business, the Retail Trade." Mr. Fegan then congratulated the authorities on the success of the exhibition and thanked them for the splendid trip.

Mr. H. E. Wettlaufer, sales manager of the Chas. A. Ahrens Shoe Co., spoke for the Shoe Salesman. Mr. Wettlaufer emphasized the importance of the work of the salesman. He likened him to the link (not the missing link) that connected the manufacturer with retailer and a factor of greatest importance to the general public.

F. S. Scott, M.P., was the next speaker and was well received. He began by saying that the grandest thing Canada ever did was when she joined in with the mother country and went to war. She demonstrated her wonderful ability in every phase of the war work to do equally as well as, if not better, in some instances than other and much older nations. In the field our boys made an enviable reputation. In the production of munitions and other war materials we were not a whit behind. Now the war is over, why can we not demonstrate our ability as a nation of productiveness? We CAN, and we WILL. There are now big demands being made on us as a nation, and we must fulfil these as we did the war demands. One of these demands is for shoes. The world needs shoes. We can supply them. True, we must look after our home trade first and this we will do. But we must not neglect the foreign. Personally, I have every confidence in Canada. She has a wonderful future, and will take care of it. He said his present confidence in Canada was greater than ever before. If we carried on in war time, we surely should carry on in peace time. He then paid a compliment to the Canadian tanners by saying that during the war they treated the manufacturers better than did the American tanners. Now let us progress, get the go-ahead spirit and Canada will come through as no other country will come.

Major Chas. T. Cahill, of Boston, was asked to speak. He has a pleasant way of speaking and stated he had been coming to Canada for many years, and always enjoys his trips, which were of a business character. He firmly believed that no country had made more progress than Canada industrially and he was in a position to know. In this readjustment period we will be rewarded, for there was a great work to be done, and as Canada had progressed in the past, she will not lie down in this time of stress. The Retailers'

If you are a shoe retailer, you should be a member of the new National Shoe Retailers' Association of Canada. You will derive ten times the benefit of the cost of membership. See application form in this number.



More Shoe Retailers arriving from the Toronto Convention for Retailers' Day at Kitchener, July 23rd

Convention just closed he said without fear of contradiction that it was the best he had ever attended. If the exhibition would be made an annual affair, it will be of the greatest benefit to the trade. He had always found it the greatest pleasure to do business with the Canadian people, and now the war was over he was glad to be back in more direct touch with the people of Canada.

Peter Doig next took the platform. Mr. Doig is recognized by the shoe trade as the Matinee Idol of speech makers of the leather trades. The chairman introduced him as the finest looking man in the business. This Peter modestly declined to accept and gallantly in that "After you dear Alphonse," manner passed the compliment along to Mr. Rieder. It is just a question with many whether Peter's modesty is justifiable. But if he is good looking he is also a speaker. He has ideas that are big and broad and national in character, and he knows how to state them. This is the time for optimism and action. For a long time every man in the leather business whether manufacturer, wholesaler or retailer hesitated. He did not know what to do. All traditions and rules had gone to the dogs. But the time had come now for definite action and one of these acts was that Canadians should buy Canadian shoes. He had the greatest confidence in our ability to produce shoes equal with anything made in the world. We Canadians had the markets of the world at our feet, actually begging for Canadian shoes. What are we going to do? Lie down and let some one else supply that call? The foreign people were actually asking for our shoes, then if they ask why should we not answer? Referring to the Exhibition, he said that he thought the manufacturers had not taken the matter seriously enough. He felt sorry that more manufacturers had not taken advantage of the opportunity. He apologized for his own firm being late in arranging their exhibit, and promised that next year they would be on the job in time to open with the un-locking of the doors on the first day instead of the second, as was the case this year.

Of course Peter wove in some real good stories as he talked, and he can tell stories like a \$200 a week vaudeville monologist. He speaks fluently many languages, including Scotch, Irish, French, rare English, Hebrew, Yiddish, and his own native tongue, Canadian. The latter he speaks without the slightest taint of accent of the other "glots." In fact, so popular was he that he was recalled later to entertain the audience with a few of his really amusing anecdotes. No wonder he is the matinee idol.

Mr. Rieder, speaking as did Mr. Doig for the manufacturers, first introduced himself to Mr. Doig by shaking hands with him. Then he addressed the audience and said he was glad the retailers had been able to organize and con-

gratulated them on the success of their new association. He believed in co-operation. Team work was what counted. Canada was becoming more and more like the United States and at this we should not wonder, for we are so closely associated with her in industrial trades. The result will be that Canada will grow big industrially and every Canadian should buy Canadian made goods, which will be one big factor in making Canada grow. In the rubber trades it will be interesting to know that Canada supplies about 99 per cent. of her rubber footwear needs and in the other rubber trades she is going to supply more and more of her needs. This is an encouraging fact. Trade patriotism is a great thing. A great thing for the up-building of any country, and Canadians should be patriotic in their buying. He also stated that Montreal was the big shoe centre, but predicted that it would have to get a hustle on or Kitchener would be the big centre for the production of Canadian boots and shoes.

Mr. McFarlane, of the Williams Shoe Co., Brampton, was asked to speak, and after a number of apologies gave a very fine talk for the balance of his allotted five minutes. In referring to the new organization of retailers he said he was always in favor of co-operation. It was the only way to succeed. Don't stand aloof from each other. Get together. Understand each other and the retailers and manufacturers would understand each other better, and benefit thereby, by just such gatherings as the one closed in Toronto the day before. This was a scientific age. What our forefathers did by hard manual labor is being done to-day in scientific ways in a speedier and better way. So the retailers should organize, for it is only organized bodies that can accomplish anything. He hoped the new association would be like the old negro's idea of the first train he saw running. He remarked: "Fo' de Lawd Harry, it'll nebber stop." And now that the new association and the exhibition had gotten under way he hoped they would never stop.

Mr. R. Lang spoke for his father, and humorously said that his brother Louie one time at school shocked his teacher when she held his father up as a man to emulate and then asked what he would think if his father should come home a little under the influence of liquor. Louie replied, "Gee, I'd like to get one on father." And now he felt he had one on father, for he was unable to be there, so he had to take his place. He said that though he was one of the younger members of the trade, he was old enough to know that a working together was a better way than pulling apart. He emphasized that co-operation was the best lubricant on the journals and bearings of any business and the retailers would find their association a tremendous help to them in this regard.

Mr. A. L. Kaufman spoke for the rubber industries, and

called attention to the fact that already in Kitchener there were 2500 people engaged in the rubber industries alone, and predicted there would be 10,000 people in three years. He thought Kitchener would be the Akron of Canada, and extended a hearty welcome to the visitors to inspect the various plants of the city before going to their homes.

At this stage of the proceedings Mr. Lucien Borne was called on to render "Alouette," which he did with his compatriots from Quebec.

Mr. James Acton was next asked to speak on "The Trade in General." He said that despite the fact he had been placed among the "Generals" he found it hard to speak on the subject, for those who had spoken before him had covered the ground so well there seemed little that could be added to their remarks. However, he wished to add his word to what others had said in offering congratulations to those men in Kitchener who had been instrumental in bringing to such success the first Shoe and Leather Exhibition held in Canada. It was such gatherings as these that brought members of the trade into touch with each other in a way that would be of benefit to both retailer and manufacturer and the allied industries identified with the shoe manufacturing business. Like Mr. Scott, he had every confidence in the immediate future of Canada and the part the leather and shoe trade would be called upon to play in the work of getting back to peace conditions. And yet "getting back" was hardly the correct expression to use, for we were going to have new conditions, so it might be better to say in adjusting ourselves to the new conditions of peace. The trade had passed through very trying times during the war because of the great demands made on it for military purposes, but it had come through admirably and to-day we should be greatly satisfied with the condition of the general trade, and confident of its ability to carry on in peace times as it did in the stress of war.

Mr. Acton interspersed his remarks with several very amusing stories. In closing he again thanked the host for his kindness and congratulated the people on the success of the exhibition.

Mr. Chas. A. Ahrens, the president of the Exhibition, was called on and congratulated his co-workers on the

success of the fair, and said it had been a success beyond their most ardent hopes. But Kitchener had always been noted for carrying out everything she had ever started, and was a great joy to him that the exhibition had been such a success. Everybody joined in to make the affair a success, and he thanked them for it, and also extended his thanks to the press for their very important part played in advocating the exhibition.

Whether it was planned or came about by accident, but some one said they kept the best speech for the last. This was Mr. Davison's. Mr. Davison is not only a fluent speaker, but he is terse and to the point. He walked out to the front and waded right in without a word of excuse or apology for being there. He said: "Now I suppose you people wonder who the 'dickens' is Davison. Well, I'm the office boy, chief cook and bottle washer of the Canadian Consolidated Felt Co., Limited, who make felt footwear, Kosy Korner slippers, Smart Set Footwear and many others. I am president of the Board of Trade, BY ACCIDENT. Three men ran, the two others withdrew. I stayed in. I am a buyer of sole leather and as such I buy from the Anglo-Canadian, Beardmore, Breithaupt, Hymans and Lang, and the reason I patronize them all is because they ALL make the best. I don't buy cheap American soles, because I am patriotic and want to have a trade balance and hate like the 'dickens' to pay that 32½ per cent. duty.

"I am on the publicity committee of the First Shoe and Leather Exhibition and wrote some articles. I provided ALL of McDowell's enthusiasm, HE did all the work. I also provided all the enthusiasm for Oscar Rumble. Chas. Ahrens and Alex Inrig, they did all the work. I possess all the stored up stock of accumulated thanks to the trade and general press for kind publicity. Come and get some. I am a buyer of shoes. Being the possessor of two feet I buy 4 pairs of shoes annually, therefore, I am a friend of the jobber and the retailer. I play golf. My feature is 162 per cent. bogey and the 19th hole is my specialty.

"I am a booster for Kitchener, because I live here. We have no slums. I own my own home and 63 per cent. of the people in this city own, I say OWN their homes, and last

(Continued on page 105)



Some of the Shoe and Leather Journal's Cartoons that amused the visitors on Retailers' Day in Kitchener

Kitchener's Big Shoe and Leather Exhibition

**Good Attendance and Many Exhibitors
Contributed to the Exhibition's Tremendous
Success**

FOR weeks before the date of the Exhibition the men who had the work in charge were busy in season and out of season, working late and working early to insure the success of the undertaking, and the results have been greater than the most hopeful dared to expect. The weather on the opening day was not so good as one would desire, but all the following days it could not have been better. The exhibits were well installed by the afternoon of the opening day, and visitors began to arrive even on the first day.

Tuesday was manufacturers' day, and there was a splendid turnout of the manufacturers. The evening was given over to a banquet in the Masonic Hall, given by the Lang Tanning Co., Limited, of Kitchener. Mr. George C. H. Lang was toastmaster, and Mayor Gross, of the city, and Mr. T. H. Rieder sat at his right and left respectively. Among those who spoke were Messrs. C. A. Ahrens, Mr. Lynch, of Regal Shoe Co., Oliver Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal; A. R. Kaufman, T. H. Rieder, N. Davison, Oscar Rumpfle, J. Martin, of Waterloo; L. O. Breithaupt, Mr. Milburne, of Montreal; G. L. Jarvis, of the United Shoe Machinery Co., H. McDowell, of the International Supply Co., Mr. Lincoln, of the same company, and others.

The proceedings were enlivened by orchestral music and vocal selections from time to time as well as company singing of popular choruses.

After the banquet the company retired to the auditorium, where the exhibits were again viewed.

These were all nicely arranged in booths of uniform size and prettily decorated. The attendants in charge were all affable and alert for business without being intrusive. The diagram shows the lay-out of the booths. Nos. 1, 2 and 3 were three regular sized booths in one, and were occupied by the Canadian Consolidated Felt Co., Limited, of Kitchener. The company had a very attractive display of their lines, which include Dominion Felt Footwear, Kosy Korner Slippers, Smart Set Canvas Footwear and other lines. The booth was very attractively decorated, and was in charge of Mr. J. H. Weist and Mr. E. G. Steubing. Mr. E. W. Charles, the manager of the company, was usually to be seen at the booth.

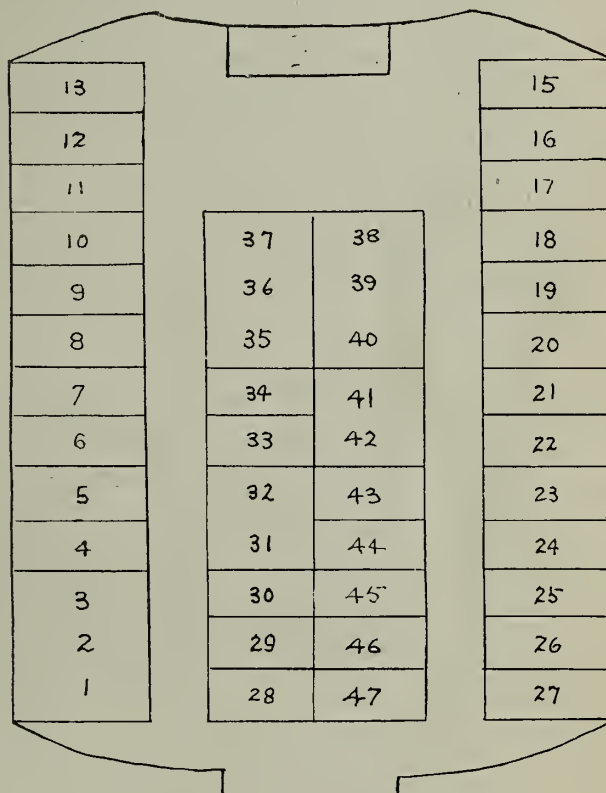
Booth No. 4 was that of the W. E. Woelfle Shoe Co., and was in charge of Mr. H. H. Shelby. Mr. Woelfle was also in attendance almost constantly. The booth was attractively decorated with red and white bunting, electric lights, and in addition to the sign over the entrance had two large trade marks of the Gracia Shoe, one on each side of the door. They had a splendid display of their women's fine staples, which have become so well known in Canada.

No. 5 was the display of the Brandon Shoe Co., of Brantford. This booth was in charge of Mr. Ed. E. McIntyre, F. S. Redfern and E. D. Goetz. The booth was very prettily decorated with bunting, signs and flags and the complete line of the Brandon Co. was well displayed. A most unique contest was conducted at this booth. A shoe without the shop number on it was shown, and retailers were to guess what the shop number was. The correct one would receive a prize at the close of the exhibition. This

created a great deal of interest and proved to be a good advertisement. The lucky number was 15,734 and was won by G. E. Reynolds, of Sterling, with 15,732 as his guess. The prize was any pair of boots of the Brandon Shoe Co., made to the order of the successful guesser. Congratulations to G. E.

Chas. A. Ahrens & Co., of Kitchener, the makers of "Chums" brand of children's shoes, occupied No. 6 booth, which was nicely arranged and decorated in squares and two tiny welcoming Cupies stood on the posts of the entrance. Mr. L. J. Brisbon was in charge of the display, and a complete line of the Ahrens' product was shown, which included Men's, Boys', Youths', Women's, Misses', Little Gents', Girls' and Children's.

E. T. Wright & Co., Inc., occupied booth No. 7 under the charge of Major L. W. Johnston. The booth looked very pretty with its decorations. Major Johnston is an old-timer in window dressing, and has put in some of the finest windows in the past that the retail shoe trade has seen.



Plan of Exhibition Building from entrance

The regular lines of the Wright Co. were displayed, and from the number of shoe men who frequented the booth it is evident that "Just Wright" shoes still retain their popularity.

The Canadian Polishes, Limited, were neighbors of the E. T. Wright Co., in booth No. 8. This company is really the old Domestic Specialty Co., and the new name is a decided improvement on the old. The interests of this concern were well looked after by Mr. S. J. Carman, their salesman. They manufacture every polish-need known to the leather trade, and have been doing business for many years, and have a long list of well satisfied Canadian customers. Their place of business is Hamilton, Ont.

No. 9 booth was honored by the Belding Paul Corticelli, Limited. This concern has a wide reputation for the making of silks and threads, braids and tapes, laces and other similar needs for the shoe manufacturer. Their booth was neatly arranged and the displays were attractive and convenient. Their factory is in Montreal and they enjoy a wide trade among the Canadian shoe manufacturers.



Some of the exhibits at the Kitchener Show

The Getty Shoe Co., Limited, used No. 10 booth for their exhibit. This is one of Canada's younger factories, but Mr. Getty is a young man of wide experience in the shoe business from the manufacturing end, having been in it all his life. Already their factory is working to capacity to keep pace with their orders. They make fine McKays and turns for youths, misses, infants and children. Their display

was exceptionally attractive and was in charge of Mr. Getty and Mr. J. H. Bowman.

Erwin C. Greb, of the Greb Shoe Co., picked No. 11 booth for the exhibiting of his well-known lines of work shoes and had them exceptionally well displayed. The booth presented a very attractive appearance with its decorations and Mr. Greb saw that the interests of visitors were well



Attractive displays of exhibitors at the Kitchener Show. Photos were not obtainable of displays not shown here.

looked after by having a goodly number of his salesmen in attendance. These were Messrs. V. H. Holmes, F. M. Smith, J. J. Lembke, M. H. Hilker and W. A. Guppell.

Possibly a shoe show would not be complete did not Tetrault Welts appear among the exhibitors. Their booth was No. 12, and was in charge of Mr. Jas. Heffering. The well-known Tetrault Welt shoes for men were impressively displayed, and dealers who handle them greeted them at the exhibition like old friends. Mr. Peter Doig, the sales manager of the company, spent one day at the exhibition with the retailers on Wednesday. Mr. Oliver Tetrault was also a visitor at the exhibition. The booth was very prettily arranged and decorated, and attracted many visitors.

No. 13 booth was occupied by "Footwear in Canada," and it is not known whether this unlucky number was thrust

upon them or was from choice. The booth, however, was very attractive and well decorated. Messrs. Coombs and Brandt were in charge.

No. 14 booth stood out more prominently than any of the others because of its position. This was in the centre of the end farthest from the entrance. It had a very handsome front with panelled posts and cornice. The firm name was in wood letters, which stood out in bold relief on the cornice at the front. Their display of leathers was extensive, showing their sole leather qualities. The firm have just lately gone into the sole leather branch of the tanning business and with their well established reputation as tanners of harness leathers they have had little trouble in placing big orders with shoe manu-

facturers for their new products in sole leathers. The display was in charge of Mr. H. W. Puncher and Mr. R. Lang.

No. 15 was the SHOE AND LEATHER JOURNAL's booth in charge of Mr. Geo. Simpson and Mr. R. E. Bremner.

The Eagle Shoe Co., Limited, of Montreal, had No. 16 booth, in which they very attractively displayed their lines of men's and women's welts and women's fine McKays. The booth was nicely decorated and drew much admiration from visitors.

The Adams Shoe Co., Limited occupied the adjoining booth and their display of children's lines was exceptionally good. The booth, too, was very neatly and effectively decorated, and the visiting shoe men showed much interest in the display. The booth was in charge of Mr. W. T. Baird, sales manager of the company, who was always to be found on the job. In fact, a hobby of W. T.'s may be said to be talking shoes in season and out of season, and he certainly was always showing Adams shoes at the exhibition.

The Kaufman Rubber Co., Limited, displayed their goods in Booth No. 18. It was one of the nicest decorated booths at the Exhibition, and showed the various lines of this old and well-known firm, their celebrated Life Buoy lines being much in evidence. The display was under the direction of Mr. Pequegnat, who, by the way, happens to be a returned man, and did considerable flying while overseas.

It fell to the Lady Belle Shoe Co., Limited, to occupy No. 19 booth, and whoever did the decorating of this display knew how to make an attractive showing. It certainly was exceedingly effective. The company showed many of their lines of high grade shoes for women and their branded line, the Lady Belle. Mr. Armbrust and Mr. Inrig were in evidence at the booth, and also did much in making the exhibition a success. The booth was in charge of Mr. G. Hardy.

The Nugget Polish Co. had a very attractive display of their well-known polishes and the booth was nicely arranged and decorated. The company gave away some very unique advertising novelties which met with the approval of the visitors. The display was under the supervision of Mr. H. W. Parsons, Mr. John Harris and Mr. L. R. Howard.

The Regal Shoe Co. had a display that was truly Regal in character. It was under the management of Mr. E. L. Lynch, who in his own courteous and affable way made things very pleasant for their own and prospective customers of the firm. In the front of the display hung a large trade mark boot used by the Regal company in their advertising. This was certainly very attractive, for as one looked down the aisle his attention was at once arrested by this big boot, which every shoe man knows is the stamp of quality of the Regal Shoe Co.

The Murray Shoe Co., Limited, of London, showed their lines in booth No. 22. The smiling face of Basil Healey was to be seen in this display, and Ken Murray, who wears that smile that won't even rub off, was also there to see that Murray shoes received a proper showing among the many retailers who visited the exhibition. The booth was nicely decorated and showed to good advantage.

The Hydro-City Shoe Co., Limited, occupied a double display in booth Nos. 23 and 24. This firm are well known as the makers of solid leather shoes and had a splendid display of these lines. The attractively arranged display was constantly visited by the many shoe retailers at the show and Mr. A. Foster, who was in charge, looked after the interests of his customers and others in a truly businesslike manner.

Booth 25 contained the lines of that well-known firm, the Ames-Holden-McCreedy Co., and was well looked after by their two popular travellers, Messrs. McCullum and Keener. It was attractively decorated and on each side of the door was their big trade mark A. H. M. System in a circle. But the old familiar bull dog was left off, and when

Mr. Keener was asked where it was, he replied it was on its holidays. A splendid display of their many lines was shown and the booth was a welcome spot for many visitors during the exhibition.

No. 26 contained the display of Parker-Irwin and was in charge of Mr. H. C. Parker. The display called attention to the fact that the exhibitors of shoes at the show were only a few of the many who used Parker's Felt Box Toes, which are impervious to heat and dampness. The display and booth were nicely arranged and very attractive. Mr. Parker and party motored from Montreal by way of New York state, and had a delightful trip.

The Gutta Percha and Rubber, Limited, occupied the booth joining Parker-Irwin, and showed their many lines made for the shoe trade. These included their Tenax soles and rubber heels. These, of course, were of special interest to manufacturers and repair men. The booth was well located and nicely decorated, and could not be overlooked. It was in charge of Mr. E. C. Sharp and J. Hardy, two popular young salesmen of the firm.

Clarke & Clarke occupied a corner booth, No. 28, at the entrance, and had a very interesting display of their well known lines of sheep skins. The booth was very prominently located and attractively decorated. The various colored skins shown made a very pretty effect and enlisted the admiration of the many visitors who attended the exhibition. The display was in charge of Mr. Fred Dufton.

In booth 29 the Citadel Leather Co., Limited, had their display of leathers. The booth presented a very attractive and inviting appearance. At the entrance two skins with the firm's name on decorated the front. Inside a number of well-displayed leathers were hung artistically and the whole presented a very attractive booth. The display was in charge of Mr. W. A. Lane and Mr. A. Patterson.

In No. 30, Edwards & Edwards had a splendid display of sheep skins which showed to advantage the products of this progressive firm. Well arranged and nicely decorated the booth was one that drew many visitors. This firm is now well established in their new plant at Woodbridge, and in splendid position to look after their customers on account of the increased capacity of this new factory. Mr. E. Mitchell was in charge of the booth.

The Breithaupt Leather Co. occupied two booths, Nos. 31 and 32, and showed a splendid display of leathers of which they make a specialty. The front was panelled with rolls of leather and the inside was hung and decorated in a very attractive manner with sides, bellies and bends that gave one the impression there was little scarcity of leather in the land. They also showed a big collection of cut soles and heels. Mr. L. O. Breithaupt was in charge of the display, assisted by Mr. McCallum.

King Bros., of Whitby, had a splendid display of their chrome, combination and bark tanned leathers. This good old firm point with pride to their establishment 55 years ago, and they have steadily progressed ever since. They are well known among the manufacturers of Canada and enjoy a good business. W. H. Doherty was in charge of the display, and Mr. Theodore King was present during part of the week.

The Perfection Counter Limited occupied the booth next to King Bros. and showed to good advantage their high grade fibre counters and felt box toes. This company are known as "The house of service" for these lines and are understood to live up to their claims. The display was certainly a credit to the firm. The booth was in charge of Geo. A. Butler.

The Dominion Rubber System (Ontario) Limited had an elaborate display which attracted much attention. They showed the operation of making rubbers with two very expert lady operators. This was something new for the great majority of visitors. They also displayed on a card the number of pieces that enter into the making of a rubber,

which was a great surprise to every one not familiar with the process of making these goods. Three booths, Nos. 35, 36 and 37, were occupied with this display, and it was most attractively arranged and decorated. It occupied a prominent corner position and the display of their various lines made it unusually inviting. The exhibit was in charge of Mr. W. H. McNulty and Mr. R. B. Dibbens.

Just to the rear of this display, in booths Nos. 38, 39 and 40, was the exhibit of the United Shoe Machinery Co., of Montreal. This company showed a number of their outfits both for manufacturers and repair men and was constantly visited by those interested in this class of machinery. They also showed a great number of accessories and supplies needed in work of this kind. The booth was very attractively decorated and showed to splendid advantage. The display was in charge of Mr. F. J. Davies, Manager of the local branch at Kitchener, and Mr. L. W. Hansen, Manager of the Toronto district, which includes Kitchener, was also in attendance.

P. B. Wallace and Son occupied adjoining booths, Nos. 41 and 42. They showed a Progressive finisher and two Landis stitchers as well as a collection of parts and other small lines made by these concerns. The display was particularly well arranged and decorated and was in charge of Mr. Jas. Ferris and Mr. Fisher. Mr. A. E. Wallace was also at the exhibition on Retailers' Day.

In 43 the International Supply Co. had their display of findings and supplies for the manufacturing trade and this attraction proved its ability to furnish anything the manufacturer needs in supplies for the making of shoes. H. O. McDowell was supposed to be looking after the display, but when Mac was through attending to the needs and wants of the other exhibitors there was little time left for him to devote to his own display. However, he was ably supported by H. N. Lincoln of the firm and H. L. Taylor.

The Goodyear Tire and Rubber Co. occupied booth No. 44 and showed their several products to splendid advantage. The display was well arranged and the booth very prettily decorated. Numerous makes of shoes were shown with Neolin soles and wingfoot heels, which they were featuring at the exhibition. The exhibit was in charge of Mr. A. D. Duncan and N. C. Dunn.

A. R. Clarke & Co., Limited, occupied No. 45 and showed a splendid display of Patent Leathers. This firm is well known as the largest makers of patent leathers under the British flag. The display was very pleasing because in addition to the large display of their great specialty, patent leather, they had a fine exhibition of gloves, mitts and clothing, which they make extensively. The exhibit was under the management of Mr. Wm. Iries.

46 Booth was filled with a magnificent display of leathers of the Anglo-Canadian Leather Co. The attractive way the booth was decorated and the splendid display of the products made this booth stand out so prominently that it was impossible to pass it without noticing its wealth of A-C leathers, which have such an enviable reputation throughout all Canada among manufacturers. The display was in charge of Mr. S. L. Lawther, the popular representative of the company.

Ed. R. Lewis had a splendid display of leathers in No. 47. These included Duclos & Payan's side leathers and fibre counters; Donnell, Carman and Mudge, shoe sheep skins; Helburn Thompson, fancy goat and sheep; A. G. Mooney, sewing threads and laces; Perkins and McNeely, glazed kid. The booth occupied a very prominent position immediately in front of the main entrance and was in charge of Mr. Lewis and Mr. Bennett.

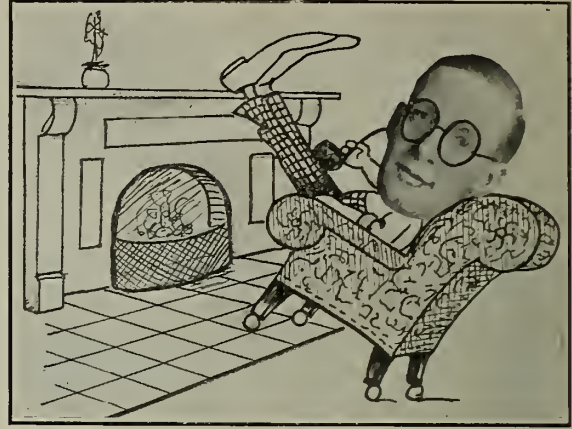
This completed the displays of Canada's first Shoe and Leather Exhibition which was held in Kitchener and was a most unqualified success from every point of view.

Among those in attendance were the following:

T. L. Wagner, Aylmer; Fred. W. Love, Aylmer; Percy J. Milburn, Montreal; J. O. Tetrault, Montreal; R. Langton, London; E. C. Sharpe, Toronto; M. O. Keener, Toronto; Lawrence S. Wood, St. Thomas; Ed. R. Lewis, Toronto; W. T. Baird, Toronto; R. M. Thompson, Hamilton; J. Schroder, Kitchener; E. Roy Shantz, Kitchener; W. S. Edwards, Toronto; F. F. Dufton, Toronto; W. Entoufer, Kitchener; L. Rosen, Kitchener; A. Rosen, Kitchener; John E. Swanson, Boston, Mass., U.S.A.; J. W. Deegan, North Bay; J. L. F. Deegan, North Bay; John L. Holtze, Kitchener; Lucien H. Borne, Quebec; J. M. Watson, Toronto; E. D. Pretty, Toronto; O. H. Vogt, Elmira; J. M. Scully, Kitchener; R. J. Wright, Kitchener; R. Bennet, Toronto; G. Lewis, Toronto; S. L. Lawther, Toronto; M. E. McCallum, Kitchener; W. A. Lane, Montreal; A. Patterson, Montreal; J. G. Hardy, Toronto; F. Hodgins, London; S. Hall, Brantford; J. W. Farnden, Brantford; J. D. Shcaefr, Hanover; J. C. Engel, Hanover; Ed. E. McIntyre, Brantford; F. S. Redfern, Brantford; E. D. Goetz, Brantford; A. Brandon, Brantford; Gordon Brandon, Brantford; J. Irwin, Toronto; H. E. Wettlaufer, Kitchener; D. Riquegnat, Kitchener; L. J. Brisbow, Kitchener; Geo. H. Grills, Toronto; Ed. L. Lynch, Toronto; Alfred Garant, Quebec; Warren T. Fegan, Toronto; Geo. G. Gales, Montreal; R. E. LeSueur, Sarnia; W. A. Smith, Hamilton; Geo. Douglas, Winnipeg; Fred. L. Kickley, Hamilton; W. Sharman, Goderich; Fred. R. Foley, Bowmanville; C. Sofio, Montreal; Chas. T. Cahill, Boston, Mass.; F. Adelstein, Montreal; H. J. Sheppard, Toronto; Walt. Burnill, Toronto; H. Phillips, Toronto; Fred. Jackson, Clinton; Felix Forbert, Lindsay; C. P. Cartineau, Toronto; C. H. Wilson, Toronto; M. Crystal, Toronto; S. Burnett, Toronto; L. J. Cameron, Beaverton; W. Crossley, Toronto; B. J. Abernethy, Kingston; A. M. Reid, Kingston; Edward Cook, Toronto; J. C. Budreo, Toronto; J. L. Chisholm, West Toronto; J. H. Shinnick, Toronto; J. Bryant, Toronto; F. Lewis, Toronto; E. A. Stephens, Ottawa; J. R. Morrison, London; W. H. Shinnick, Toronto; R. S. Ritchie, Toronto; W. Gravel, Toronto; L. R. Howard, Toronto; H. W. Parsons, Toronto; G. H. Ross, Hamilton; Pete Waugh, Hamilton; C. A. Canning, Toronto; A. Crysler, Toronto; Ed. Bates, Toronto; A. J. Chessum, Toronto; F. J. Wright, Strathroy; W. S. Chisholm, Toronto; H. J. Johnson, Toronto; C. I. Hughes, Charlottetown, P.E.I.; J. S. Berkman, Toronto; C. M. Troke, Renfrew; Arthur Dunning, Toronto; R. Quantrill, Coldwater; Chas. Glenckick, Toronto; John Patton, Toronto; J. H. McLelland, Toronto; John Affleck, Winnipeg; F. A. Blachford, Toronto; J. R. Reilly, Welland; R. F. Scott, Preston; H. Megginson, Sault Ste. Marie; J. Warden Jupp, Toronto; Howard C. Blachford, Toronto; J. W. Cottrell, Toronto; A. O. Eckold, Toronto; J. T. Allen, Mount Forest; Geo. H. Llewellyn, Hamilton; W. Leyland, Hamilton; J. Thornton, Hamilton; A. W. Clark, Hamilton; H. T. Fice, Toronto; E. H. Bird, Toronto; W. Argue, Toronto; H. A. Graham, Burlington; E. Shopland, Burlington; C. H. Reilly, Welland; J. A. E. Snider, Toronto; D. J. Goodwin, Picton; George Gibson, Bracebridge; Miss Nina Reynolds, Stirling; C. Lepinay, Quebec; J. P. Lagace, Quebec; J. H. Wuest, Kitchener; C. E. Fice, Toronto; W. L. Tuttle, Halifax; H. C. Parker, Montreal; G. I. Purser, Toronto; C. E. Artindale, Toronto; F. B. Utley, Toronto; W. B. Chapple, Toronto; J. A. Law, Kitchener; L. B. Hutchinson, Toronto; W. H. D. Durham, Toronto; Chas. M. Iredale, Toronto; Alex. Marshall, Toronto; J. A. Thompson, Toronto; E. Drage, Preston; Thos. G. Coombes, Toronto; C. G. Brandt, Toronto; A. Johnson, Brantford; H. Groef, Clifford; J. Ready, St. Marys; W. E. Young, Galt; H. Grey Hodges, Chatham; F. R. Delafield, Galt; R. B. Russell, Toronto; John Bird, Brampton; W. S. Pettit, Brantford; Walt. Stevens, Brantford; O. M. Wachsmuth, Hespeler; Tean A. White, Toronto; Mrs. A. Brandon, Brantford; Mrs. F. A. Cowan, Brantford;

M. L. Cowan, Kitchener; Alice O. Cowan, Kitchener; Helen J. Cowan, Brantford; Ruth Cork, Toronto; T. J. Maher, Chatsworth; P. T. King, Guelph; D. J. Tallant, London; C. H. Ludlow, Brantford; H. J. Broome, Brantford; M. F. Broome, Brantford; Thos. Linscott, Brantford; Rowland Hill, London; Geo. MacVicar, Goderich; Harcourt F. Ready, St. Marys; J. H. Johnson, Mildmay; Joseph Patterson, St. Marys; L. J. Wright and wife, Leamington; W. J. Scott and wife, Leamington; Wm. White, Toronto; F. M. Farren, Toronto; Chas. Fiet, Zurich; J. G. Hoye, Galt; H. L. Taylor, Montreal; J. B. Decarie, Quebec; J. E. Gilbert, Quebec; M. E. McCallum, Kitchener; Wm. W. Breithaupt, Kitchener; K. D. Murray, London; W. L. Prince, London; F. Hodgins, London; P. B. Heally, London; Mr. and Mrs. G. Finlay, Hamilton; Mr. and Mrs. H. Francis, Hamilton; G. L. Jarvis, Kitchener; John A. Locke, Montreal; J. Sinclair, Barrie; Miss Katherine Kutt, Lansing, Mich.; Mrs. R. Menzies, Kitchener; J. M. Kutt, Lansing, Mich.; A. H. Sheard, Kitchener; E. G. Stuebing, Kitchener; Jacob W. T. Stroh, Waterloo; E. W. A. O'Dell, Hamilton; J. A. Scott, Quebec; Arthur J. Pickard, Quebec; H. H. Tew, Toronto; J. P. Parent, Quebec; F. M. Helm, St. Clement's; J. H. Weseloh, Kitchener; M. A. Desmond, Montreal; Pierre Blouin, Quebec; C. E. Green, Montreal; Mark Mundy, Galt.

Knowing that he would have nothing to do until next year and have all kinds of time to do it in, they presented him with an easy chair well and fittingly upholstered. Knowing that when he became nicely snuggled down in the above mentioned chair he would enjoy a smoke, they added to the gift a pipe that will last him for many years. Mac was taken by surprise and when Mr. Pearson, of the Ames-Holden-



McCready Co., made the little speech that made him possessor of the chair he seemed completely flabbergasted, but managed to stagger through some kind of a reply into which he worked the word thanks two or three times. There is no mistake but the presentation was made to the right person, for no one worked more faithfully and gained more popularity than he.

NOTHING TO DO TILL NEXT YEAR

As Davison (according to his own testimony) furnished H. O. McDowell with all his enthusiasm and Mac did all the work in connection with the shoe exhibition in Kitchener, some of the boys thought he would be a little tired.

Application for Membership in the National Shoe Retailers' Association of Canada

As a number of shoe retailers in Canada were unable to attend the recent convention in Toronto when the new association was formed, some have been writing inquiring how they may become members. The great benefits to be obtained from belonging to such an organization are incalculable, and it is advisable that every retailer in Canada should send in his application at once with the annual fee in order that he may participate in the advantages of the association. The fee is a nominal one, much outweighed by the benefits to be derived. Here is the way one retailer states it in a letter to the SHOE AND LEATHER JOURNAL: "It was indeed a valuable convention. What a pity many of our fellows missed it. Thought perhaps they couldn't afford to go, while the fact was they couldn't afford to miss it. I consider my three days worth a hundred to my business and will keep the next one on my date list sure."

Tear off the application blank below, fill in and mail at once to Edward Cook, 56 West King St., Toronto.

Membership Application Blank

Mr. Edward Cook, 56 West King St., Toronto: Herewith please find enclosed \$5, being amount of my membership fee in the NATIONAL SHOE RETAILERS' ASSOCIATION OF CANADA for the year of 1919-20. I hereby certify that I am a bona fide shoe retailer doing business in.....

and have been in business.....years.

Name.....No. and Street.....

Town or City.....Province.....

To Edward Cook, 56 West King St., Toronto, Secretary of the National Shoe Retailers' Association of Canada.

SPEED KING SHOES

Are your Outing Footwear Sales in right proportion to the big demand?

Sporting Field, Lawn or Street; Summer Camp or around the Home—everywhere is a Playground in the Summer Time, and everywhere old and young wear

SPEED KING

Speed King Shoes are sturdy, long wearing Outing Shoes that retain their pleasing appearance.

They are Light, Strong, Resilient, Easy Fitting and economical.

They come in Styles, Patterns and Sizes that please and satisfy everybody, Men, Women and Children, and they are unsurpassed for genuine value.

INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	The London Shoe Co., Limited	-	London, Ont.
Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	Kilgour Rimer Co., Limited	-	Winnipeg, Man.
Amherst Central Shoe Co. Limited	-	Regina, Sask.	The J. Leckie Co., Limited	-	Vancouver, B.C.
E. A. Dagg & Co.	-	Calgary, Alta.	James Robinson	-	Montreal, Que.
A. W. Ault & Co., Limited	-	Ottawa, Ont.	Brown, Rochette, Limited	-	Quebec, Que.
White Shoe Co.	-	Toronto, Ont.	T. Long & Brother	-	Collingwood, Ont.
McLaren & Dallas	-	Toronto, Ont.	Dowers Limited	-	Edmonton, Alta.

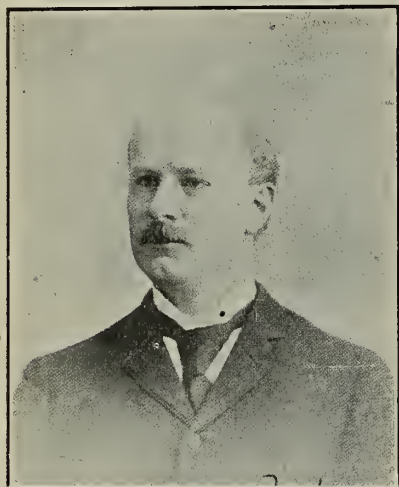
The Independent Rubber Co., Limited

Merritton - Ontario

After 31 Years

The "Shoe and Leather Journal" Has Been Working for Over Thirty Years for a Canadian National Shoe Retailers' Association.

ON the opposite page we reproduce a full page taken from the SHOE AND LEATHER JOURNAL of August, 1888, just thirty-one years ago this August. We call attention to the article in it under the heading "The Convention." This was in reference to the Retail Shoe Dealers'



JAMES ACTON—31 Years Ago

National Convention held in Rochester, N.Y., at that time. If anyone has any doubt as to who has been the prime mover in the establishment of the new Canadian National Shoe Retailers' Association the fourth paragraph will show how insistently the Journal has advocated the advantages of such an association.

There is joy and satisfaction in accomplishment, and to Mr. Jas. Acton, who has so ceaselessly worked for the establishment of the National Association, there must be a peculiar pleasure at this time in seeing the fruits of his long years of efforts and labors in this direction so fully realized. Only those of his staff who have worked with him can know how closely this matter has been to his heart and the launching of the new organization under such splendid conditions no doubt brings to him that satisfaction known only to those who are "Patient in well doing."

It is strikingly significant that the last paragraph of the article did not come true until this year, after thirty-one years. The paragraph reads: "We may venture to express the hope that ere another year shall have passed we may be in position to forward friendly greetings from a Canadian association of a similar kind." This was done as embodied in the resolutions passed at the newly formed association on July the 21st and 22nd, but it was a long wait.

Read carefully the whole article and see how the same subjects that engaged the attention of the recent convention were in evidence 31 years ago. Note, too, that the matter of receiving the Canadian shoemen as members of the United States organization was up for consideration. But still more interesting were the resolutions passed at that date. We give them herewith:—

The Convention assembled Wednesday morning, July 25th, at 11 a.m.

On the meeting being called to order by the President, a number of telegrams and letters were read by the Secretary.

The President announced that the next order of business was the report of the Committee on

Resolutions, which report was read by Mr. Arkush, the Secretary, as follows:

1. With reference to the admission of dealers outside of the United States, it is contrary to the constitution and we do not consider it advisable to make the change at the present time.

2. We recommend that members of the Association who become ex-retailers may continue honorary members by payment of the annual dues, without the right to vote or hold office.

3. We sincerely deprecate the prevailing practice of manufacturers and jobbers retailing goods from the factories and jobbing houses, or from establishments conducted by them under assumed names, and we recommend that the members of the association furnish names of such parties in their localities, and the same be published in the trade journals.

4. We recommend that a committee be appointed on a uniform measurement for single pair cartons.

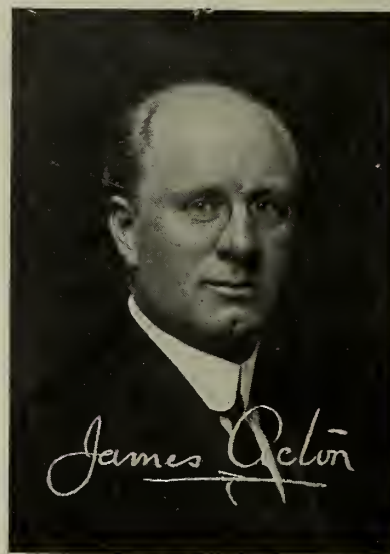
5. The matter of stamping shoes with the name of the manufacturer is something that is better regulated by the individual members themselves.

6. We recommend that the Executive Committee adopt measures for the purpose of forming branch associations.

7. We recommend that rubbers be branded in such a manner that the qualities shall be easily recognized by the consumer.

8. We earnestly recommend that the widths of shoes be known by letters in accordance with one table of standard measurement, instead of by figures as used by some manufacturers at the present time.

Resolved, that the thanks of the Association are due and are hereby tendered to our retiring officers



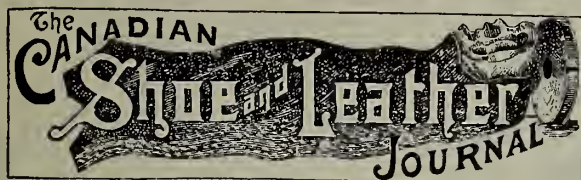
JAMES ACTON—After 31 Years

for the valuable services they have rendered, and the untiring interest they have ever manifested in the welfare of the Association.

Theses resolutions bring to our mind Solomon's statement that there is nothing new under the sun, for it will be seen that they are very close to those adopted by the new organization, even though styles and methods have changed greatly in those thirty-one years of shoemaking and shoe selling.

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CANADIAN SHOE AND LEATHER JOURNAL



PUBLISHED ON THE 15TH OF EVERY MONTH BY THE
JOURNAL PUBLISHING COMPANY,

4 ADELAIDE STREET EAST, TORONTO, ONT

JAS. ACTON, - - - - - MANAGER.

SUBSCRIPTION RATES.

ONE COPY, 1 YEAR,	IN ADVANCE, \$1.00
" " 6 MONTHS,	.60
" " 3 MONTHS,	30

ADVERTISING RATES

A card containing rates of advertising may be obtained on application

NOTE.—Correspondence is invited upon topics of interest to the Shoe and Leather Trade. Communications and changes of advertisements must reach this office by 10th to insure insertion.

TORONTO, AUGUST, 1888.

AN APOLOGY

We have to apologize to our numerous readers for the delay in getting out the present issue. It was not our intention until a very late hour to devote any attention to the coming annual exposition of the Industrial and Arts Association, to be held next month in this city. We have thought, however, that a little effort in the way of placing our city's attractions before the shoe trade, might not only be of benefit to the city and to the Toronto trade, but of interest to the retail trade throughout the country.

Through the delay in procuring cuts and extra matter necessary to giving information concerning the city's shoe interests and the exposition itself, the present issue has been held back four or five days.

We trust that the slight disappointment caused to those who look forward to receiving the JOURNAL at the regular time, will be more than counterbalanced by the additional interesting matter contained in the present number.

THE CONVENTION.

We publish elsewhere a condensed report of the proceedings of the Fourth Annual Convention of the Retail Shoe Dealers National Association held last week at Rochester, New York.

The gathering, while not large, was a most successful one, and the discussion provoked by the resolutions introduced brought out some excellent ideas that will, no doubt, be a source of future benefit and help to those who were privileged to attend the various sittings.

The question of the admission of Canadian shoe dealers to the privileges of membership received considerable attention, and notwithstanding the opposition of a few narrow-minded delegates, the feeling prevailed generally that this right ought in some measure to be accorded to shoe men on this side of the line.

The formation of a Canadian National Shoe Dealers

Association is a matter which we have strongly advocated from the commencement of the existence of the JOURNAL. There are so many good reasons why such an organization should be formed and so many good results that might be accomplished by united effort on the part of the Canadian retailers, that it is scarcely necessary to dwell upon this point. To those who read even the summary of the proceedings of the late convention, it will be manifest that there are many advantages to be reaped from such an association. It is quite true that those engaged in the retail trade have very little in common, their aim being merely to buy and sell to the greatest possible advantage, but there are matters of a general character that have a bearing upon the welfare of the trade at large, upon which the voice of a representative gathering might most properly be heard. There are also on the other hand questions which might better be left alone by retailers. At the recent convention the stamping of goods by the manufacturer was, in a measure, deprecated, and it was suggested that the retailer stamp his own goods. So long as a manufacturer has the ambition to make a better article than his neighbor and spends brain and money to accomplish this end, he will never feel disposed to relinquish his right to claim all the credit due to the production of a superior article. It is neither sensible nor right to expect him to do so.

It would be a great boon were every manufacturer compelled to place his name upon his products, so that the responsibility of bad material and workmanship might always be placed where it belongs. The result would quickly be observed in either the improvement in manufacture or the sudden disappearance of the names of delinquents from the list of manufacturers.

The Association, as we have remarked, has abundance of legitimate work cut out for it without jeopardizing its young life by rushing upon rocks of this kind. The idea of a social gathering of any class of people is a most wholesome one, and when profit may result from united action upon points of common interest it becomes all the more acceptable.

We wish the Retail Shoe Dealers National Association increased prosperity, and only regret that circumstances prevented the JOURNAL being personally represented at Rochester at their annual gathering.

We may venture to express the hope that ere another year shall have passed we may be in a position to forward friendly greetings from a Canadian association of a similar kind, and that in the near future we may have the honor of participating in an International Convention held in this Queen City of the West, the citizens of which will be only too willing when the opportunity offers itself to gladly give those who may attend an exhibition of Canadian hospitality and cheer.

LONG CREDITS.

Numerous complaints are being made by manufacturers and wholesale dealers in regard to the universal demand that is being made for extended credits. We are not referring to the evil of renewals, which owing to the state of trade constitute only too prominent a feature of the shoe trade at present, but wish to draw attention to the universal desire that prevails for having settlements for new goods dated ahead.

There has been no fall trade this year to speak of, so that

It has become a recognized fact that the true worth of

WOMEN'S FINE MCKAY SHOES

has been strongly emphasized by the production of the



Not only do Lady Belle Shoes represent all that is fine in Fashionable Footwear, they also demonstrate the possibility of the construction of comfortable, well wearing shoes, by the McKay process, at prices exceptionally reasonable as prices go to-day.

The Lady Belle Shoe Co. Limited

Makers of Ladies' Fine McKay Shoes

Kitchener

- - - -

Ontario

THE CHAMPION FISHERMAN

This is a snapshot of the well-known leather salesman, Percy J. Milburn, of Montreal, and his little daughter, Lillian. It represents a record catch of 26 black bass caught by worm



Percy J. and his prodigious catch

bait in Lake St. Louis, opposite his summer home at Beaufort. According to the fisherman of Beaufort (who

saw the fish) this catch is the largest by ten bass, of any day's catch during the last ten years, yet Mr. Milburn, assisted by his little girl, landed them in 2½ hours. The smallest black bass weighed 1¼ lbs., and the largest 3 lbs. To the extreme right is a catfish weighing 4¾ lbs. Below are a few perch and rock bass. Mr. Milburn states he never had so much sport landing fish in all his life and regrets he did not happen to have some of his many trade friends to share that sport with him, as he feels sure he could have landed four times as many that day on that spot. Of course, one cannot make a date with black bass. Having his daughter with him, he could not remain longer, besides his bait petered out.

Unboastful, as he usually is, particularly when fishing for leather orders, he was prevailed upon to have this record catch photographed, and the gentleman who snapped it insisted that the fisherman should smile in keeping with his catch. Did Percy smile? Oh Boy!

Our Montreal representative was fortunate in procuring this snapshot, as Mr. Milburn has a habit of accomplishing big affairs without talking about them.

Bert Parker, of Parker-Irwin, Montreal, brought a bunch of fellows to the exhibition at Kitchener by motor. In the party were Oliver Tetrault, Jack Roach, Lucien Borne, Mr. Fraser. Everyone has been wondering why they went up through New York State instead of Ontario. Someone suggested that the roads in Ontario were so "dry" and dusty. But someone else asked were they not just as "dry" in New York State? Bert was responsible for the choir which did such splendid singing at the Breithaupt luncheon at Bridgeport on Wednesday evening.

RESOLUTIONS PASSED BY THE NATIONAL
SHOE RETAILERS' ASSOCIATION OF
CANADA IN CONVENTION
ASSEMBLED, JULY
22nd, 1919

RESOLVED: That this Association most emphatically condemns the irresponsible, unwarranted and unfair statements made through the press of this country with regard to retail prices and profits, and would call attention to the fact that shoe retailers are not responsible for the marked increase in the cost of materials and labor which has been responsible for enhancing the initial costs of shoes, nor, on the other hand, for the general increase in the cost of rents, help and living which have developed with the war and the general changes in economic and other conditions.

And that the General Executive as well as individual members in their localities be asked to take action to correct and remove these unfair aspersions upon the retail shoe trade of Canada.

WHEREAS there is naturally a growing tendency through the scarcity and high price of shoe materials to revise shoe styles involving changes in lines of staple as well as fancy footwear,

AND WHEREAS upon the retail shoe dealer falls most heavily the responsibility and risk of loss in the sale of the footwear product of this country,

RESOLVED: That the General Executive be authorized to take up with the Tanners' Council and Shoe Manufacturers' Association the subject of co-operation in this and other matters of vital interest to all sections of the trade.

RESOLVED: That we urge upon the retail shoe trade the necessity for realizing at this time the danger of overbuying and through this promoting the tendency of still further raising the prices of leather and shoes.

RESOLVED: That this Association request that an additional month be added to the dating of placing orders on rubbers and tennis goods and that a copy of this resolution be forwarded to the rubber manufacturers and wholesalers of Canada.

RESOLVED: That this Association realize the desirability of co-operating with the Retail Merchants' Association of Canada.

RESOLVED: That this Association strongly condemns the retailing of merchandise by Manufacturers or Wholesalers and the Executive Council be urged to take such action as will protect our members against this most unfair and injurious practice.

RESOLVED: That the Canadian Shoe Manufacturers' Association be impressed with the importance of making shipments of complete lines; particularly on orders calling for more than one width

and that back orders when shipped late be sent prepaid.

RESOLVED: That a request be sent to the Canadian Shoe Manufacturers' Association to bear in mind the requirements of the home market when undertaking export trade. Further Resolved: That they be impressed with the importance of shipments for placing orders being completed on time and thereby help the turnover of retail stocks, as this has a strong bearing on losses made by retailers and again reflecting upon the manufacturers.

RESOLVED: That this Association take up the matter of charging for cartons and cases used in shipping goods and that the shoe manufacturers be requested to include this charge in the cost of the goods.

RESOLVED: That this Association approve of the standardizing of all shoe cartons and that the Executive Council be requested to take this question up for further consideration with Canadian Shoe Manufacturers' Association.

RESOLVED: That this Association take up the matter of charging for cartons and cases used for shipping goods and that the shoe manufacturers be requested to include this charge in the cost of the goods.

RESOLVED: That fraternal greetings be sent to the National Shoe Retailers' Association of the United States, and an appreciation of the work it has accomplished for the retail shoe trade at large.

RESOLVED: That the thanks of this Association be tendered to the speakers who have contributed the able addresses and papers that have made the Convention programme one of the best ever placed before any body of business men.

RESOLVED: That the thanks of the Association be formally tendered the wholesale shoe and allied trades for their generous and cordial hospitality, which has made the Convention, from a social as well as a business standpoint, such a pronounced success.

RESOLVED: That the thanks of this Association be tendered the Toronto Retail trade and particularly the Convention Executive for the preparation of the programme and the completion of arrangements for a most successful Convention.

RESOLVED: That the thanks of the Association be extended the press for its courtesies in making so widely known the Convention and its attractions.

Don't be an outsider. The best shoe retailers are in the new National Shoe Retailers' Association of Canada. Send in your application immediately. There is a form in this Journal making full explanation how to become a member.

"How a Retailer can Judge the Market" will appear in next issue of this Journal.

The Standard
Staple Shoe
of Canada



WILLIAMS

There are many points of excellence by which WILLIAMS SHOES have attained the premier position in Staple Footwear.

In their production, Material and Shoemaking alike are such as ensure a constant High Quality in the shoes, and exceptional Value—shoes that extend a wonderful Wear Service, where WEAR is most insisted upon.

Style, too, is a strong factor in their popularity. They are modelled so as to give real COMFORT and also to possess the necessary ATTRACTIVENESS.



You can be confident of satisfied customers when you recommend Williams Shoes.

Our two In-Stock Depots, at Brampton and Regina, enables us to give you quick service in this reliable line.

WILLIAMS SHOE LIMITED

Brampton, Ont.

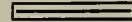


Regina, Sask.



OUR BOOTH AT FIRST
CANADIAN SHOE AND
LEATHER EXHIBITION
HELD AT KITCHENER,
JULY 21st to 26th, 1919.

Enuf Sed!



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



That insistent demand for Sound Quality and Value in Staple Footwear is fully met in

ACKERMAN SHOES



ACKERMAN SHOES

have a strong influence in gaining goodwill for the dealer. You will find it worth while to handle and recommend them.

For MEN, BOYS, YOUTHS and LITTLE GENTS.

Ready for Shipment.

Write for Catalogue.

B. F. Ackerman, Son & Co., Limited

Peterboro, Ont.

Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"

Lagace & Lepinay Shoes



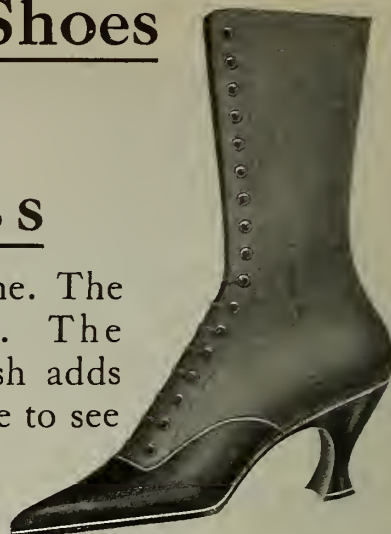
are made and marketed
upon the one foundation

Goodness

The materials are genuine. The shoemaking is honest. The modelling gives Style and Comfort and the finish adds to their attractiveness. Every dealer should be sure to see

Our Range of Spring Samples

Excellent values in all lines.



Goodyear Welts, McKays, Standard Screws

Women's, Misses', Children's, Infants', Men's,
Boys', Youths', Little Gents'

LAGACE & LEPINAY

25 St. Anselme Street

:-

Quebec, P.Q.

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

PACKARD'S SHOE DRESSINGS

FOR ALL LEATHERS.

Black "O"
For All Black Shoes.

■ ■

Tan "O"
For Tan Shoes.

■ ■

COMBINATIONS
IN ALL COLORS



White "O"
IN CAKES

for Cleaning
WHITE SHOES
Is a Big Seller Just Now

■ ■

ALSO
White Liquid
IN BOTTLES

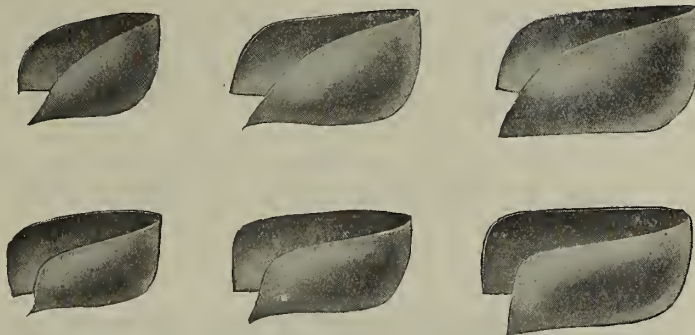
Look over your stock and order early for Fall Shipment.

L. H. PACKARD & CO. Limited Montreal

FAIRE BROS & CO., LIMITED

RUTLAND STREET, LEICESTER, ENGLAND

Manufacturers of **STIFFENERS**



TO BOOT MANUFACTURERS

Our well-equipped modern factories are adapted to meet all your requirements in high grade

SOLID GRAIN STIFFENERS
GRAIN BACKED STIFFENERS

SOLID SPLIT STIFFENERS
TWO PIECE SPLIT STIFFENERS

THREE PIECE SPLIT STIFFENERS
LEATHER LAYER STIFFENERS

In all sizes.

Men's, Army, Women's, Children's and Golosh Shapes.

BE SURE AND SEE OUR SAMPLES BEFORE RE-ORDERING.

IT WILL PAY YOU TO DO SO

FAIRE BROS & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER

Are you a "YAMASKA" Merchant?

It is an important question, because people who buy and wear

YAMASKA BRAND SHOES

are always regular repeat visitors to the Yamaska Dealer's store.

In the production of these shoes we are careful to maintain the Excellence in Material and the Thoroughness in Workmanship that will enable them to uphold your best recommendation—always giving complete satisfaction in Fit and Wear.

The man who sells Yamaska Brand Shoes establishes a RELIABILITY reputation for his store.

LA COMPAGNIE
J. A. & M. COTE
St. Hyacinthe - Que.



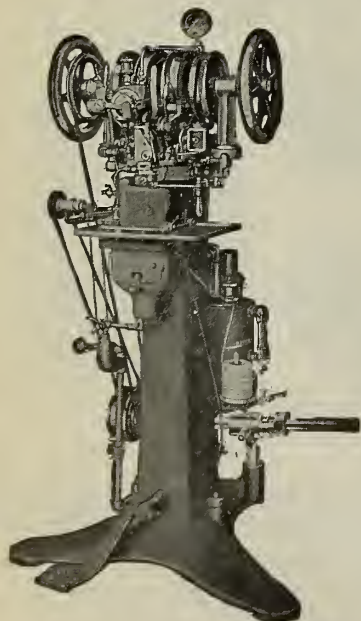
Landis Outfits are Money Makers

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

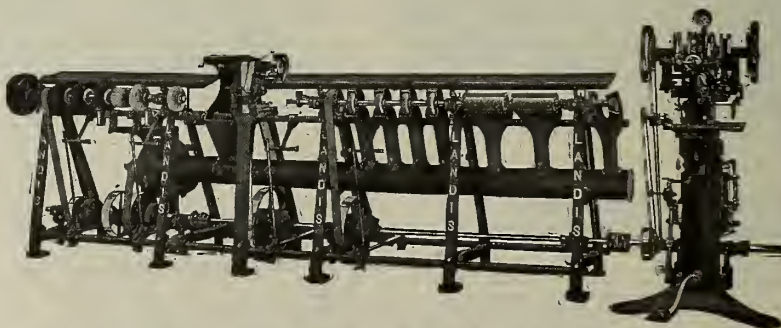
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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



RALSTON'S POLISHES

*Always
Give
The Best
Results*



*A Profitable
Trade and
Satisfied
Customers*



A DRESSING FOR EVERY SHOE

One of our new productions—
Ralston's Kid Cream
the best Kid, Calf or Smooth
Leather Dressing on the mar-
ket. Brown, Grey, White or
Black. Order it to-day.



It will pay you to feature
Ralston's Polishes. They are
well established as favorites
with trade and public.

A complete line and every one
a winner.

Robt. Ralston & Co.

Hamilton, Ontario

A Satisfied Customer

The following extract from a letter from Beatty Bros., Limited, of Fergus, Ont., Manufacturers of Barn and Stable Equipment, Pumps, Churns, Washing Machines, Grain Grinding Machines, etc., a firm of international reputation, speaks for itself. The compliment was entirely spontaneous.

"The quality of your printing in that eight page colored Electric Washer Circular was so satisfactory that I am going to recommend you to a certain firm that has written me to find out about good printing houses.

"If you continue to give such quality at reasonable prices you will get a large share of our work."

BEATTY BROS., LIMITED

Per J. Alton Potter, Adv. Mgr.

We do all kinds of printing, but we specialize in High Class Color Work, Catalogues, Booklets, Commercial Requirements, etc.

OUR SERVICE WILL HELP YOUR BUSINESS

ACTON PUBLISHING CO. LIMITED

TORONTO

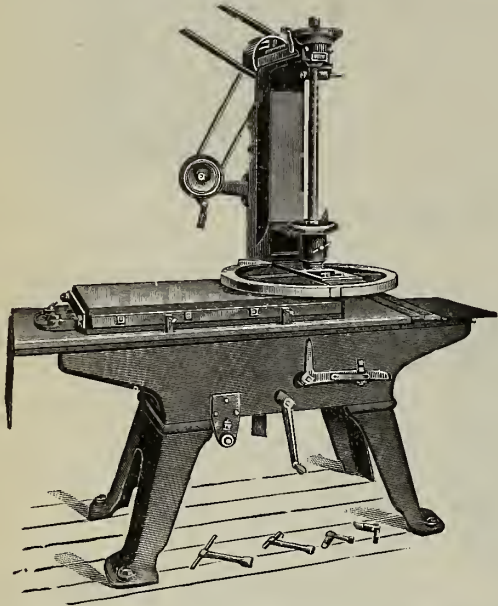
MONTREAL

In Your Cutting Room

you need one of these

OPEN SIDE BLOCK PLANERS

to keep your Cutting Boards and Blocks in proper condition.



With this machine you can effect a valuable saving in Time and in Dies, and with Boards and Blocks kept in good condition your cutting will always be of the highest grade.

While SIMPLE IN CONSTRUCTION and EASILY OPERATED, it possesses every modern improvement as well as exclusive features.

It has CHIP and DUST HOOD which can be attached to exhaust if desired—fitted with COUNTER SHAFT and FRICTION PULLEY and LOCKING LEVER to start and stop—AUTOMATIC FEED in either direction.

Write us for further information

Manufactured by

The Louis G. Freeman Co.
CINCINNATI, OHIO, U.S.A.

Canadian Representatives:
INTERNATIONAL SUPPLY COMPANY
Kitchener, Ont. Montreal, Que.

EFFICIENCY

in equipment is the success builder in the Factory.

This Louis Heel Breast Trimmer

is the best Heel Trimming Machine for Leather Louis Heels. With it

A Perfectly Finished Heel

is turned out with every operation—properly trimmed to joint of sole from edge to edge. Besides saving time by eliminating Rough Scouring and Hand Work, it does its work with

Uniformity and Speed

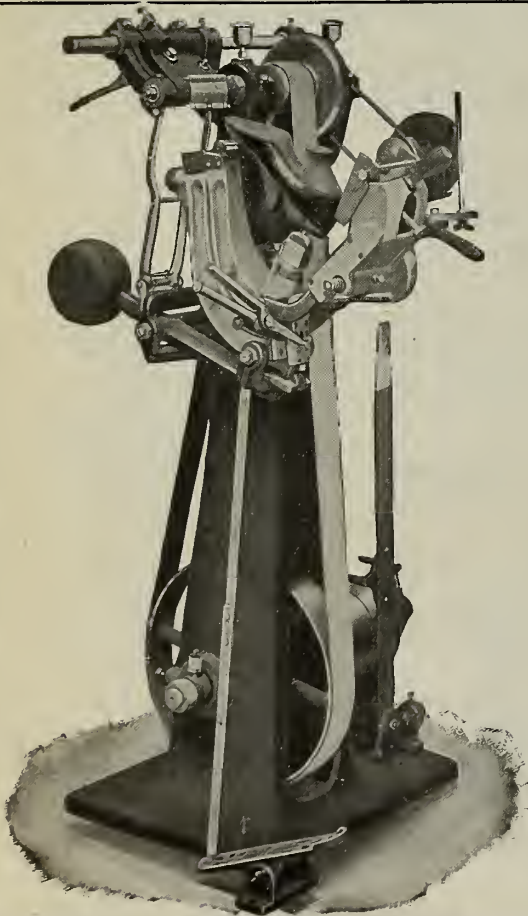
All heels trimmed to the same template are absolutely uniform.

This machine is giving efficient service in many of the best shoe factories.

—WRITE US FOR PARTICULARS—

The Louis G. Freeman Co.
CINCINNATI, OHIO, U.S.A.

Canadian Representatives
INTERNATIONAL SUPPLY CO.
Kitchener, Ont. Montreal, Que.



Embargo on Hides and Leather

Canadian leather men will be interested in the fact that an embargo on hides, skins and leathers has been passed as follows:

Memorandum No. 2327-B.

Department of Customs, Canada

Ottawa, 2nd August, 1919.

To Collectors of Customs:

Prohibited Exports

Raw Hides, Skins and Leathers, for Boot and Shoe Purposes

An Order-in-Council, as set forth below, was passed on this date. Customs officers will be governed accordingly.

R. R. Farrow,

Acting Commissioner of Customs.

P.C. 1637

At the Government House at Ottawa

Saturday, the 2nd day of August, 1919

Present: His Excellency the Governor-General in Council.

Whereas His Excellency the Governor-General in Council has under consideration a recommendation for the Minister of trade and Commerce, in which he calls attention to a report from the Costs of Living Commissioner to the Minister of Labor respecting the increasing price of hides and leather and the consequent increase in the cost of boots and shoes;

Therefore his Excellency the Governor-General in Council is pleased to order and it is hereby ordered that, pending the consideration of other necessary action in the premises, the exportation from Canada of raw hides, skins and leathers for boot and shoe purposes, shall be and the same is hereby prohibited except under license from the Canadian Trade Commission.

(Sgd.) RODOLPHE BOUDREAU,
Clerk of the Privy Council.

As this comes to hand just as we are going to press we cannot give much comment in this issue. But there seems room to question the advisability of this action at this time. It is stated that our manufacturers are in a position to produce much more leather than can be used for home consumption and shoe factories can more than supply the home demand. The present financial condition of Canada needs an export trade to help pay our war debt. It will at once be seen that anything that may curtail our export trade will be a very serious matter from every standpoint.

A conference of leather men and the government was held at Ottawa on August the 7th, details of which have not come to hand, but reports say that the restrictions are to be greatly modified.

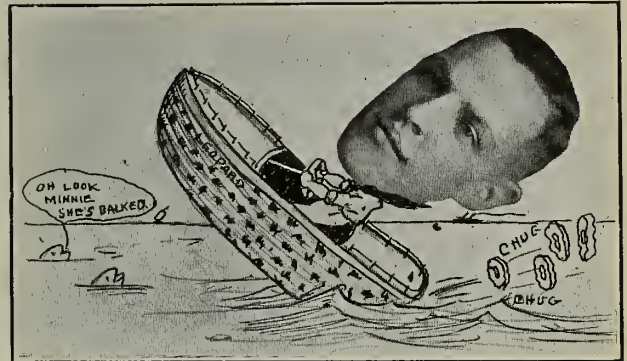
A. R. CLARKE & CO'S. BIG PICNIC

When the A. R. Clarke Co., of Toronto, the big patent leather people, undertake to do something they usually do not do it by halves. So this year when they had decided to hold a monster picnic for their employees and their families they chartered one of the big lake boats and took over a thousand people to Wabasso Park, situated across the bay from Hamilton, Ont. And when we say they took them it means they paid them the full day's pay and their tickets on the boat and supper at the park for all employees and their wives and families and children up to twelve years of age.

About one thousand took in the trip and it was a very merry party all day long. Thirty sporting events were pulled off and the jappinging department seemed to have

had a pull on somebody or something, for they made a proper clean up of a bunch of good stuff. Here are some of their big wins: Baseball game, 100 yards, 220 yards, broad jump, tug of war, three-legged race, and wheelbarrow race. This won for them the silver cups presented by the firm for the 100 and 220 yards and tug of war events.

Charlie Thorley, the popular traveller of the firm way down by the sea in the Maritimes, when he got some of the good old Ontario air into his lungs won the high jump, hop



Griffith B. Clarke in the "Leopard" scaring the Captain

step and jump and second in the 100 open and broad jump. Now that's what drinking salt water does for a man.

Charlie Pattinson did his best to hold the jappinging fellows in the tug of war, but so much cold air up in Northern Ontario, where he travels, sort of enervated him and the Jap fellows have a system of pulling that would move an elephant. No use, Charlie.

It remained for Griffith Clarke to nearly frighten the daylight out of the captain of the "Corona." He circled the boat with his fast motor boat, the Leopard, and the rush of passengers from one side to the other to watch his aquatic antics leaned the boat till the captain's hair stood on end.

The 29th Battalion Band accompanied the picnic.



The boat that took over a thousand Clarke people to Wabasso Park

Each little boy and girl under seven received a prize whether he won a race or not.

The judges were J. Ross, sales manager of the glove and clothing department; J. Andrews, of the jappinging department; R. Watson, gloves and leather department, and H. Symonds, of the glove department. The committee was Griffith B. Clarke, president of the company, J. G. Hoult, C. A. Upper, J. Ross, H. A. Sailer, and Alfred Collins.

THIS is the time of the year when it is necessary to use a Channel Cement that contains the quantity and quality of rubber that will not be affected by heat to its detriment.

Our Channel Cements are made with that very trouble in mind, and if you use our Channel Cements you are insured against hot weather cement troubles.

BOSTON BLACKING COMPANY

152 MCGILL STREET

MONTREAL, P.Q.

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.



“Beresford” and “Minister-Myles” Shoes
For Men

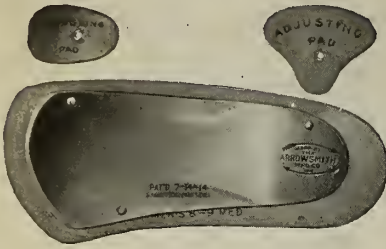
“Vassar” and “Altro” Shoes
For Women

*Sterling worth, supplementing distinctive
styles, gracefully and delicately executed*



Minister - Myles Shoe Company
LIMITED
TORONTO

STYLE 2K



One of our "Metatarsal" styles, it is a Single Plate of High-grade Nickel Silver and is covered with a top piece of strap leather.

Price, per doz. pairs
\$21.00

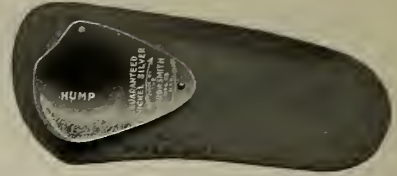
ARROWSMITH
 Anterior-Metatarsal
 "Arch Prop"



NOTE
THE
PRICES



STYLE 4K



The Plate in this Style does not extend back underneath the longitudinal arch, but bridges the traverse arch only. Made of the same material as style 2K.

Price, per doz. pairs
\$15.00

Made in Canada by Canadians.

Canadian Arrowsmith Mfg. Co. Limited

R. J. ORR, Toronto Representative Phone College 9495

NIAGARA FALLS

ONTARIO

The
Vulco-Unit Box Toe

Patented
 Dec. 30th, 1913



Patented
 Oct. 26th, 1915

THE VULCO-UNIT BOX TOE

Increases Factory production.
 Returns lasts to lasting room quicker; sends shoes to packing room quicker than any other method.

Beckwith Box Toe Ltd.
 SHERBROOKE, QUEBEC, CANADA

FIBRE COUNTERS



RELIABILITY

The RELIABILITY of Duclos & Payan Fibre Counters, as evidenced in their persistent use by the Trade for forty-five years, signifies a constant High Quality in the Product. Best grade materials and faultless manufacture result in counters that we are able to GUARANTEE to outlast the shoe.

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



AMONG THE SHOE MEN.



Mr. Guay, of Quebec city, has been a business visitor to Toronto recently.

David Bell, a shoe merchant, of Paisley, died recently from heart trouble. Mr. Bell was in his 69th year.

A fire occurred recently in a furrier's tannery in Vancouver, B.C., which was started by an overheated stove.

The Nodelay Shoe Store, of Vancouver, was burglarized to the extent of \$270 worth of repair supplies.

Messrs. Stewart & Robertson have taken over the business of Mr. S. Davis, Davie St.

At Shawinigan Falls, Ont., reports say that Jolivette & Therrien have dissolved partnership.

It is reported that J. B. Waller, of Tillsonburg, Ont., has sold his shoe business to J. Wesley Allen.

Hallatt & Rodgers are opening a new shoe store at 10039 Jasper avenue, Edmonton, Alta.

The retail shoe trade is reported to be fairly brisk, but white goods are not moving quite so fast as in previous years.

Mr. Sturgiss, of the United Last Co., Montreal, took in the Kitchener exhibition on retailers' day, Wednesday, the 23rd.

A new association of repair men has been organized in Brantford, Ont. Mr. Pettic, of that city, is president of the new organization.

Mr. Louis Mann, of Main St., when proceeding home one evening, was held up by two gun men, and at the point of the pistol was relieved of over \$80.

The Quality Shoe Store, in New Westminster, B.C., is reported to be doing a good business. The store was opened in April of this year.

Messrs. Atkinson, Taylor & Co., trading as the Dominion Shoe Store, have recently opened with a general line of men's, women's and children's shoes on Jasper avenue, Edmonton, Alta.

Among the industries in Kitchener that will extend their plants are the Kaufman Rubber Co., Limited, and the Lang Tanning Co., Limited.

It is stated that the Canadian Consolidated Rubber will spend a million dollars on their Kitchener plant in order to increase their output of tires.

Mr. Dan Matchett, superintendent of the Sterling Bros.' plant, in London, has been spending a week with Mr. Wall, foreman of the Chas. A. Ahrens Shoe Co., Kitchener.

On July the first of this year, Trick and Thorne opened the Yale Shoe Store on Hastings street, New Westminster, B.C. This store was formerly the Richmond Shoe Store.

Mr. Fox, the superintendent of Chas. A. Ahrens Co., Kitchener, slipped on the stair and broke his ankle. Mr. Fox was going about on crutches at the exhibition in Kitchener.

McAllister's Merry Minstrel Men from Guelph know how to sing and they certainly showed the shoe people something of their ability on Retailers' Day at Kitchener, Wednesday, the 23rd of July.

There is some discussion on in London, Ont., about closing shoe stores early. Some one wrote to the Free Press saying the police would not likely enforce the by-law. This is a mistake if it is not done.

There is an agitation on in Kitchener to build a permanent building in which to hold the annual furniture ex-

hibits and the shoe and leather and other exhibitions that are being held there from time to time.

It is reported that the Perth Shoe Co. have had plans prepared for the building of houses not to cost more than \$2,600 and that they may undertake some plan to help out in this work.

Mrs. Saunders, wife of Mr. Al. Saunders, shoe buyer for James Ramsay, Limited, Edmonton, who recently underwent a serious operation in the Mesericordia Hospital, Edmonton, is reported to be progressing nicely.

A. E. Wallace has always been voted a prince by the repair men. But when he took the Toronto bunch to dinner on the Retailers' Day at the Kitchener exhibition the boys voted him an extra bar to his medal.

Chas. E. McKeen, who was well known in the shoe trade, died recently in Quebec city. The funeral took place from his late residence, 49 Springrove avenue, that city, to Mount Royal Cemetery.

The Dominion Shoe Store, 10147 Jasper avenue, Edmonton, Alta., opened on July 1st. The proprietors are A. K. Taylor and Addison Taylor. Mr. A. K. Taylor recently returned from overseas. He was three years in France. Mr. B. W. Atkinson is manager. Mr. Atkinson has been in the shoe business all his life and is quite capable of taking

WANTED—Position as travelling salesman for the Maritime Provinces, with well established line; married man, 36 years of age, active, can furnish good references re ability, habits, etc. Box 852, SHOE AND LEATHER JOURNAL.

FOR SALE—A splendid shoe business in Toronto. Stock three or four thousand, more or less. Excellent repair business in connection. Will keep two or three men going. Established 25 years. Address Box 853, SHOE AND LEATHER JOURNAL.

SHOE TRAVELLER—With well established connection in Western Ontario, will be open for position 1st of September, Manufacturers' line preferred, salary or commission basis. Apply Box 854, SHOE AND LEATHER JOURNAL.

WANTED—Competent foreman to take charge of BOT-TOMING ROOM, Factory making children's stitch downs. Apply King Shoe Company, Owen Sound, Ont.

WANTED—A working foreman for bottoming room in factory making stitchdowns. Must be able to operate and teach on all machines and later become general superintendent. A good opportunity for ambitious young man. Apply J. D. King Co., 130 Wellington street west, Toronto, Ont.

WANTED—Experienced saleslady for high-grade shoe store; reference required. Apply H. & C. Blachford, Limited, 286 Yonge street, Toronto.

TANNERY FOR SALE—Capacity about 300 sides per week, or 500 calf or sheepskins. Cheap electric power, shaving machine, setting machine, drums, etc.; good water. Will be sold cheap if sold at once. Apply Box 855, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto.

CLARKE & CLARKE Limited

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



"PERFECT" COUNTERS

PERFECT
in **NAME**, in **QUALITY**, in **SERVICE**

With their High Grade Materials and Faultless Manufacture they are Perfect in Quality. Their Perfect Quality assures Perfection in Service—

COMFORTABLE FIT, FINE APPEARANCE,
LONG WEAR

"Perfect" Counters protect and Prolong the life of your Shoes.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, 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



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.

charge of the store. He was with the James Ramsay Limited, departmental store, of this city, in the shoe department three years.

The United Shoe Machinery Co., of Montreal, are adding a \$20,000 extension to their plant in that city. It will be used as a warehouse.

Say, did you see Billy Smith, of Hamilton, guessing at the shop number on the Brandon shoe at the Kitchener exhibition? He and Basil Healey were trying to work it out on scientific principles with ice cream cones. They were both away off.

Ed. Cook, the secretary of the new Retailers' Association, is some gallant. About twenty ladies lined up on a bench at the exhibition in Kitchener and waited about an hour for him to take them for a motor trip around the city. He arrived at last.

Among the visitors at the Kitchener exhibition was Dr. Gamble, of the Canadian Gambite Co., Montreal, makers of tanning materials, spruce extracts, etc. Dr. Gamble is very enthusiastic about the Canadian trade and thinks there is a big future for his company in this country.

Fire occurred in the store of Mr. Harry R. Pollock, of Bloor St. West, Toronto, when damage was done to the stock of about \$6,000. Mr. Pollock has several stores in the city. A woman on the third floor of the building was overcome by the fumes from the burning leather.

Mr. J. A. Conner, of the Dominion Rubber Systems (Ontario), is attending the Provincial bowling tourney. This is an outing that a team of elephants could not drag J. A. from.

Mr. J. W. Deegan, of North Bay, was an attendant at the recent Shoe Retailers' Convention. He is a shoe man of long standing, and has taken the SHOE AND LEATHER JOURNAL for over thirty years. That's a good record.

The first exclusive display of shoes at the Edmonton exhibition was shown this year by the Yale Shoe Store of that city. Included in the display were Utz & Dun's J 7 T., Campbell's, Smardon's, Geo. A. Slater's, Gold Bond and just Wright shoes. Also Classic and Hurlbut for children.

Mr. D. J. Tallent, of the Chas. A. Ahrens Co., took a nice little motor jaunt recently with his wife and daughter. They went through Michigan, parts of Indiana and Illinois and ended in the windy city, Chicago. D. J. says they all enjoyed the trip immensely and reached their home in London without accident or mishap.

Mr. Edwin G. Clark, formerly of New York city, has opened an office in the "Witness" Building, 22 Craig street west, Montreal, where he will be prepared to execute promptly all drawing and shoe illustrations entrusted to his care. Mr. Clark has had a wide experience in shoe illustrating, having been employed by some of the leading shoe manufacturers of United States.

Milt Keener has taking ways with him. At least the owner of a yellow dog about twenty-four inches long, with a forty inch tail, says he has. H. O. McDowell says that

CLARK
SHOE
ILLUSTRATOR

222 CRAIG STREET W.
MONTREAL

Wishes to announce that he is now permanently located in Montreal, where he will handle catalogue illustrating for the shoe trade. Arrangements for spring catalogues should be made early to insure prompt service.



Milt took that dog to paste it on the trade mark in front of the Ames-Holden-McCready booth, where the real one had been left off by the sign painter who did the job.

Among those who attended the Shoe Retailers' Convention in Toronto were,

C. E. Smith, Peterborough; Henry W. Russell, Toronto; L. N. Ryan, Bracebridge; H. S. Sager, Ottawa; J. H. Schnuer, Mildmay; F. S. Scott, Galt; J. G. Settle, London; Wm. Sharman, Goderich; E. J. P. Smith, Montreal; R. F. Scott, Preston; Jas. P. Segall, Montreal; L. W. Stark, Toronto; E. A. Stephens, Ottawa; F. C. Smiley, St. Thomas; Neil A. Smythe, Toronto; J. A. Snider, Toronto; G. B. Sproul, Toronto; F. W. Stewart, Montreal; Clayton S. Stoneburg, Toronto; V. C. Taplin, Toronto; R. J. Orr, Toronto; A. R. Ostrander, Toronto; C. F. Owens, Toronto; Allan M. Reid, Kingston; Geo. H. Taylor, Toronto; J. R. Thompson, Toronto; Allan M. Troke, Renfrew; C. H. Reilly,

ESTABLISHED 1863

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TOURIGNY & MAROIS

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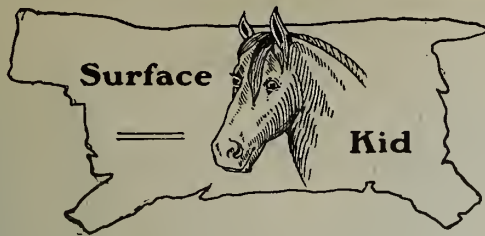


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Grey *KID* Seal
Brown Black

Perkins & McNeely
Philadelphia

Ed. R. Lewis, Toronto



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GLAZED KID
SHEEPSKIN
CABRETTAS

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eron, Beaverton; Harold T. Fice, Toronto; Jas. C. Ferguson, Renfrew; A. Yankoo, Hamilton; J. C. Fetherstone, St. John, N.B.; B. J. Abernethy, Kingston; M. Crystal, Toronto; A. Crysler, Toronto; Joseph Davis, Toronto; S. J. Anderson, Kingston; R. A. Baker, Toronto; Joseph Davis, Toronto; E. J. Davis, Newmarket; Ed. Bates, Toronto; J. S. Berkman, Toronto; W. T. Devlin, Winnipeg; Geo. Douglas, Winnipeg; Arthur L. Wilson, Hamilton; Chas. H. Wilson, Toronto; M. F. Wilson, Vancouver; H. D. Wing, Parry Sound; M. S. Drukker, New York; Arthur Dunning, Toronto; F. J. Wright, Strathroy; L. J. Wright, Leamington; W. G. Wright, Toronto; Fred. Jackson, Clinton; H. Kennedy, Toronto; M. S. Chisholm, Toronto; B. Clarkson, London; Edward Cook, Toronto; Fred. L. Kickley, Hamilton; Philip Cook, London; Thos. G. Coombes, Toronto; J. W. Cottrell, Toronto; J. G. Knox, Toronto; James Lowther, Toronto; T. Lewis, Toronto.

RETAILERS' CONVENTION DAY AT KITCHENER

(Continued from page 78)

year, 1918, \$36,000,000 worth of goods were made here and shipped from here. And when the goods we make come through, you can bet, by crackety, they're right. I want to hammer in what Mr. Rieder said. I was in Boston and the late mayor of that city said that Boston was in the north-east corner of the United States. St. Louis was central. Boston would have to look out or St. Louis would be the shoe centre before long. Gentlemen, Montreal is in the north-east corner of Canada. Kitchener is central. Montreal will have to look out or Kitchener will be the centre of the shoe industry of Canada.

"I am a show booster. This show is of Dominion importance. Style control should remain in the hands of the retailer and manufacturer. Co-operation is the only thing that can do this. I am a friend of L. O. Breithaupt. If not, I would never have had the honor of talking. I thank him for the good feed.

"One more thing I am, and thank God for it, I'm silent," and he sat down.

During all the proceedings songs were interspersed, and in ample time to get the train back to Toronto, the company broke up and motored back to the depot. That the day was well spent, and very profitable every one conceded and the train reached Toronto about 11 o'clock.

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The SHOE AND LEATHER JOURNAL

THIRTY-SECOND YEAR

TORONTO, JULY 21ST, 1919

PROBS—Fine and DRY. Eastern Gales expected Early, followed by hot wave from Hamilton. A-fleck of Manitoba breezes.

WAR EXTRA—Leather Air Planes reported close to Toronto. Said to be headed from Montreal to Kitchener.

Conventionalities

CHAIRMAN Fegan says this Convention, as far as he is concerned, will be most unconventional. There will be no set clothes or set speeches. So long as delegates do not talk too long, too often or too bolshevistic, they will freely have the floor. His idea of a good meeting is to have everybody take a hand.

Already the Convention has wakened up Toronto. Retailers have begun to get together, even in the outlying districts, and some of them are setting an example to the down town men in the get-together movement.

Capt. Blachford says that his experience in the war zone will, in some measure, prepare him for the machine gun fire of the Question Box. When it gets too hot he can take to the air—hot air.

Some of the wholesalers have caught the spirit of the Convention and have prepared "rest rooms" for tired retailers upstairs. From the long hours announced for some of these "open houses," the "rest cure" will beat the ordinary retail store as a nerve soother.

Quite a contingent from the "other side" has turned up to help make Canada's first National Shoe Retailers' Convention a success. It is another evidence of the comradeship that is the result of the "recent unpleasantness" overseas.

No, the leaving of the ladies at home on "Kitchener Day" is not a put-up job to give the delegates an opportunity to paint the town a lurid vermillion. Billy Smith tried to work in a trip to Hamilton, but the husbands insisted that Toronto was safer and thought a tour through Eaton's and Simpson's in charge of the Entertainment Committee would sound better. The Entertainment Committee, for its part, promises the ladies the time of their lives. More anon.

Drop in and see your fellow retailers in Toronto. The latch string is out. "Give and get ideas" is the watchword of the hour. Don't think all the good shoe stores are in Yonge St., either. Take a flier to the outside points like

Danforth Ave., Bloor St., Parkdale, St. Clair and Queen Streets.

Yes, the everlasting grind of the Toronto Railway cars is to warn delegates of giving long franchises in their local burghs to soulless corporations. It has its uses, however, and now that it does not drive people to drink it keeps them from looking at shoe prices too closely.

Mort Wilson used to think that the blue noses had it on the rest of the Canucks, now he outranks the rankest westerner in his rank enthusiasm for the west. It is said that he is buying up votes at fabulous prices to carry the next convention to Vancouver.

We are glad to have with us a Rising man "from the East," St. John, who claims the sun rises in the East, but never sets.

Although this is a Shoeman's Convention, we will have a "Baker" with us to tell us how to make "dough"—he talks on advertising.

Somebody has suggested that "Warry" Fegan obtain a more peaceful sounding prefix to his surname, the war being over, and his position as Chairman making him the peace officer of the Convention.

Fire Insurance, is an important factor in the successful operation of a business. Don't miss this paper because there is going to be some "Wright" dope handed out. No—not the kind of "dope" you have in mind. That's **prohibited**.

The "Question Box" will be conducted by Capt. H. C. Blachford. Questions must be confined to matter pertaining to the shoe business. No use putting in **that** question because the Captain doesn't know where you can get it. Besides the Probs. say "**F ne and Dry.**"

"Making your business pay," is the subject of the address of F. W. Stewart, of Montreal. We presume that good "Stewartship" is one of the chief essentials.

Fred Argall, of Three Rivers, Que., who deals with the question of "Retail Shoe Store Credits," will no doubt tell us that the creators of this condition in the Shoe business Argall and Nerve" on the part of some of the buying public.

"Leather Conditions" by Hon. E. J. Davis. This is a pretty "tough" subject to deal with at present, but Mr. Davis will doubtless do his best to maintain the preeminence of the "Golden Calf" in the religion of shoes.

"Local Organization." At last the Hot wave from Hamilton. This doesn't imply that W. A. Smith is going



Front Street West from Yonge Street, Toronto

to make you a present of a lot of "Hot Air," but he is going to hand out some real "Hot Stuff" on Organization.

Ladies, don't miss the theatre party Tuesday evening. Remember this is your one big opportunity to get "a night off."

The Cry of J. W. Jupp on "The Help Problem" is "Hell-up."

Mr. Daoust's name is not pronounced "Dowst," but "Dow," the "R" is silent, the same as in "Shoe."

When it appears that a speaker is getting too long winded, A. L. Wilson will be called upon to deliver his paper on "Early Closing."

Major Cahill, of the U.S.M. Co., Boston, has got into mufti once more, and is on hand to see that the big Beverley shoe munitions plant is properly represented at the first big Retail Convention in Canada.

It is largely Owen to the influence and thoughtfulness of the Chairman of the Arrangements Committee that the King Edward has put its best foot foremost to make the accommodation for the Convention as fine as silk. C. L. knows what's what.

The Toronto wholesale trade, when they start anything, finish it all right. The arrangements for the Banquet on Tuesday night leave nothing to be desired. From soup to nuts there will be something doing every minute. If the



Wellington Street West from Yonge Street, Toronto

speakers keep pace with the other details there will be no snoring.

A. Sippel, of Kitchener, will undoubtedly request you to "Sippel little home brew" when you visit his town.

"The Question Box," will be the big event of the day. It will be opened by Capt. Howard C. Blachford, who will endeavor to present solutions as far as possible for the many knotty problems that dealers are anxious to have solved. Already there are a tuft of these in hand and no doubt the box will again be filled before the afternoon session. Here is where the modest retiring fellow who is afraid to speak out in meeting, has his chance. Jot down your question, slip it into the box, and you will hear it discussed. There is a word of caution needed, however. Follow the Apostolic injunction to "avoid foolish questions." A word of encouragement is also in place. Do not be afraid to take part in the discussions. Do your part in making the gathering profitable as well as enjoyable. Have your say.

The "At-Home and Reception"

At eight o'clock there will be in the Pompeian Room on the first floor a reception to delegates and their wives or lady friends. The entire Executive and Reception Committee with their wives will be on hand to extend a cordial welcome to the visitors. Make it a point to be present.

The affair will be entirely informal, that is, there will



Front Street East from Yonge Street, Toronto

be no evening dress unless you feel uncomfortable in anything else. There will be an orchestra, and the idea is to move about and become acquainted. Should any with methodistic feet be carried away with the music there will be no objection to "tripping the light fantastic." Do anything you feel like doing to enjoy yourself, except talking "Bolshevism."

Light refreshments will be served about 9.30 p.m. from side tables, and it will be the duty as well as the privilege of the Reception Committee to see that the guests, especially the ladies, are properly looked after at this period. The Reception will be from eight to ten or ten thirty p.m. Come and have a good time. The Affair is open only to those showing the Convention badge. There are no tickets necessary.

Toronto Tips

TORONTO'S population: Placed by *Might's City Directory* for 1919 at 547,371. It was first settled by the French in 1759. It is the second largest city in Canada. "Toronto" is an Indian name and meaning Place of Meeting. It has 57 parks, and it covers over 25,000 acres.



Familiar Faces that Figure in the Shoe Retailers' Convention

Toronto's War Service: Gave 65,000 men for overseas service; over 5,000 killed in battle; gave \$3,500,000 in insurance on slain soldiers; suffered casualties of over 25,000; gave for all war purposes over \$30,000,000; incurred civic war obligations over \$12,000,000; made munitions to value of over \$200,000,000.

Places of Interest: City Hall, centre of city (near Queen and Yonge Sts.) opposite Eaton and Simpson stores, reached by Yonge, Queen, College, Dundas and Avenue Road cars; Parliament Buildings, Queen's Park, reached by College and Carlton cars from Queen and Yonge Streets. High Park, reached by Queen and College cars; Osgoode Hall (Law Courts) reached by Queen St. cars; Scarborough Beach, reached by King St. cars (East) front of King Edward Hotel; Exhibition Park, reached by King St. cars (West) front of King Edward Hotel; "Rosedale" reached by Church St. cars (first street east of King Edward); Riverdale Park and Zoological Gardens, reached by Winchester cars (first street north of King Edward Hotel); Toronto Island, reached by Ferry from Bay Street (second street west of King Edward Hotel); Niagara and Hamilton and Rochester Boats, foot of Yonge St. (first street west of King Edward Hotel); Union Station, foot of York St. (third street west of King Edward Hotel); Wholesale and and leather district, Wellington and Front Streets (second and third streets south of King Edward Hotel) five minutes' walk; General Hospital, College and University Streets near Parliament Buildings, reached by College Street cars.

Street Car Fares and Carriage Tariff: Street car fare 5c, six tickets for 25c; Cab tariff: 50c a mile for 1 to 4 passengers, 25c for each additional half mile; by the hour 2-horse \$1.50 per hour, one-horse \$1.00 per hour for 1 to 3 passengers. Children under 8, free, under 12 half fare; one trunk free. Tally Ho Coaches: Each passenger \$1.00 for one hour or

not exceeding two hours for each passenger, each subsequent hour 50c. Taxicabs by the hour \$3.00 per hour for first two hours for 1 to 4 passengers, \$2.00 for each additional hour, and \$1.00 for each passenger above 4. Taxis by distance: 1 to 4 passengers, 1 mile or less 40c, each additional quarter mile 10c. waiting for passenger for each 4 minutes 10c.



Wellington Street East from Yonge Street, Toronto

trunk 20c, each additional person 10c. Hand baggage inside free.

Transfers are given on all car lines except from Toronto Railway to Civic Railway. Cars stop at white posts only or about each city block. Don't visit the sins of the Street Cars on Toronto. The franchise is up in 1921.

Suburban trains at terminus of Queen and Yonge St. lines.

Convention Personalities

CHAIRMAN Fegan has put every corner of his comfortable looking personality into making the convention a success. He has been on the job for over two months, and nothing has been left undone that should have been done or done that should not have been done. He is smooth but determined.

Secretary Cook is a quiet, modest man, but a corker to go. He is probably the best known individual in the Canadian shoe trade to-day. He never forgets anything and his way with the ladies as well as the men of shoedom is doubtless popular for the large representation from all sections of Canada. He is a wise and persistent "owl."

Kipling has said: "East is East and West is West, but never the twain shall meet." We have the refutation of this aphorism in the two men who reply to the address of welcome. Mr. George G. Gales, of Montreal, is one of the most representative of our eastern shoe men, who is recognized as one of the most successful and enterprising merchants in the Commercial Metropolis. Mr. J. Afleck, of Winnipeg, has made a name for himself, not only in the Prairie City, but throughout Canada as an outstanding shoe man. They represent the new and the old as far as Canada is concerned, but are both exponents of modern ideals in shoe retailing.

Mr. Fred W. Stewart, of Montreal, is not a shoe man, but an exponent of efficiency in modern business. At the Retail Merchants' Convention held two months ago at Hamilton he gave the address of the occasion. He talks to-day to shoe retailers on "Making Your Business Pay," the most vital subject that can be considered by a merchant. Mr. Stewart, who is general manager for Canada of Cluett-Peabody Co., is not without honor in his own city. He is president of the Civic Improvement League of Montreal, and vice-chairman of the Montreal branch of the Canadian Manufacturers' Association. As President of the Montreal Advertising Association and Chairman of the Publicity Section of the Food Board he did good work for his city and the country at large. He has also been identified with the Victory Loan Drive, and organized the parades and other features of the movement. He is always on the job when work is to be done for the general good and readily accepted the invitation of the Executive to address the convention. He will have something to say well worth while. A Montreal paper says: "He talks straight from the shoulder and holds his audience from start to finish."

F. S. Scott, M.P., needs no introduction to shoe men or Canadians. He is a man of ideas and knows how to present them. As President of the Shoe Manufacturers' Association of Canada, he is easily the most outstanding figure in this section of the trade. He is thoroughly posted not only on shoe conditions, but on national questions and will, no doubt, place before the convention facts that will not only interest but profit everyone who sells shoes. He also is a man whom his community has delighted to honor and who is foremost in every good work.

The "Formation of Local Organizations" will be handled by Mr. W. A. Smith, of Hamilton, where there is one of the best local organizations in the country. A few years ago the Hamilton men were at sixes and sevens, but are now working together like decent Christians. He will tell the Convention what local organization has done for profits as well as in improving the personal relationships of the Hamilton trade.

Amongst retail problems there is nothing more perplexing than that of "Exchanges and Returns." Mr. Harold W. Rising, of St. John, N.B., as the executive head of three city retail stores, will discuss this subject in a practical way. Mr. Rising is a young man who has followed a very successful father in a growing shoe business, and has come to the task with a freshness and vigor that has already won for him laurels amongst his associates and contemporaries. He

has come a long way to show his interest in the organization of a National Shoe Retailers' Association.

Mr. R. A. Baker, who gives the first address of the afternoon on "Advertising," is an expert in this line who has given years to the study of advertising problems. As the President of the Baker Advertising Agency of Toronto, he has been in close touch with advertising as affecting retail shoe merchandising, and will be able to offer helpful suggestions as well as enunciate valuable principles in the advertising game. He occupies a foremost place amongst advertising experts in Canada and the United States.

Few people seem to realize the importance of adequate fire insurance and the majority of merchants are absolutely unable to follow the intricacies of fire insurance law. Mr. W. G. Wright, who is an insurance expert and who has had a lengthened experience in fire adjustments, will undoubtedly ventilate this subject in a way that will open the eyes of the Convention. Many men will go home and look up their fire insurance, who have never probably even read their policies.

"Retail Shoe Store Credits," in the hands of Mr. Fred Argall, of Three Rivers, Que., will receive that thorough and careful treatment that has made him easily the largest and most efficient retailer in this enterprising French-Canadian centre. In spite of the fact that Mr. Argall is the only English shoe merchant in Three Rivers, he stands high in the community, and is honored with the confidence and respect of his confreres as well as the public.

"Standard Cartons" will be discussed by the Convention at large, the subject being introduced by Mr. Jas. W. Jupp, of Toronto, the Treasurer of the Convention Executive. Mr. Jupp, who like one of the speakers preceding him, succeeded his father in a successful business career, is one of the best known and most universally liked men in the business in Toronto. He has made a new path for himself in many respects in shoe retailing and his views will be worth while.

Mr. W. C. Miller, the Secretary of the Ontario Retail Merchants' Association of Ontario, will discuss, "The Transient Trader," who is the source of so much annoyance and loss to the regular merchant. He will outline some of the plans of the Retail Merchants' Association for the mitigation if not the elimination of this universal pest.

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An "Information Bureau" will be found outside the Convention Hall. It is supplied with City Directory, Telephone Book and the gentleman in charge is a walking compendium of information about Toronto, Kitchener and the Convention. Don't bother the Secretary with inquiries that can be secured from "Information."

Full particulars about the Banquet and Kitchener Trip will be found in Tuesday's DAILY BULLETIN. Watch for it.

The SHOE AND LEATHER JOURNAL

THIRTY-SECOND YEAR

TORONTO, JULY 22ND, 1919

PROBS—No different from yesterday. If anything a little drier. Montreal delegates feel the Dry Spell.

MORE PROBS — Probably there will be a seizure in Kitchener—Probably not — Montrealers take Notice.

The Big Convention Is Off to a Good Start

Good Attendance of Enthusiastic Shoemen
From All Over the Country

THE fact that dampness in the shape of real rain covered the earth yesterday morning does not say that it dampened the ardor of the big crowd of shoe retailers who came to the convention. In fact everything opened with a swing which showed that the committee had things well in hand. Chairman Fegan wielded the gavel like an old timer in the chair. It was about 10 o'clock when the meeting got under way. In the absence of the Mayor, Controller Robbins welcomed the delegates to the city in a very neat and well worded speech. Replies to this were made by Mr. George C. Gales, of Montreal, and Mr. McElroy, of Ottawa. The meeting then went on with the organization of the association. Mr. H. W. Rising, of Waterbury & Rising, St. John, N.B., moved the following resolution: That this convention, duly assembled, do now proceed to organize into an association whose name shall be "The National Shoe Retailers' Association of Canada," or other name decided in the adoption of the Constitution and By-laws. This motion was seconded by Mr. J. W. McElroy, of Ottawa, and carried without a dissenting voice.

Following this the adoption of the Constitution and By-laws was proceeded with and was taken up clause by clause. It was practically adopted as submitted, the only thing held over till afternoon being the fixing of membership fees. A committee was appointed to report on this, consisting of Messrs. Chinnick, of Toronto, Gales, of Montreal, and Carkner, of Ottawa.

The appointment of the committee on resolutions and nominations was dispensed with in order that Mr. F. S.

Scott, M.P., might be heard. His address is given on another page, almost in full. Following this Mr. R. H. Green, of the Gutta Percha and Rubber Limited, Toronto, gave a very interesting talk on rubber and especially in connection with the shoe industry.

After Mr. Green's excellent address the following committees were appointed:—Committee on Resolutions, composed of Messrs. Blachford, of Toronto; Adelstine, of Montreal; LaSueur, of Sarnia; Cook, of London, and Stevens, of Ottawa; and the following were named for the Committee on Nominations—Messrs. McElroy, of Ottawa; Burnill, of Toronto; Wright, of Strathroy; Foley, of Bowmanville; Forbert, of Lindsay, and Acton and Cook, of Toronto. The morning session then adjourned to meet at 2 p.m.

AFTERNOON SESSION

The afternoon session opened almost promptly on time and it is remarkable the way things ran for smoothness. You would think everyone had been used to running self-lubricating, 6-cylinder cars so well did the machinery of the afternoon programme run off. Mr. R. A. Baker, of the Baker Advertising Agency, Toronto, was the first speaker and certainly handled his subject in an attractive manner. He called attention to the similarity of advertising to the spoken word. It was a written message that stood for the sentiments of the merchant. The shoeman who did not advertise used only half of his selling possibilities. Window displays, too, were potential factors in the selling of goods. It is possibly true that not one merchant in three gets 50 per cent. of the value of his windows. Wanamakers are credited with saying that 50 per cent. of their advertising investment goes for window displays. Then courtesy is a good advertisement. Advertise that you handle it in large quantities and people will come to buy goods in order that they may have a little courtesy thrown in. Every small town merchant should use local papers and circulars and folders.

Full verbatim report of the convention will appear in the next issue of the Shoe and Leather Journal. Do you get it?

The local paper is a good advertising medium and if the ads are properly prepared there is bound to be good results. Never misrepresent. It does not pay. People will find you out and soon or later they will advertise you as a misrepresenter and there will go your trade. It pays to be honest.

Your advertising appropriation should be at least five per cent. of your turnover. And always advertise the price. It has been proven that 60 per cent. of your advertising will be lost when no price is given.

This address was well received.

MR. F. W. STEWART'S ADDRESS

Following Mr. Baker, Mr. F. W. Stewart, of Cluett-Peabody Co., Montreal, gave a very live address on, "Making Your Business Pay." He showed how careful one should be with his figuring for many people make good figuring on paper that does not work out well in the cash drawer. If a man buys shoes at \$4.00 and sells them at \$6.00, that is 50% on the invoice price. But as he bases his expense on his selling price \$2.00 of \$6.00 is only 33 1-3% which is his real profit. So he should not deceive himself that he is making 50%.

Then all sales are not made during the year on the regular price which will lessen your percentage again. Remember it is the price at which your goods ARE SOLD that makes your profits, invoice prices have no effect upon your volume of sales.

It is desirable to keep the following figures in mind. 100% advance on invoice price gives 50% gross profit on selling price. 50% gives 33 1-3%, 33 1-35 gives 25%, 25% gives 20% and so on. These are figures that should be remembered.

Figure your profits on your selling price the figures on which your expenses are based, and you will do no wondering about where your profits are at the end of the year.

Departmentalize your store. Divide up the different lines of shoes. And in everything be close enough to your business in every detail to know whether each part or department is paying or not. This will help you to eliminate the drones if necessary. Your semi-annual inventory should tell you the story of profits and help you to decide what to do.

Watch your advertising. Don't buy big space if your business will not permit it. A big day's sales may not be profitable so watch your expenses.

Following Mr. Stewart's address which was debated, and many questions asked, Mr. W. G. Wright took up the matter of insurance which opened much discussion. Following Mr. Wright's remarks many pointed questions were asked on the subject which Mr. Wright was able to answer to the satisfaction of the questioners.

The main points of Mr. Wright's remarks were: Fire Insurance is Indemnity. Proper Description of Property. Permit of Further Insurance Permitted and Beware of Co-Insurance. The splendid grasp of the subject Mr. Wright showed himself to have made his subject very profitable, indeed, to every one present, for insurance is a vital question in these days when the replacement of stocks means an increase of capital.

H. W. Rising, St. John, N.B., took the next subject of Exchanges and Returns. Mr. Rising comes from that part of Canada where this question is of vital importance and he knows the subject from A to Z and handled it like a university professor. The subject proved very interesting to everybody present and was one of great profit to the convention members.

The other papers were all handled in a most entertaining and satisfactory manner.

The synopsis of Mr. Green's address will appear in Wednesday's Bulletin.

To-Day's Programme

The programme for to-day should make every good shoe retailer sit up and listen and when he gets through listening he will want to take part in the discussions. The fact that the rain did not kill the convention seems to be really the other way. That is, if it kept anyone away, then those who came are made of the best stuff and we have the cream of the shoe retailers out. Did you think of it in that way? Well, that is about the dope that one of the fellows got off about it. He said: "Ah pshaw! Don't you know that if this little shower kept anyone away why the fellows that showed up are the best that are in the shoe game." Sounds good, too, doesn't it?

Well, now about the programme for to-day. Get after the job first thing. Be on hand when the election takes place so you will not do any kicking after the men are put in. Kick when the kicking is good and let it be before, not after the election.

Now then, where will the next convention be? That is the important question. Come and boost for your particular place. This will be a hot subject. Ottawa says she will have it. Montreal says she ought to have it. Hamilton says "we're goin' ta git it." London says, the only place is London. Winnipeg says the centre of Canada is in Winnipeg and we will "strike" for it. So there you are—"Which?"

You'll want to hear what the Hon. E. J. Davis has to say about leather conditions. Remember he has been in the leather game for a good many years and knows **something** about it **right now** too. Listen.

Yes, here you are. The liveliest subject in the trade. **Shut up.** No, we don't mean it that way. Early closing. Some question! What time do **you** shut up? Excuse us, we mean what time do you close your store at night (or in the evening)? Well, let the fellows know what you think about it.

Next is a good one too. The Help Problem. And believe us, J. W. Jupp has some stuff on that that will open your eyes, if he will lay aside that modesty of his and get it off his "chist." Ask what he did with the boy who went to the front. He won't want to tell but it is worth telling. J. W. is all right. He'll kick when he reads this, but the fellow who wrote it doesn't care if he does.

Mr. Adjournment will speak next and we see he speaks from 12.30 to 2.00 p.m.

Next will follow Mr. Simons on the glazed kid situation. Say, Mr. Retailer, do you know anything about the glazed kid question? You did when your dad used to glaze you when you were a kid and stole apples. But this is a real live question. If one of these days you are asking \$25 for kid shoes you should know **why** you are asking it and Mr. Simons will tell you that same reason. Look at the program. Mr. Simons is president of the Wm. Amer Co., Philadelphia, which is not A-mere little concern either.

Ah, you'll like this one. Our dear old friend, Joseph Daoust. The man who can tell it to you in French or English and do it credit in both. And Mr. Joseph knows what he's talking about when he tells you the world condition of leather. He spent many months in France and Europe. He will tell you of the serious situation over there and when people go telling you about the prices of leather being forced up he can throw light on the subject that will ease your mind and make you talk intelligently to your customers about the situation of leather in the world. That's what our good friend Joseph Daoust will tell you.

Oh Boy! Wasn't that reception some receipt. Dancers danced who never danced a dance before. And everybody happy. Did you see a sour face? Not one. And those ladies. Every one D-E-L-I-G-H-T-F-U-L. But wait till to-night. That banquet.

Unfinished business. There'll be a number of things come up there that you will want to stick your fork into and get out. Be on hand and hand them out.

Ah, here we are! Do you know Mather? His name doesn't come into print in this programme, but he's a real man as you will find out. Who is he? Gentlemen, we have much pleasure in introducing to you Mr. Mather, of the Gutta Percha and Rubber Limited, of Toronto, and he will now take you over our city in the "Rubber Necks" which his company has been good enough to provide for your pleasure. Wasn't that the real good stunt? Sure, and you will appreciate it too. You'll like Mather too. He has a first name but we don't use it, his last one is so nice. Well, hurrah for the drive over the city, then up to the factory, where you will see how rubbers are made. That's from 4 to 6 p.m.

After that you'll be as hungry as bears and as thirsty as a man from Quebec. We don't mean the city, we mean any place in Quebec, Montreal not excepted. Well, for you poor hungry creatures there has been a banquet provided at the King Edward. Now don't fall off your chair. It's no dress suit affair. You may take off your coat just like you did in the convention and you may take it easy. Comfort is the essential thing in shoe fitting and shoe conventions. So there you are. But it is no second rate affair believe us. The manufacturers of Toronto are pleased to do this little thing for you retailers and you will be grateful we know. Now, in addition to the eats there will be a bunch of real good things to hear. Music, songs, real little two-minute addresses or "talklets." Not those long-winded kind that make you dreamy and drowsy. Short kind with the pep put in and the drowse left out. You know. Well, that's the banquet. How much will it set you back? Not a nickel, if you are a member of the new Retailer's Association.

Now I guess you have that all down in your little noodle, if not ask the fellow with the pink eyebrows and lavender hair at the information bureau and he'll tell you anything you want to know, except where to moisten your thirst with anything strong. He's the obligingest guy you ever laid hands on. He belongs to the Shoe Journal staff and if he doesn't use your right take the matter up in the unfinished business—next year when Carkner brings up that proxy vote.

Oh, yes! One more thing and then I'm done. Some of you guys brought a lady and some brought two. Some courage! Well, may be that second one was to keep you straight. Not that you are crooked you know. Well now, what shall we do with 'em? The committee have arranged a theatre party at the Alexandra. Now that's nice of the committee, eh? Well, they will be looked after all right there.

Hurrah for Kitchener!

Now, what time can you fellows get up on Wednesday morning? Let me tell you if you are going to see this convention to the finish you will have to roll out so you can get that train at the Union Depot at 8 a.m., don't get the figure mixed. Eight o'clock. (8.) We've jabbed it in three times so you will get it. 8 a.m. Leave your call for an early meal and get there. The fare will be paid to Kitchener and back if you live east of Toronto; if west, then to Kitchener. The information man will tell you all about it and be sure and get your order for a ticket from Mr. Cook, the secretary, or you will be in the hole. Up in K. they are going to look after you fine, too. Some little thing doing every hour of the day. At night the Breithaupt Leather Co. will take you out to Bridgeport, a lovely little spot where you can yell and smoke and talk and have a — of a time. (No, we don't mean what you think we do.) Supper will be served and you will be the guests of the Breithaupt Co. Say, you fellows are

in for a time for once in your life, eh? And do you mean to say being a member of this association is not worth the price? Sure, and more too. Look at the fun you had and the profit you received.

Well, I guess that's all. The printers are yelling for copy and I haven't had anything to eat since breakfast. Gee, but it's great to be at a shoe retailers' convention! Only, when do I sleep and eat on this job? And Owens, the chairman of the Arrangement Committee, threatened to lick me, Dempsey rules. Here's the period.

Squiblets

(That's the best name we could think of)

Who answered that Blachford Shoe Co. traveller's question about the dry weather?

Who asked when shoe prices would come down? Certainly the question was thrown out—why should it not be?

Our Daily Bulletin warned delegates not to ask that question. The man who conducted that question box is a temperance man even though just returned from Mess-a-po-tamia.

What was all that commotion when F. W. Stewart was talking? Nothing particular—Peter Doig just skinned in the back door.

Someone said the reason F. W. spoke on boots instead of collars was that the latter was an-arrow subject. But F. W. has a broad view of even an-arrow collar.

Chairman Fegan knows how to bang his little fist down for a gavel. In fact Warren looked real well behind the table.

Someone asked what's there about the shoe game to make so many bald heads? 'Taint the shoe game does it. They come from sitting in the front seats at the "oprey" house.

Did you see that smile on Secretary Cook's face? That wasn't a convention smile. That's as permanent as the rock of Gib-er-alter.

Say, did you see those travellers how happy they looked in the convention yesterday? Why shouldn't they? Sales have been coming their way lately.

Morley Chisholm is the farthest from having a bald head of any man in the trade.

J. C. Budreo is the man to tackle that early closing subject. J. C. is shy and all that kind of thing but he's got a heap of good dope on the "shut-up-shop" idea. Tickle him on it and watch him smile.

Someone said it was a shirt-sleeve convention. Wrong again, brother. It was a C. C.—Comfort Convention.

Howard C. certainly knows how to handle a question box. He says the big question with him in Palestine was to get his food to his mouth without getting a batch of flies at the same time.

Conventionites will be sorry to learn that Mr. Geo. St. Leger, Jr., who has taken an active part on the Convention Executive, will not join in the festivities in person. He has been operated on for appendicitis, but is so far doing nicely. Here's to a speedy recovery.

Ask Cook. He's the wise old "Owl."

The sergeant-at-arms during the sessions will likely be "Burleigh" (St. Kitts).

If you experience any difficulty in getting sleeping accommodation, enquire of "Chambers."

A Levy of one dollar will be made on delegates late for the sessions.

There's a fellow from London who will demonstrate how an "Ashplant" produces profits.

If we have a moist day, H. Bell will likely come in, "Ringing Wet."

If "Chappell" "Knox" the "L" out of "Kelley" will it be a "conventional" act?

Address of F. S. Scott, M. P.

A Practical Delineation of Canada's Great Opportunities in the Great Work of Reconstruction

MR. SCOTT is one of those forceful speakers who carries conviction in what he says rather than in any great bluster of words. His every remark at yesterday morning's session was listened to with the greatest of attention and everyone felt impressed with what he had to say.

The address in part follows:

Let me extend to you, in the first place, my congratulations upon your decision to form a National Association of Shoe Retailers in Canada. You are identified with a most important trade. Problems will, from time to time, confront you that can best be solved by a co-operative effort on the part of those engaged in the business, and I have no doubt that after your organization has been under way for a short time that you will wonder why it was not started years ago. The Shoe Manufacturers' Association of Canada, whom it is my privilege to represent here to-day, formed an association. It has been less than one year in existence and yet we have found that an organization such as we have serves a most useful purpose and cannot but result in great good, not only to ourselves, but to the people generally. There is perhaps some tendency on the part of the general public to feel that organizations of one kind and another, and we have a great many of them at the present time, are concerned about their interests alone. I am convinced for the most part such organizations are inspired by no selfish interests, but in the hope that they may improve conditions and in that way give better service to the general public.

I am asked in the few remarks which I shall make to-day to say something to you about shoe manufacturing in Canada. Many of you who are members of this association have been associated with the shoe trade in Canada for a much longer period than I have. Those men have seen great changes in the industry, but even others who have not been associated with it so long will admit that shoe manufacturing in Canada has made wonderful strides during the past few years and that there has been a great improvement in the product of our factories and that the goods turned out compare very favorably with the product of any other country. I feel that if the shoe manufacturing industry in Canada can continue during the next ten years to make the same progress as it has made in the past that it will be able to meet competition in the quality of its product and have no reason to be ashamed. Looking over the census of figures of 1917 some time ago I was surprised to learn of the extent of shoe manufacturing in Canada. I found that there were 185 factories devoted to the production of leather footwear in Canada, with a capital invested of \$31,486,000 and turning out goods to the value of \$50,000,000.

We have heard from time to time about the importation of American footwear and the average citizen has been under the impression that a very large proportion of the shoes consumed by the Canadian public are imported. Such is far from being a fact. Canada is producing in her own factories about 95 per cent. of all the shoes consumed in the Dominion of Canada, and when we consider the strong prejudice in the minds of many people in favor of imported articles, when we consider what a factor changes in styles are in this industry, it seems to me that the record of the Canadian shoe manufacturing industry in supplying the home market is a good one. In this connection I might say that during the past few years I think the Canadian shoe manu-

facturers have a great deal to thank the Canadian retailers for on account of the way in which they have encouraged the sale of Canadian made shoes in preference to the imported article.

From a national standpoint, while it has been desirable in the past that we should produce manufactured goods in Canada, it is infinitely more so in the years that are to follow. Before the war, in 1913, Canada had an adverse balance of trade amounting to \$314,000,000. We bought more goods than we exported. The war came, and owing to the large shell orders that were placed in Canada and the demand for our food products abroad, we have changed this adverse trade balance of 1913 to a favorable balance in our national trade in 1917 of \$557,000,000. That is, we received from abroad \$557,000,000 more for our products than we paid to foreign countries for our imports. Happily the war has been brought to an end, but the Canada of to-day is faced with conditions altogether different from those which existed prior to 1914. If this country were to go back to the pre-war trade conditions we would not be able to carry on. The cost of the war to Canada was about one billion, 500 million. We have interest on this amount. We have pensions to meet in addition to our regular expenditure. The only way in which we can meet this condition is by placing our trade and industries in peace times upon what might be described as a war footing. What we require in all lines is production. During the war we used to refer from time to time to what a splendid opportunity the steel manufacturers of Canada had in the production of munitions. While much has been said about profiteering in connection with the shell industry I think that this also can be said, that the men engaged in that industry measured up splendidly to the occasion. They produced munitions in Canada of a quality and in such quantity as was not thought possible or dreamed of at the beginning of the war. The record of labor in this same connection was a magnificent one. The Dominion of Canada had fewer strikes and fewer labor disturbances during the war than any other country, and the way in which our workmen applied themselves to the production of munitions showed clearly that properly organized Canadians could compare favorably in the manufacturing industries with any other country in the world. My thought is that in the future we have got to get the ordinary lines of industry upon practically the same basis as our shell industries were in during the war.

(Continued in to-morrow's Bulletin)

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The SHOE AND LEATHER JOURNAL

THIRTY-SECOND YEAR

TORONTO, JULY 23RD, 1919

PROBS—Things look brighter. Kitchener will probably have something different. The water in Kitchener is wet. You understand.

STILL MORE PROBS—That next years Convention will be held where the WATERS of the St. Lawrence flow. And more than water flows there, too.

The Second Day Better Than the First

More Enthusiasm Than Ever Manifested at the Second and Closing Day of the Big Convention—Election of Officers—Warren T. Fegan, President

THE weather opened better for the convention on its second day than the first. Everybody was joyful. Why should they not be? A convention of this character has a bigger influence than just the good to be derived from it in a business way. The meeting and mingling with men of kindred minds as the association of one business is bound to bring about, will cause us to get that big and wide idea of life, that human streak of kindness that should actuate us in business as well as in our time outside of our business. But to come to the convention proper. It has a pep to it that savors of an association years old, rather than of a baby not two days in existence. But it should be remembered that the timber of which this new organization is made is well seasoned and therefore those in it work like old-timers in association work.

Then again, many of those in attendance at the convention are men who have local associations in their own towns and are acquainted with the good work an association can do. And if it can do it in a small centre, this larger organization should be able to do it in a national way. And that is the aim of this new organization.

The business meeting opened almost promptly on time and the programme was well adhered to. The committee on resolutions reported a list of 32, many of which were very vital topics, referring to phases of the trade that affect every retailer to a great or lesser extent, according to his business and location. The spirit manifested in every resolution was free from anything in the way of a selfish nature; the most amicable disposition toward kindred organizations being manifest.

Election of Officers

Following the adoption of this report, which was taken up clause by clause, the important event of the day was the election of officers. The men who have been in office during the preliminary term of organization were all elected with no contest. Standing votes were the order and everybody stood. The officers as elected are as follows:

President	-	Warren T. Fegan.
Vice-Presidents	-	Ontario: R. E. Le Sueur, Sarnia. Quebec: Geo. G. Gales, Montreal. Maritime Provinces: H. W. Rising, St. John, N.B. Manitoba: W. R. Devlin, Winnipeg. Saskatchewan, Alberta, British Columbia: Mr. Jas. Goodwin Vancouver, B.C.
Secretary	-	Edward Cook.
Treasurer	-	J. W. Jupp.
Executive Council:—		
Ontario	-	E. A. Stephens, Ottawa; Felix Forbert, Lindsay; Fred. H. Foley, Bowmanville.
Quebec	-	Louis Adelstine, Montreal; Fred. J. Argall, Three Rivers; C. R. LaSalle, Montreal.
Maritime Provinces	-	W. L. Tuttle, Halifax; C. T. Hughes Charlottetown, P.E.I.; L. Higgins, Jr., Moncton, N.B.
Manitoba	-	John Afeck, Winnipeg; R. Creelman, Brandon; Mr. Johnston, Moose Jaw.
Saskatchewan and Alberta	-	W. Marshall, Moose Jaw, Sask.; J. Moreau, Edmonton, Alta.; Mr. Hood, Calgary, Alta.
British Columbia	-	Jas. Gordon, Vancouver; H. C. Wilson, Vancouver; Jas. Mayner, Victoria.

Next Place of Meeting

There was not much discussion on the place for the next meeting. It seemed to be a case of accepting the very cordial invitation of the Montreal contingent to go to Montreal for the next convention. The voicing of this invitation was very general from the Montrealers. They are noted down there for their hospitality so it was perfectly natural for them to extend a warm and hearty invitation to the association to gather there for their next convention.

Early Closing

On account of the Hon. E. J. Davis not being present the next subject was taken up. Owing to illness, Mr. Wilson, of Hamilton, was unable to be present and the sub-



WARREN T. FEGAN,
President

ject was thrown open for discussion. It is just possible that Ottawa is the banner town on this subject of early closing. At least Mr. Stevens of that good city thinks so, and possibly he has foundation for his thinking. Mr. Stevens is the chairman of the early closing movement in that town. The movement took a deal of hard work and a great deal of educational work, but finally the committee in whose hands the matter was placed were successful in having all the big stores in the city close at 6 o'clock every day in the week. "That may seem radical," says Mr. Stevens, "but we do not except Saturday. We close then, too, at six."

A good deal of discussion followed in which everybody seemed to concede that the early closing movement was one of great benefit to everybody concerned—the employers, clerks and general public were the only ones concerned. But who else is left? The movement seems to be gaining ground all over Canada and will likely grow through the efforts of the association.

Hon. E. J. Davis' Address

By this time the Hon. E. J. Davis had arrived and was asked to deliver his address. Mr. Davis is a clear and distinct speaker and commands attention for he presents his subjects in a way that holds his hearers. He prefaced his remarks by saying that if there was ever a time when Canadians should work together in sympathy and fellow-feeling to make this great Dominion a nation, that time is

Now. Then referring to the leather industry and the shoe trade he called attention to the difficulties with which the shoemen have to contend in the shoe business. These were of styles and prices and the styles that would suit one community would not suit another. The prices that might be all right in one locality might not be so in another. Then he dealt with the leather situation as it applied to his own particular business. He cited the case that during the war and up to the time the armistice was signed high prices obtained. These prices might be considered very high. When the armistice was signed everyone and those most closely connected with the leather industry felt there would be an easing up of the long continued abnormal condition of prices. But to the great astonishment of everyone the prices that had been considered high in some cases had almost doubled. Orders could not then and cannot now be placed with a set price. In his own business he always tried to be fair with the manufacturer who had placed orders with his concern and he always tried to look after and protect the home market. At times, when he could have sold his leather out of Canada at a greatly advanced price over the home market price, he sacrificed the profit and sold at home.

To place orders now either for shoes or for leather, at present prices, to be delivered at some later date, was risky business that should be avoided unless one was sure of his ground and had the stock.

In speaking of the market conditions to-day he said there was hardly a day in which notices were not received telling of the rise in prices in some commodity. Tanning



GEO. G. GALES
Vice-President for Quebec

materials had risen in price from 20 per cent. to 400 per cent. in some cases. Labor had gone up to three times its pre-war price. He had great difficulty in connection with his business in obtaining hides for there is no getting away from the fact that the present leather conditions as to quantity was a straight case of the workings of the law of supply and demand. There was a shortage of stocks all over the world and the need of shoes in the war-ridden districts of the old world was so great that it would take a long time to catch up with the demand. All the time the home market must be kept going. It would be at least many years before the herds would be replenished, and as this meant there would be fewer calves killed than before the war, it was

Full verbatim report of the convention will appear in the next

going to be difficult for him to procure calfskins in sufficient quantity for his immense plant, for it was the largest under the British flag.

Mr. Davis spoke of the great benefit of a convention of this character. Those who attended would pick up information that would be of inestimable value to them in their business. And they would make friendships, for after all money was not everything, but the good old-fashioned



JAMES W. JUPP
Treasurer

friendships that used to exist long ago seem to be going, but they were worth retaining.

A hearty vote of thanks was tendered the honorable gentleman for his address and the applause showed how much it was appreciated.

MR. JUPP'S PAPER ON HELP

Mr. Davis was followed by Mr. Jupp, the new treasurer, familiarly known among his friends in Toronto as "Jimmy" Jupp. And this same Jimmy knows a great deal about this same help question. He's been studying it all his life. And his father, who was naturally before him, as most fathers are, also studied it. Well, without going any farther we will let you read what Mr. Jupp said. Here it is:

Gentlemen: With the peculiar conditions of the labor market, and after hearing the wonderful papers and discussions on the different subjects preceding I feel it would be presumptuous on my part to ever try to tell you how the help problem should be handled.

But, if in any way, I might assist by relating a few of the varied and tried out features of our small establishments, would be pleased to do so. Being one of the smaller ones this might possibly fit in with some of the lesser lights of our business. The main and chief hold I fancy a proprietor of a small establishment can have over his staff, is by exercising and putting into practise that good old golden rule of doing as you would wish to be done by and throwing into the pot for full measure that touch of fellow employee feeling so commonly liked by one and all.

A motto in the nature of an illuminated sign set up in the tunnel of the T. Eaton establishment, conveying to their employees the season's greetings in this way.

This I heard, when on a sight seeing trip through the great National Cash Register Works, of Dayton, Ohio, and ran thus:

"To our fellow employees we extend the season's greetings." This to me, when I heard it, struck home most kindly, and hearing it as I did miles away, seemed to, if anything, make it rather more so.

This, I am told, when taken to Dayton, and told to Mr. Patterson, who, as everybody knows, has been one of the greatest men for his employecs, turned him to tears and no reason why it should not, when a fellow's heart is with his help.

Another phase of the feature has been a certain authority of allowing the clerks to adjust many of the smaller mistakes or grievances, and I have generally found that they can arrange same quite often better than myself. might do. Also I have felt when buying, that by consulting one or the other of their respective needs for their different departments, and when possible, taking one along in the chosing of the same, a much greater interest is always displayed in the lines so chosen when placed into stock.

Another feature has been our system of remuneration for service rendered. Might just say why I say "ours" is that my father, whom I succeeded some four years ago, was instrumental in starting this system in a somewhat modified way. It now stands thus: A weekly salary, commission on sales, and a bonus based on our yearly net profits.

The commissions and yearly bonus, I have encouraged them to leave in what I call a draw account, bearing interest at 6%. This has been the means of them setting aside quite a neat little nest egg for any emergency and accessible at all times. This has been quite a tying feature in more



EDWARD COOK
Secretary

ways than one, and so far, from my experience very pleasing to our help and satisfactory to ourselves.

Thanking you again and trusting that our gathering has and will be both profitable, instructive and enjoyable to us, one and all.

MR. SIMON'S ADDRESS

Possibly the address that held the interest of the people as well as any given was that of Mr. Laird H. Simons, of Philadelphia. It was on the Glazed Kid Situation, which said glazed kid is a trouble to manufacturers just now because of its absence. That interests retailers too, for every retailer knows what it means to have kid shoes asked for and then be compelled to either say you do not have any

issue of the Shoe and Leather Journal. Do you get it?

or if so, at a price that you feel like apologizing when you state it. Space will not permit us to give Mr. Simons' address in full, but it will appear in the next *SHOE AND LEATHER JOURNAL*.

MR. JOS. DAoust's ADDRESS

Mr. Daoust is always interesting. Few men know the general leather situation as he does. He knows it as a manufacturer of leather and as a seller of leather as well as a manufacturer of boots and shoes. Then he has travelled to the parts of the world where the demand for leather and leather products is so great that it will affect us here in this country. His speech too we will publish in full in the next *SHOE AND LEATHER JOURNAL*.

Then came the unfinished business which was finished very quickly.

At four the boys lined up for their pictures. Oh, say, did ever you see a prettier bunch of fellows? May be we should have used the word handsome. Then away they went a-rubbing around the city, and by the way they grinned and smiled and laughed they enjoyed the trip immensely. After a drive for a time they took in the rubber factory and were shown something of the intricate work of making an ordinary rubber shoe.

THE THEATRE PARTY

This is where C. L. Owens shines. Say, C. L. has a faculty of entertaining in a nice, bashful way when there are ladies in the party, that would make the heart of a prince glad. He is the one who was responsible for the splendid affair on Monday evening. Don't you remember what a howling success it was? Well, he looked after the theatre party and then asked, "Why did they pick me for that job?" Cheer up C.L., you were chosen because you knew how. See?

THE BANQUET

"Well, wasn't it the best ever?" That's what Stevens, of Ottawa, said when he came from the room after the big feast. "Mental and physical food. Say, you fellows in Toronto know how to do things **right**, and this banquet was done properly." It looked as if he voiced the feelings of every man who was there. "The Vains" (we think that was the term Geo. G. Gales used referring to the "vittles") "were just scrumptious." "Sure thing," echoed Mr. LeSueur, the little man from Sarnia. It does not matter how the thing was termed it was a whale of a success. The music was good and the speeches were good, and the attendance was good and everything was good and everybody went away happy.

Mr. F. S. Scott, M.P., made a very neat speech in proposing the toast to Canada. He knows how to talk about this young country of ours and he can do it well. Then Major Chas. T. Cahill, of Boston, spoke of the Star Spangled Banner, and of course the Major could not do anything but please if he tried. And he certainly pleased last night. The other toasts were handled in a way that made the hearers think the speakers knew exactly what they were talking about. These speakers were Messrs. Devlin, of Winnipeg; Gales, of Montreal; Hon. E. J. Davis, of Newmarket, and Daoust, of Montreal.

"God Save the King" ended the first convention of the National Shoe Retailers' Association of Canada.

On the Road to Kitchener

Funny how the time flies. You didn't think it would come around so quick when you left home on Monday morning. But we are here on the road to Kitchener; and Kitchener is a mighty good place to be on the road to and a

better place to get to. The people who are running that show up there are all the very best that are to be found in the shoe and leather game. They know how to use you and will certainly treat you well when you get there.

And Kitchener is some shoe and leather centre. Don't you run away with the idea that because you think it is a small town it has only small factories. No siree! You may not know that Kitchener has no less than twenty-six shoe and leather industries right in its little heart. That's going some and Kitchener would like to see a city in Canada of the same size that can boast of as good a showing as that. Can you name the place?

Here's the lay out for the day. Band will meet us at the depot. March up to the arena. Reception there, where you will be told that you are a fine bunch of people and you are welcome. And do not forget that when Kitchener says you are welcome you are welcome. Well, after that you will be shown the show. The exhibition will be of unusual interest. It will be a little bigger and a considerable bit better than you thought could be pulled off in that city. But the men who are running this Exhibition are all good men with business experience and know how a thing of this kind should be run.

After you have seen all there is to be seen at the exhibition, which, by the way, is the first one ever held in Canada, you make take a look around the city. And you will find it a model city. It has many features as a city that are commendable. It is possibly the best governed city in Canada. And the cause of this, or one cause is that some leather men were at the head of it when the various plans were put into effect that have made it such an economical municipality. We could go on for yards about its good qualities, but you may see some of them when you are there.

In the evening the Breithaupt Leather Co. will take you out to Bridgeport to a little informal supper and you will be motored there through a delightful country that spells prosperity. At about midnight your train will take you back to Toronto and you will have closed one of the best outings you ever had in your life.

More Squiblets

Now we are in wrong. It's easy to get that way. You know that fellow Mather we told you about yesterday—the rubber man? Well, he is sore that we did not give his aristocratic front name—it's **Chadwick**. We call him "Chad" for short.

Now, what was the reason those Hamilton guys were late? Hamilton is hardly ever late. But they are a good bunch over there—late or early.

Will some one tell what made John Afleck, of Winnipeg and that man, J. H. Carkner, from Ottawa, so chummy yesterday.

Some one said that Wright from Strathroy, was all right. Don't get him mixed with the E. T. people. They are both good stuff all the same.

Emil Jacobi was seen painting a couple of rabbits on the bald spot on F. J. Wright's head. "What you doin' that there for?" Billy Smith from Hamilton, asked. "Shut up," answers Emil, I can paint rabbits so natural you can't tell 'em from HARES. I used to shoot 'em up in Musskokee.

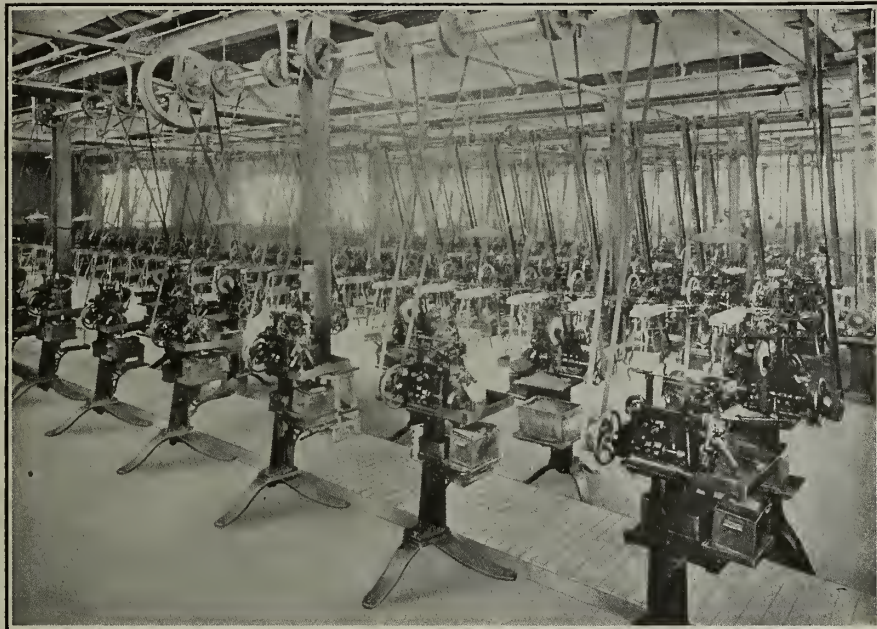
Everybody wanted to know where the nice looking young man had gone who spoke so nicely on Monday. Who did they mean? Go on, now, don't you know. His first name is Howard. Yes, he just landed in our cartoon.

Billy Smith from Hamilton says the ice cream cones in Toronto have a different flavor from those of LeRoy, New York.

A "Bird" in the hand may be worth two in the bush, but we know of one on Queen St. East who is worth a whole flock of Golden Eagles. He made 'em in the "Shoe" business.

USMC

MADE IN CANADA



STILL PEGGING AWAY

on



KLEAN KUT PEGGING NAILS

The most popular nail used by the
SHOE REPAIR TRADE

for attaching light weight soles. Let us send you samples and prices.

UNITED SHOE MACHINERY CO. OF CANADA, LIMITED
MONTREAL

TORONTO
90 Adelaide St. West

KITCHENER
179 King St. West

QUEBEC
28 Demers St.

SHOE prices soaring and everybody from the Shoe Manufacturer down to the Consumer talking about it.

Let them talk, it helps business. All this will create new conditions.

SPECIALIZING

more extensively will be one of these conditions.

We are doing this more than ever. Our Spring 1920 Line of samples will consist of three leathers.

Black and Brown Kid and Patent Leather

Oxfords and Pumps featured largely.

We hope to have prices ready by August 20th.

CLARK BROS., LIMITED

ST. STEPHENS - - NEW BRUNSWICK

MAKERS OF LADIES' McKAY SHOES

THE THIRTY-SECOND YEAR

TORONTO, AUGUST 15th, 1919

THE SHOE & LEATHER JOURNAL

Features

The Embargo

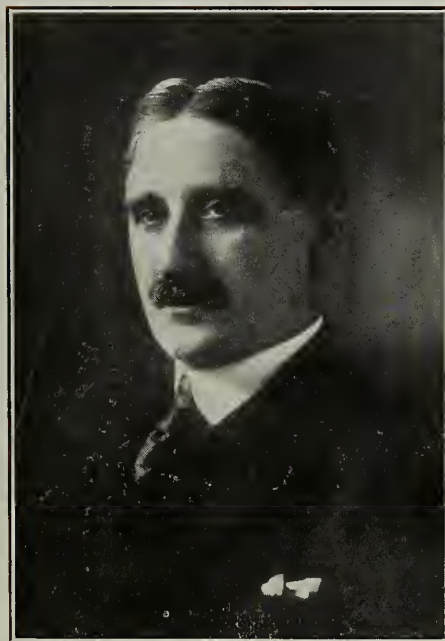


Arraignment of Shoe
and Leather Trades



Maritime Convention

CANADIAN SHOE CAPTAIN



C. A. DAVIES

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO

Swapping Horses

FIFTY years ago this was not an uncommon diversion even among church deacons. After the oral battle of wits was over, one man found he had a horse with a wall-eye, while perhaps the other waited some two hours until his horse felt like starting homeward. These little weaknesses of horseflesh were not mentioned in the bargaining, but that was "durned smart" business fifty years ago.

The day for that type of shrewdness has gone by for deacons and business houses alike—gone by forever. Now the successful business man endeavors to create good-will which will insure future business of mutual profit to himself and his customer.

The price of a grade of Standard Kid may be forced up or down by market conditions, but the quality never.

COLOR 18—FIELD MOUSE

COLOR A—HAVANA BROWN

are in popular demand for Fall. Standard Kid is guaranteed to be colored through with pure dyes. It is not coated with a pigment or paint finish.

STANDARD KID MFG. CO.

MANUFACTURERS OF BLACK AND COLORED GLAZED KID AND PATENT KID

207 SOUTH STREET, BOSTON, MASS., U.S.A.

NEW YORK OFFICE, 610 TRIBUNE BLDG.

Factory, Wilmington, De'.

—AGENCIES—

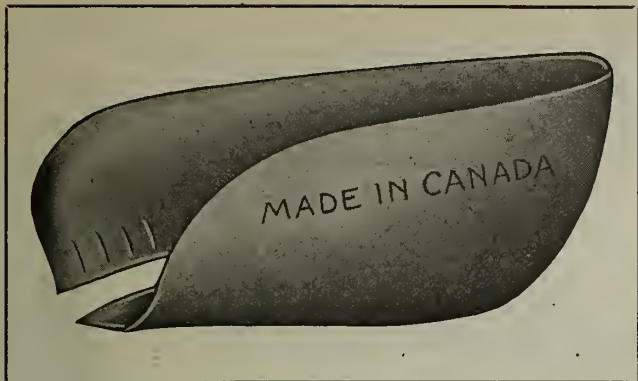
I. LOUIS POPPER,
Cincinnati, Ohio

F. W. BAILEY & CO.,
St. Louis, Mo.

GEO. A. MCGRAW,
Chicago, Ill.

PIERRE BLOUIN,
Quebec, Canada





They Have Stood The Test

Time, Wear and
Imitators all prove
the Superiority of

D & P FIBRE COUNTERS

The Oldest product of its
Kind on the Canadian Market

A Counter For Every Purpose



DUCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
Montreal

Representatives:—

For Ontario:—E. R. Lewis, 45 Front St. East, Toronto.

For Quebec City:—Richard Frere, St. Valier Street, Quebec.



SHOWING AGAIN

Once more we will show at the Toronto Exhibition, August 23rd to September 6th, a complete range of

The Standard of Canadian Sole Leather

We welcome you to our exhibit and are confident we can interest you, if you use sole leather either in manufacturing or repairing.

We are in our usual stand, near the east entrance of the Manufacturers' Building

Manufactured by

The Breithaupt Leather Co. Limited

SALES OFFICES

Kitchener

Toronto

Vancouver

Montreal

Quebec

TANNERIES AT

Penetang

Hastings

Kitchener

Woodstock

Five

DUCHESS RUSSIA
 ROYAL PURPLE RUSSIA
 BROWN RUSSIA No. 33
 BRIAR BOARDED CALF
 CHERRY WILLOW No. 84



Leaders

Wise Shoe Manufacturers cannot let present conditions, with high prices and scarcity of material, lower the standard of quality in their goods. The established reputation of

DAVIS CALF LEATHERS

built up through years of effort, is of more value to manufacturer and retailer TO-DAY probably than ever before. You can use Davis Leathers now with the same confidence they have always commanded, knowing that you are in no way limiting the quality or value of your shoes.

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.

For their mutual benefit, manufacturer and retailer alike should insist on : : :

DAVIS DEPENDABLE LEATHERS

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.

REMEMBER AIRD'S



Reliable
Fashionable
Popular Priced



FOOTWEAR *for* SPRING, 1920

We Sell to Jobbers Only

AIRD & SON (*Registered*)

MONTREAL



ADMIRER for their Style,
PREFERRED for their
Quality and Service—that is
the hold that Bell's Shoes
have had upon the people
for over a century.

Bell Footwear



They are the finest expression
of Fashion and the best em-
bodiment of Value the foot-
wear market has to offer.

J. & T. BELL
LIMITED
MONTREAL

Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.
C. E. Fice, Representative

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

ALSO
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes



FORESIGHT IN BUSINESS

means looking ahead and anticipating the needs of your customers for certain lines of merchandise. Then, having an adequate stock on hand with which to supply your customers at the right time.

ARE YOU LOOKING AHEAD

and anticipating the demand you will have next Summer for canvas footwear? Have you considered the fact that there will be a greater demand for canvas shoes next season, than last, due to the high cost of leather?

WILL YOU BE PREPARED

to take care of the future demand from your customers for a light, cool, comfortable, stylish canvas shoe? One that will wear well and look well and at the same time be economical.

“TIPPERARY SHOES” FOR ATHLETIC AND SUMMER WEAR

will meet the requirements of your customers in every particular. They are worn for business, social and sporting occasions. Only such styles have been selected as will meet the popular demand and allow you to turn your stock over several times during the season.

NOW—IS THE TIME

to use “foresight” and prepare for big business next summer. Travellers will call on you for your *Placing Order* in a few days. Will you get your share of this profitable business next summer?

Our new catalog is ready. Shall we send it?

The Columbus Rubber Company of Montreal, Limited

1349 De Montigny St East - MONTREAL

Branches—MONTREAL, OTTAWA, WINNIPEG, CALGARY





ARISTOCRAT LAST

The Just Wright
MADE FROM SHOE

The Just Wright
MADE FROM SHOE

In times like these, with the prices of shoe materials going up, in how many cases does that mean the forcing down of quality and value in the finished shoe?

At such a time, shoes of the constant quality and established reputation of the "Just Wright" Line score their biggest hit.

They constitute something solid, something dependable, of known value, on which the dealer can base merchandising and the people their buying, when uncertain conditions make reliable lines difficult to get.

Now, as probably never before, the "Just Wright" Proposition commands the attention of the progressive dealer who must attract, satisfy and hold the better class trade.

E. T. WRIGHT & CO., Inc.
ST. THOMAS, ONT.

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



The Confidence of Dealers
and
The Preference of Wearers

in Outing Footwear has been earned and will be held by

SPEED KING SHOES

The Speed King Line displays a wide variety of Styles and Models for sporting and outdoor wear, for old and young. They all embody unusual merit and value resulting from the adoption of the most improved method of manufacture and the use of the highest grade materials in their production.

Dealers who do the biggest trade in outing footwear feature Speed King.

Our wholesale distributing service makes it easy for you to keep your stock well sorted at all times.

INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	The London Shoe Co., Limited	-	London, Ont.
Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	Kilgour Rimer Co., Limited	-	Winnipeg, Man.
Amherst Central Shoe Co. Limited	-	Regina, Sask.	The J. Leckie Co., Limited	-	Vancouver, B.C.
E. A. Dagg & Co.	-	Calgary, Alta.	James Robinson	-	Montreal, Que.
A. W. Ault & Co., Limited	-	Ottawa, Ont.	Brown, Rochette, Limited	-	Quebec, Que.
White Shoe Co.	-	Toronto, Ont.	T. Long & Brother	-	Collingwood, Ont.
McLaren & Dallas	-	Toronto, Ont.	Dowers Limited	-	Edmonton, Alta.

The Independent Rubber Co., Limited

Merritton - Ontario

SHEEP LEATHER

"Shoe Manufacturers consider deliveries on the present market."

We have in the past practiced the method to fill all our orders, and in the present condition when it is so easy to cancel contracts on small petty reasons, we have and are filling every order we have accepted, regardless the advances. *"Think this matter over carefully,"* and when in need of Sheepskins phone, wire or write us for particulars.

Our Leaders are

GREY OOZE, in two shades
 MAHOGANY
 WHITES, ALUM and CHROME
 GLAZED and MAT BLACK

Canadian Representative:

ED. R. LEWIS

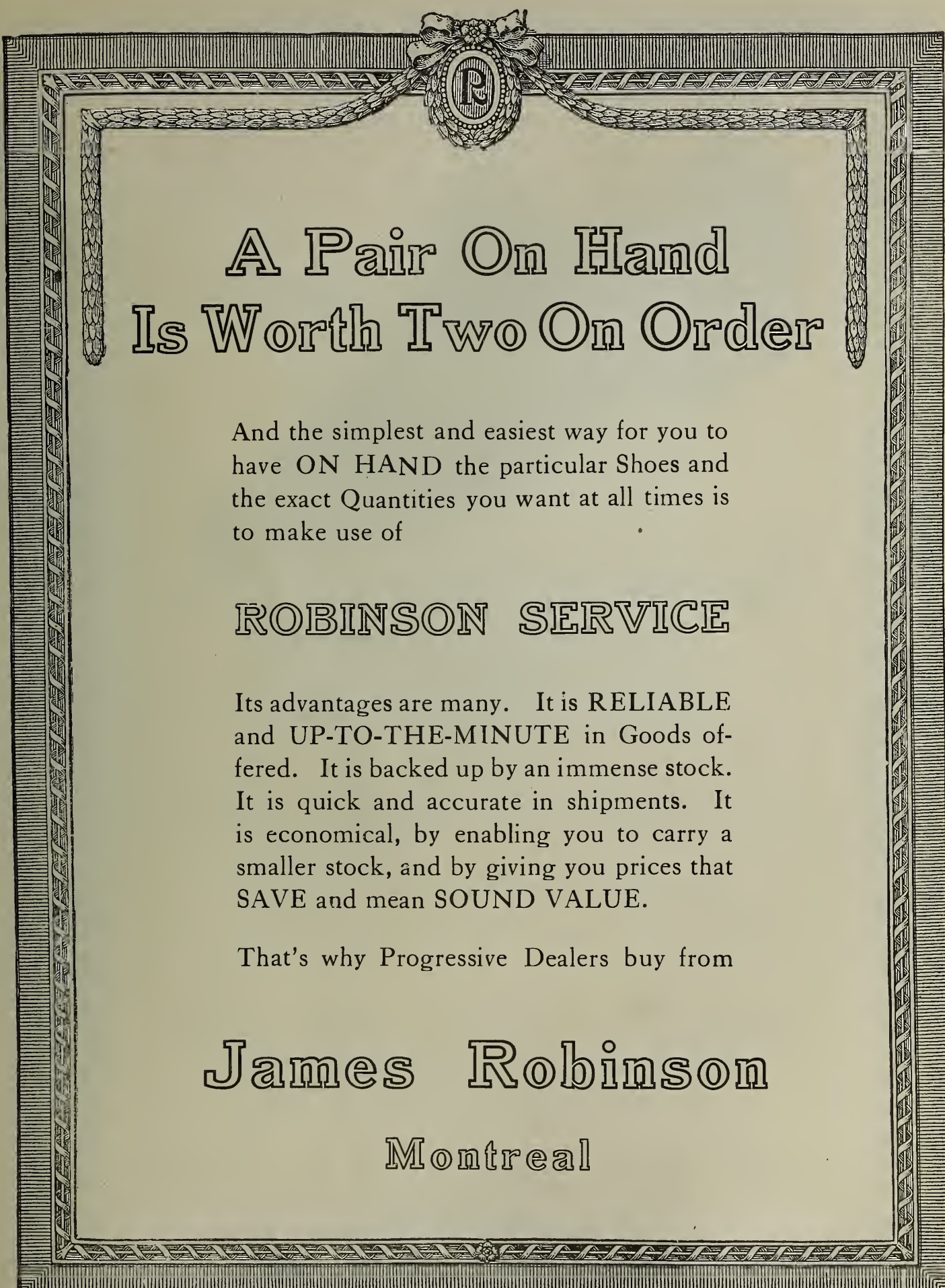
45 Front St. East : TORONTO



DONNELL-CARMAN & MUDGE INC.

SHEEPSKIN TANNERS

Boston, Mass. : Toronto, Canada



A Pair On Hand Is Worth Two On Order

And the simplest and easiest way for you to have ON HAND the particular Shoes and the exact Quantities you want at all times is to make use of

ROBINSON SERVICE

Its advantages are many. It is RELIABLE and UP-TO-THE-MINUTE in Goods offered. It is backed up by an immense stock. It is quick and accurate in shipments. It is economical, by enabling you to carry a smaller stock, and by giving you prices that SAVE and mean SOUND VALUE.

That's why Progressive Dealers buy from

James Robinson

Montreal



THE
ROBSON LEATHER CO. Limited
TANNERS AND CURRIERS
OSHAWA
CANADA

MONTREAL
52 Victoria Square

QUEBEC
15 Belleau Street

CORRESPONDENCE SOLICITED

Come
To the
Exhibition



EVERY shoe retailer coming to the Toronto Exhibition is most cordially invited to visit our plant, the corner of Bathurst and College Sts. (the Bathurst or College Car). We shall not only welcome you but will show you where

Regal Shoes

are made. Made to give that lasting satisfaction to dealer and wearer that binds your customers to your store.

Regal Shoe Company, Limited
472-474 Bathurst Street, Toronto

REGAL SHOES



WHITE

SHOE COMPANY, LIMITED

TORONTO.



W H O L E S A L E S H O E D I S T R I B U T O R S

OUR Annual Exhibition
Sale Opens August
25th and ends Sept. 6th.

We invite The Trade to
call and see us at our New
Warehouse.

9 WELLINGTON ST. WEST

Our travellers will be in to
meet you, and will have
Special Lines to offer at
Special Prices, also Factory
S. D. Rubbers at Special
Discounts.



White Shoe Company, Limited

Wholesale Shoe Distributors

9 Wellington St. West : TORONTO

ANCHOR SCOURED OAK SOLE LEATHER

SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

THE

LANG TANNING COMPANY

LIMITED

KITCHENER - ONTARIO



CALF AND KIP SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.
TORONTO, CANADA



If you are in the Retail or Wholesale Shoe
Business in any Stage of the Game,
Employer or Employee

Take Part in The Tetrault Contest

You have a lot to gain and
nothing to lose

You are right in line to win
any one of a series of cash
prizes from

\$125.00 down to \$10.00

Conditions, Prizes and all
necessary information given
on following page.

*Read it Carefully, then Send in
Your Guess*

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

Paris, France

Montreal

London, England



We give you herewith our Sales Record
for Eleven and a Half Months

What Do YOU Think

the total will be at the end of Twelve Months,
August 31st, 1919? It will be well over

\$4,500,000.00

SALES FOR ELEVEN AND A HALF MONTHS

September, 1918	-	-	-	-	\$216,946.42
October	"	-	-	-	245,776.98
November	"	-	-	-	237,727.25
December	"	-	-	-	304,223.40
January, 1919	-	-	-	-	278,479.35
February	"	-	-	-	360,920.73
March	"	-	-	-	493,438.19
April	"	-	-	-	533,824.82
May	"	-	-	-	497,184.58
June	"	-	-	-	504,473.56
July	"	-	-	-	515,524.90
August 1st to 15th	-	-	-	-	251,742.08
Total	-	-	-	-	\$4,440,262.26

The Conditions are Simple. The Prizes are Worth Trying for.

CONDITIONS

1. Open to all handlers of Tetrault Shoes from Coast to Coast, whether bought through jobbers or direct.
2. Record of sales to August 15th will appear in "Shoe and Leather Journal."
3. From August 15th daily sales will not be added at factory to prevent information leaking out.
4. Guesses will not be received after September 10th.
5. Envelopes will be opened by Committee of well known retailers, who will announce the lucky guessers. (*Mark envelopes "Guessing Competition."*)
6. When sending in your guess, you must give correct register number in lining of any one of our shoes.
7. Employees of the Tetrault Shoe Mfg. Co. are not allowed to compete.

PRIZES

1st Prize	-	-	-	-	\$125.00 Cash
2nd "	-	-	-	-	75.00 "
3rd "	-	-	-	-	35.00 "
4th "	-	-	-	-	20.00 "
5th "	-	-	-	-	15.00 "
6th "	-	-	-	-	10.00 "

Figure it out and send in your estimate so that it reaches us

Before 12 p.m. Night of September 10th

WIRE US IF NECESSARY

For full details of contest refer to August 1st issue of the "Shoe and Leather Journal" or write us direct.

WE MUST HAVE YOUR GUESS

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

Paris, France

Montreal

London, England



A New Emblem of Service

IN our next Fall campaign of newspaper advertising, which starts the first week in September, we shall for the first time make use of the new emblem which is here presented to the trade. It is our purpose to make it known throughout Canada as a symbol, not only of high standards of product, but of a system of distribution which is of benefit to the retail trade and to the consuming public.

You will see this emblem frequently from now on, and your customers will see it. You are already familiar with the extent and the quality of AHM advertising, and the wise retailer will prepare NOW to get his share of the benefit.

AMES HOLDEN McCREADY

LIMITED

T. H. RIEDER, President

"Shoemakers to the Nation"

HALIFAX ST. JOHN QUEBEC MONTREAL OTTAWA TORONTO
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BIG EXPOSITION

visit our Warehouse at
60-62 FRONT ST. WEST

where we have on view all the
latest Novelties in Footwear
Leather and Felt.

Let us show you our range of
Felt and Leather Slippers for
your Xmas trade. These lines
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diate shipping.

Ask our salesmen to show you
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big money can be made.

BLACHFORD DAVIES COMPANY
LIMITED
60-62 Front St. W. TORONTO

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We have a large assortment in these lines carefully chosen for their exceptional saleability.

The most Popular Styles, High Quality and Sound Value are emphasized in all our offerings in

Fine Shoes (*for
Men and Women*)

Summer Selling has probably limited your lines of

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There are still two months steady selling of

White Goods

It will pay you to keep your stock well sorted in these popular lines. Our range features the best offerings on the market.

Shoemen at the Exhibition are cordially invited to give us a call. Make our Offices and Showrooms your headquarters.

You Are Heartily Welcome

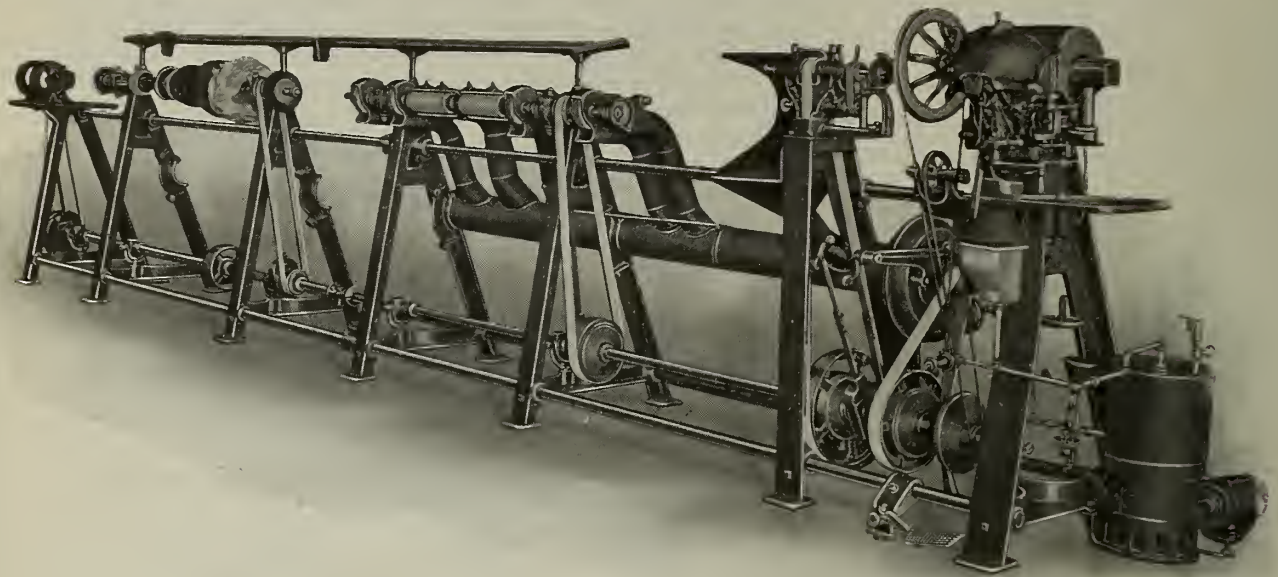
McLaren & Dallas

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SMOOTH or BOARDED

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SHOE



Shoes which OUTWARDLY will pass the examination of the keenest judges of footwear workmanship and which possess the IN-BUILT MERIT that enables them to stand the most exacting tests of SERVICEABILITY—such are

ACKERMAN SHOES

For MEN, BOYS, YOUTHS and LITTLE GENTS.

Ready for Shipment.

Write for Catalogue.

B. F. Ackerman, Son & Co., Limited

Peterboro, Ont.

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Makers of the "Peterboro Shoe"

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Something
new



Something
profitable

The Naugahyde Bag

has two big selling points that every customer will appreciate

IT IS ALL IN ONE PIECE
IT IS ABSOLUTELY WATERPROOF

You see, this is something new in luggage—a bag free of stitches that rip and rivets that do not hold. This is one of the novelties of THE NAUGAHYDE BAG.

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THE NAUGAHYDE BAG has the appearance of the best quality of leather bag—has the soft pliable top—is lined with heavy, brown twill—is good looking, inside and out—and can be sold at a moderate price that gives you an excellent profit.

Made in 16 in., 18 in. and 20 in. sizes for men,
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The NAUGAHYDE BAG is distributed to the trade through the
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Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton,
Belleville, Kitchener, London, North Bay, Fort William, Winnipeg,
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Vancouver and Victoria.

The SHOE AND LEATHER JOURNAL



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TO ADVERTISERS

The paid circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any similar publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

THE HIDE AND LEATHER EMBARGO

THE extraordinary conditions that have obtained during the past three or four months seem to have created an epidemic of "nerves" that promises to be as deadly, in some respects at least, as the influenza scourge of last year. The high cost of living, while it does not seem to have noticeably interfered with the spending proclivities of all classes, appears to have developed a "jumpiness" on the part of the authorities that bids fair to prove a serious menace.

Artificial regulation of trade is always attended with more or less danger to those whom it is intended to help, as well as to those against whom it is aimed, and it has been said, not without a good deal of reason, that efforts at price fixing or sales restriction have, in a good many instances in the past four years, been followed by opposite results from that intended.

We have an example of the perils of government regulation in the recent announcement of the hide and leather embargo where the trade was, without warning, at the instance of someone who could not have been fully informed as to the far-reaching results and possibilities of his action, was able to thrust upon the leather industry conditions that may prove most disastrous.

Canada is a much larger importer than exporter of hides and should the placing of the embargo result in retaliation on the part of countries that have been buying hides in Canada, we may find ourselves confronted with a more pronounced shortage of leather than before. Moreover, it is practically impossible to obtain a proper selection of hides and skins for all purposes in this country, so that if Canadian tanners should be restricted to local markets the shoe industry will be placed in a most unfortunate position with regard to the production of certain grades of both upper and sole leather.

The restriction of leather exports would seem to have some reasonable bearing upon the conserving of leather supplies for Canadian shoe production, but tanners claim that the grades sent overseas and across the line are not as a rule such as required by Canadian factories. In the meantime a considerable and no doubt profitable connection is likely to be lost to leather producers which has taken many years and much money to build up.

The Government has encouraged the leather and shoe trades to develop export business and has devoted large sums to this end, both by establishing agencies abroad and making arrangements for financing the large orders that have been coming through from foreign countries. It seems peculiar that after all these elaborate preparations a sudden zeal on behalf of the Canadian consumer should result in destroying all that has been accomplished.

No one could find fault, possibly, if the embargo were the result of deliberate action after consultation with those familiar enough with conditions to advise the Government. But, according to newspaper reports, the precipitate action was the result of the "twenty dollar shoe" bogie that has provided the press for the past month or two with one of the sensations that take the place of the war canards that were so popular and helpful to daily paper circulation for three or four years.

Time will undoubtedly show that the embargo was both unnecessary and unwise. Canada is too small a country yet to "stand in its own shoes."

When Will Prices Come Down?

A Profitable Article on the Present Price Situation and a Glimpse into the Future
—By W. H. COOK.

TO say when and where prices will stop is, I think you will agree, quite an undertaking and must be largely a guess. This you can all do as well as I can, but at times we all like to see things thru the other fellow's eyes, and I am very glad to give you my impressions.

Frankly, I think prices are going higher, and materially so; and the principal reasons are perfectly obvious—scarcity of raw materials, coupled with an unprecedented demand for both leather and shoes at home and abroad, and the foreign demand is probably the greatest factor.

How long will such conditions last? In my opinion, until such time as the countries just emerging from war begin to produce leather and shoes in normal quantities; and again, until such time as we get sufficient shipping facilities to bring in the hides awaiting transportation from places of origin. There have been varying opinions about the accumulation of hides in world markets, but it has been about conceded, and is now the general opinion that there are vast quantities that are only awaiting adequate shipping facilities. It takes from six to nine months from the time of shipment of the raw stock to the time the leather is ready to cut into shoes, depending upon the time taken in transportation, and again the kind of leather to be made. Taking into consideration the fact that shelves will be bare in the interval from the hide man to the shoe retailer, it can easily be seen that there isn't much relief in sight for at least one year.

In studying the situation when one is confronted by the fact that the consumer, in spite of present high prices, is not paying on a basis of the replacement values, and will not until late Fall or early Spring, and again, when one considers that fine shoes are already selling at the factory at the maximum established by the Government for retail during the war, it makes the situation look extremely hazardous.

Every branch of the industry has come thru up to now with the best business it has ever had, and perhaps there is no occasion for worry about the future. I do think, however, and I believe everyone will agree, that if the present situation could be given stability, inflation eliminated and the market held where it is without further advances, it would be highly desirable, and help to perpetuate the prosperity we are enjoying. To that end there are some things we can all do to help:

First. Hold carefully to the suggestions of the Allied Council as to proper merchandising methods, restriction of styles, and possibly more important than all, holding to the colors that will be recommended for carrying in both men's and women's shoes and in the varying kinds of leather.

Second. Keep stocks down by carrying styles that are sure to be active, eliminating styles of doubtful popularity, thus keeping your investment at the lowest possible point until we are back to more normal conditions.

Third. Linking up with those manufacturers who give service, and keeping linked by carrying good selling styles.

Roger W. Babson says in his July 8th letter, and I cannot but believe that it is timely counsel;—"Buyers should not allow the present strength in prices to cause them to load up for a long period ahead, but in general purchases should be made for a comparatively short period.



W. H. COOK
Rochester

Merchants and manufacturers should be safe in counting on a continued good demand throughout the Fall and early Winter months, but they should not undertake expansion which would render them unable to withstand business depression a year or two hence."

Going more into detail as to the reasons for the present situation, I think the most startling figures that have come to my attention are those of the Boston News Bureau under date of June 23rd. With your indulgence I am going to quote the greater part of the article, as it seems to be most excellent publicity, and should be made as widespread as possible between now and the time Fall prices go into effect.

Calfskins

Many worthy folk, reacting to impulses felt via the sensitive pocket nerve, often appear to think there is some black magic in the way certain items of living cost have climbed. Shoes are to them a flagrant example. Recollecting past prices, they quickly conclude there must be profligate profiteering along the line. Possibly there occurs a little here and there, in terms of place or time, as individuals have happened to benefit from a sweeping swing in world conditions. But it is certain big fundamentals that are really operative, are not understood by the average patron of the shoe store.

Every kind of leather—sole and upper, and from whatever sort of animal—has soared in price. That universality of movement, affecting markets in both hemispheres, eliminates much of the suspicion of manipulation in any one line. The real causative force is dearth of material, following a world war. Still impaired sea carriage simply accentuates this condition.

Thus tucked away among the many details of our foreign trade for April, as just issued from Washington, is an interesting little group of statistics, on this country's imports of calfskins, which figure so largely in the making of the American shoe.

In April we received from abroad 2,145,144 pounds of calfskins, nearly half of it from the Dutch East Indies. This is an encouraging increase over the monthly average of 675,000 pounds imported in the preceding three-quarters of the fiscal year. Yet the April importation is barely one-quarter of that which we used to get monthly before the war. Combined with the import famine in the recent past,

it is not difficult to infer why prices of calfskin, and of leather made therefrom, have sensationally advanced.

The record runs as follows, by fiscal years, in pounds of calfskin:

1919.....	*8,190,161	1915.....	45,966,701
1918.....	13,161,315	1914.....	82,403,590
1917.....	46,336,195	1913.....	94,559,135
1916.....	64,135,493	1912.....	105,252,489

Thus we have received from abroad since June 30, 1917, about 21,250,000 pounds of calfskin. At the normal rate prevailing in 1912-14 we should have received about 175,000,000 pounds. In the past 22 months we have received from European Russia 663,000 pounds; at the rate in peace time this total would have been 50,000,000 pounds

The pressure of demand has, therefore, fallen on our domestic kill of calves. What the effect of this demand, which has been increasing on both sides of the Atlantic, as measured against the decreased supply, has been upon prices is suggested by the prevailing quotations in New York of \$7, \$8 and \$9 respectively for the three leading grades—representing advances of 25c the past few days, and of 50c in the past week or two.

What the change has been from Peace time prices is shown by the quotations that prevailed in the summer of 1913. Since then the advances have been from \$1.75 to \$7.00, from \$2.25 to \$8.00 and from \$2.75 to \$9.00.

In 1902 the cheapest of the three grades could be had for one dollar!

Before the war we imported 55% of our calfskins. One may easily conclude from the above figures how scarce they are going to be and how prices will be affected until importations are greatly increased. To-day domestic orders for leather already booked and on the present high level of prices cover a period of at least four to six months, with the largest single sale of kid leather ever reported just booked for deliveries to run throughout 1920. A large foreign order for boarded colored calf is reported booked at \$1.30 per foot for delivery during the next five and six months. The market is bare of leather. It is impossible to obtain prompt delivery on old orders, to say nothing of inability to place firm orders at any price for future delivery. New York City calfskins advanced this week 5c a pound; from \$1.00 to \$1.05, which tanners state means \$1.50 per foot for calf leather. Goatskins advanced sharply last week. Prices in London are reported to have jumped 25% over those which obtained during the previous week. Packer hides advanced from 1c to 5c a pound during the past week. Export demand is still unsatisfied and foreign buyers are unable to purchase their requirements regardless of price.

Again, as to how long present conditions will last, it seems to me that the greatest factor to be reckoned with is the demand for our shoes from foreign countries.

Previous to the war, England, France and Germany were on so much lower a scale of wages and longer work day schedule that we were handicapped, and to such an extent that we were unable to compete in the markets of the world, and were only able to protect our domestic business thru a high tariff against the importation of shoes. To-day these conditions are greatly changed. England and France are on a wage scale that compares very favorably with ours, and are going on to a national 8 hour working schedule. It is, of course, impossible to say what conditions will exist in Germany, but it is perfectly clear that from now on we are going to be on a much more favorable comparative basis with those countries in the markets of the world than ever before. This, coupled with the fact that our factory product—I am obliged to eliminate Bench Made work, as they are past masters in both countries in the making of these shoes—is in all fairness much more desirable than the product of those countries. Neither England nor France

*Ten months

specializes—each factory turns out all kinds of shoes. For this reason our factories are much more efficient, producing as they do specialized products. We are much better organized, and as a result our shoes are more uniform and better finished, and I believe will have preference wherever offered.

Therefore, it would seem that the foreign business, which is increasing so rapidly, is going to be permanent, and is going to be not only a new factor, but one that will be of great moment in determining the future prices of shoes in this country.

I like to be optimistic, and am naturally so. We are experiencing wonderful opportunities for money-making and putting our houses in order. It is such a pleasing situation that it is a pity it cannot be perpetuated, and I think that we all ought to feel that we have arrived at a point when the greatest conservatism should prevail, when we should do our part in squeezing out every ounce of inflation possible and make every effort to stabilize present conditions.

A generous profit as against that of the old days is not only perfectly fair under these conditions, but very necessary to help to carry thru when the tide turns.

JOURNALISTIC BOLSHEVISM

When the organization meeting of the Shoe Retailers' Convention was held at the Carls-Rite Hotel three months ago, it was, at the suggestion of the chairman, Mr. James Acton, that the name of a representative of *Footwear* was added to the local Executive Committee, with the desire to secure the widest co-operation possible in making the Shoe Retailers' Convention a success. In spite of this fact and personal efforts on the part of members of the Executive, *Footwear* sulked and its first response was a page article, endeavoring to show that the method of organizing was wrong or to use its own expression, "building the roof first and the foundation last." From then until now it has never done anything but endeavor to thwart the enterprise as far as it dared. In its foolish and shortsighted policy it left to the SHOE AND LEATHER JOURNAL the task of getting together the body of representative shoe retailers who met in Toronto last month.

A further sample of this bolshevistic spirit and the evident determination of *Footwear* to follow its usual method of "throwing a hammer into the works" is afforded by its editorial on the Convention in a recent number, which begins as follows:

ORGANIZATION ON A DOUBTFUL BASIS

"The National Shoe Retailers' Association of Canada is off to a good start, and, if the obstacles presented by an inadequate constitution are not too great, will result profitably for the retail trade. As we have already pointed out on more than one occasion, this constitution is very similar to others that have 'gone before,' and are now nothing more than pleasant memories. The basis of organization adopted is, of course, the path of least resistance. It is comparatively easy for a body of men to get together and say, 'let's organize,' etc, etc."

In the meantime the organization has been formed and is in the hands of men who will see to it that none of the evils prophesied by our croaking contemporary will happen to it, and they have the assurance that the SHOE AND LEATHER JOURNAL will do its part, as in the past, to see that they get the hearty support of the retail shoe trade throughout the country.

A hundred thwarting details threaten the fixity of each great purpose.

Shoe and Leather Trade Jottings

Talk of the Street on Leather and Shoes — Hide Situation Easier — Leather Market Continues Strong— No Hope of Easier Situation in Shoes for Some Months—Manufacturers Urge Retailers to Buy Conservatively —The Embargo on Hides and Leather

THE situation in leather and shoes remains practically unchanged, although there seems to be a little quieting of the market in hides particularly. The sensational newspaper reports, with regard to prospective shoe prices, has had the effect of appreciably quickening the demand for staple lines of shoes and retailers still report good business at a time when trade is usually stagnant. This, with the fact that many bought sparingly for fall, will no doubt have the effect of increasing the pressure as soon as the autumn business gets under way. Undoubtedly shoe retailers, as well as the public, have been running up the market against themselves, and by losing their heads in many cases have precipitated a condition of affairs for which they are seeking to blame everybody but themselves. Fortunately the discussion at the recent Shoe Retailers' Convention is having the effect of increasing conservatism in buying as well as inducing better stock-keeping methods amongst retailers, and there is less of the panicky feeling that seemed to prevail a month ago. Stocks are much cleaner than they have been for a long period at this season of the year, and there is an absence of any speculative tendency that promises well for the future.

Hide and Leather Conditions.—There has been a perceptible change in the hide situation and some ground for the belief that the peak has been reached in prices. Reports from native and foreign hide centres indicate an easier situation, and although the basis is still considerably above the half-dollar mark the tendency has at least been temporarily stayed. Those who were more or less prophesying dollar hides are pulling in their horns, and are tacitly admitting that the speculative craze has met with a set back. There is no doubt that the drastic investigation into the methods of packers, inaugurated by the United States Government, has not been without its effect, for already some of the packers have commenced to get out from under and to this end have begun to dispose of their leather producing interests. There is no doubt that the market has been steadily manipulated by these big concerns to their advantage in this and other lines. In spite of what has been said of the packers buying cattle primarily for beef, the fact is that since the hide market reached the present abnormal positions, they have been buying up what is known

as "unfinished" animals and turning the immature beef into cold storage. This has been the cause recently of the drop in the price of beef cattle. The public, and particularly the shoe and leather industry, will watch with interest the progress of this investigation, and will be glad to see relief come in a situation that has become a scandal as well as a menace to all concerned. In sympathy with the general trend of affairs, the calfskin market has shown a decided tendency towards weakening, the latest quotations from Chicago and New York giving evidence that the top has apparently been reached. There has not been much change in the leather situation, although leather men admit that there is considerably less strength to the market than two weeks ago.

The Hide and Leather Embargo.—The deputation that recently waited upon the government with regard to the embargo placed on hide and leather exports did not receive much encouragement that its attitude in this matter would be greatly modified. They were told that everything would be done to protect Canadian leather as well as shoe interests and had to be content with this assurance. The following are the reasons advanced by the authorities for the action taken and which in some respects were opposed by those who waited upon them:

(1) A great advance in prices of hides, followed by a consequential advance in cost of leather and boots and shoes made therefrom. In June, 1918, heavy upper leather sold from 46c. to 48c., based on hides costing from 24c. to 26c. On July 1st, 1919, similar leather sold at 84c. to 86c., based on hides at 60c. That is, the price of leather has advanced about 82 per cent., while in this same period the price of hides has advanced 140 per cent.

(2) These prices are greatly in excess of English prices, owing to the fact that English buyers purchased heavily in foreign markets before the advance in prices caused by the stringency thus created. There is an embargo on the export of hides from the United Kingdom, and British producers of boots and shoes are thus enabled to manufacture at prices which inure to the advantage alike of British consumers and of the export trade of Great Britain.

(3) Under these conditions the boot and shoe industry of Canada is faced with a lack of supply of leather for their productive output for export purposes, and, with necessity of producing, even that supply at a cost which will be reflected heavily in the cost to the consumer in Canada. In the meantime, Canadian hides and leather are being exported in large quantities. The main problem is how to secure the necessary supply of leather at reasonable cost, first to meet the demands of Canadian consumption, and secondly, to enable the industry to participate in the export markets of the world.

Protest Against Charge.—The leather shoe interests of the United States are protesting strongly against the wholesale indictment of the industry by the recent report of the Washington Commission, reproduced elsewhere. It is claimed that the

(Continued on page 46)

How a Retailer Can Judge the Market

A Letter From a Shoe Retailer Who Has an Original Idea on the Matter of Prices and Styles and How to Gauge Them

Editor SHOE AND LEATHER JOURNAL:

Dear Sir: It has occurred to me that the retail shoe dealer has possibly the best opportunity of anyone to be ready for what is to come out of the future, perhaps as far ahead as two years I may be wrong in my diagnosis, but I do not think I am.

Let us get right down to the bottom of the matter and that is the green hide. If you have been at all attentive to the leather and hide condition in the past year or more you will know that in July, 1918, green hides sold for around 40c. a pound. The tanner must contract for his hides before he will be able to give the manufacturer a price for his leather, at which he can deliver it. This will possibly take up six months of time. That is from the securing of the green hides to the delivery of the leather.

From this leather the manufacturer makes his samples, and with these samples he sends out his travellers. This process takes another six months. The shoes are then made up and delivered to the retailer, which will take the best of another six months. This covers a period of about eighteen months from the green hide to the delivery of goods to the retailer. And these are goods that the retailer expects to sell this coming season at say \$10 a pair. This coming season covers about another six months, making in all from the green hide to the end of the retailer's season two years. Now, with hides at their present prices it should not be hard to arrive at what will be the price of shoes from leather made up of green hides of this date.

Now let us consider styles by the same process of analysis. Consider them from their inception as we considered the green hide, or as we considered the leather question from the green hide. Shoe styles originate in Paris and London. It is possible that many retailers do not

realize this, for we may not recognize the style as a Parisian or Londoner by the time it has reached us. But the "green hide" of the style situation is in either or both of those two places. The changes that are necessary to make the style adaptable to our needs may be the reason we do not recognize that it is of Parisian or London birth.

After a season's run at home in its own locality it comes to New York, where it may be modified and is the IT in style for one or two seasons before it is taken up in Canada, where it becomes good perhaps for three or four seasons. We have it here now in brogs and Oxfords with spats for fall.

In Paris and London just now they are wearing short vamp round toe styles. Just watch what will happen between now and spring of 1921.

Coming back to green hides, the prices to-day are 83c. for the green calfskins and unless my vision is away out, Mr. Retailer, you will pay more for your shoes than you sell them for to-day, even if you do think it is a crime to ask the price. True, the inevitable may happen. It has happened before, but it is pretty clearly established on the other side who is the cause of high leather prices. There may be some governmental action to force down the price of hides and leather, but to me it does not seem possible for some time to come. Investigations to my mind have never been met with great immediate results.

GETTING THERE

It isn't the job we intend to do,
Nor the labor we've just begun,
That puts us right on the ledger side,
It's the work we've really done.

Our credit is built upon things we do,
Our debit on things we shirk,
The man who totals the biggest plus,
Is the man who completes his work.

Good intentions do not pay bills,
It's easy enough to plan,
To wish is the play of an office boy,
To do is the work of a man.

—Richard Lord.

"How to Choose Good Novelty Sellers" will be an article in our next issue.

A few snaps at the Getty & Scott picnic, Port Dover. Kid may be scarce but there seems to be no dearth of "calf" for Classic Shoes.



September Window Display

Get Ready For Your Fall Trade—Close Out All the White Goods You Have Left—Dress Your Windows with Fall Lines and Keep the New Stuff Well to the Front

SEPTEMBER will be with us in a few days. There will be a few hot days left in August in which a small demand will be made for white goods. That is for canvas lines. But the sales will not be large. However, should any merchant happen to have on hand more white canvas goods than he desires, now will be the time to get rid of them and in order to do it, make a sacrifice of the price if nothing else will move them. In these days of high priced shoes one should not have any more stock than he can possibly get on with, for cash is a most desirable commodity, and it is better to have the cost of shoes to your credit in the bank than the shoes on your shelves, with a prospect of their remaining there till next summer. The best move is to get rid of them.

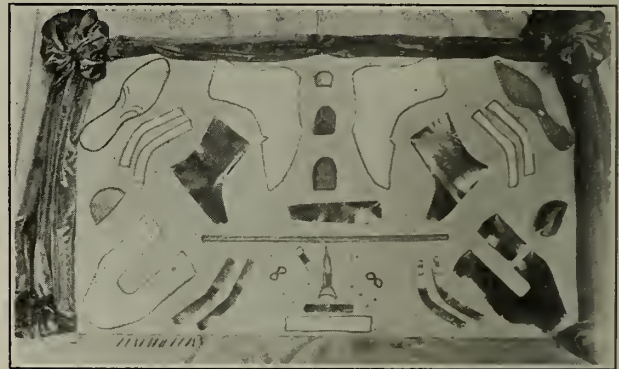
The design we show for a window back will fit in nicely for your September showing. The feature of it is that the small dealer can use it as well as the larger stores. It is easy to make and not expensive. The big daisy may be made with a wood centre and covered with yellow velvet. The petals can be cut out of six ply cardboard and tacked to the back of the wood centre. These petals may, if desired, be covered by pasting a layer of felt on them, giving them a more realistic appearance. Should a brown-eyed Susan be required, the centre can be made the same and covered with some brown material and the petals cut out of yellow card board instead of the white. If a more realistic appearance is desired these may be covered with some yellow material like felt. Should yellow felt not be obtainable, white felt can be dyed without much trouble.

Small artificial daisies will be required to make the ropes to festoon from the big daisy. These artificial ones should be sewed to the rope so they will hang outward. It is still better to twist them about the rope so it will be formed into a daisy rope, so in hanging there will be no rope shown but the flowers will be seen from every side. The design shows the daisy pendants and how they are hung.

If a Brown-Eyed Daisy is used the background can be made of some nice white material. If a white daisy is used, then some pale yellow material will answer nicely. The size of the big Daisy will be regulated by the size of your window space.

A NOVEL DISPLAY

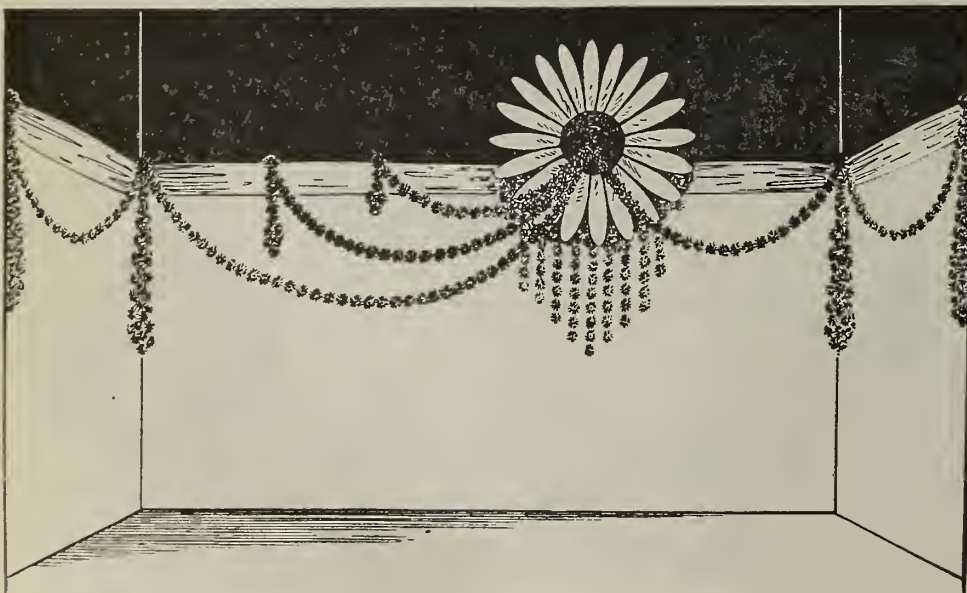
We give an illustration of a rather unique display that should be of much interest to shoe retailers. The idea is to make the display rather educational in character. Up to the time that high prices for shoes came into effect, people gave little thought about how shoes were made or how much it costs to make them. They were concerned with the style and price mostly. But as prices began to climb, then customers began to open their eyes and could not under-



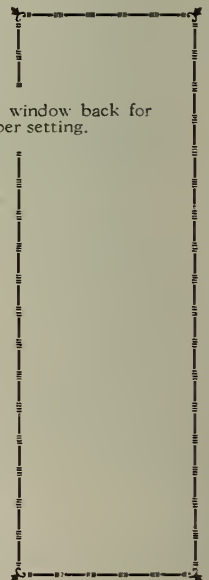
stand why such prices were asked for goods they had not paid nearly so much for before. It may help to dispel this question in the minds of many were they able to see how many pieces enter into the making of a shoe.

The illustration shows just such a display. This is arranged on a board covered with a light blue material, and draped with plush around the top and sides. This display may stand in the window for a time, then in a case or on a table in the store. Note that the nails and thread are also shown. In the picture the nails are shown at the bottom.

These parts can be obtained from any factory and should not cost any more than the price of one shoe. A neat card can be attached saying these parts enter into the making of such and such a shoe. Do you wonder that the price of shoes is high?



An easily made window back for September setting.



“Gee, I’m Glad I Met You”

A Declaration That Was More Expressive Than Elegant—But It Stated the Case With Forceful Exactness—A Result of the Recent Convention.

IN writing before the Shoe Retailers’ Convention was held, we frequently called attention to the advantage of meeting old friends and making new ones that the convention would afford, and Hon. E. J. Davis, in his address, emphasized this feature. And he deplored the existing conditions of to-day, when friendships of the old-time order were fast passing away.

It is a significant fact, however, that there were many new friendships established and old ones renewed at the convention as was predicted. And this feature was worthy of mention. Nor were all of these business friendships. True some were, but there were many that had that tinge of personality that is met with occasionally which makes one feel the world is not all selfish, and there are a few people left in it that are genuinely human in their make-up and manner.

Here is one illustration that was impressed on one of the visitors who went to Kitchener on the excursion. Two men struck up an acquaintance. They had not met before, altho each knew who the other was by reputation. They became greatly interested in their conversation. One of the gentlemen was on the executive of the new association, and a call came through the train for a meeting of the committee in a forward coach. This gentleman answered: “Yes, I’ll be there.” But he made no move to go. He continued in his new friendship for five or ten minutes until a special call was sent to him, and he arose reluctantly to go to the meeting. As he left his newly made friend, he said in a most emphatic way: “Gee, I’m glad I met you.”

It is possible this declaration was more expressive than elegant, but there was a world of real good old-fashioned human kindness in it. And it opened a mine for reflection. That one person in the space of fifteen or twenty minutes should so impress another that the other would exclaim in a most emphatic term: “Gee, I’m glad I met you,” shows he possessed a personality that is a potential factor in this world. And this opens up the mine for reflection. Why cannot all be as impressive? Every one has an influence, and it will be for good, or possibly negative, if not for bad. But we should envy the man who could draw from an acquaintance in a fifteen-minute talk the expression: “Gee, I’m glad I met you.” Why not adopt it as a slogan for the next Retailers’ Convention. Begin now and make yourself so important that those with whom you will associate will exclaim as they shake your hand good-bye: “Gee, I’m glad I met you.”

We have mentioned that the making of friends was one thing we emphasized in the meeting of men in the same trade at the convention. Then how about the man who made the exclamation? Did he obtain any good from the convention? He certainly did. He obtained it in a social way, and he obtained it in a business way if we may rely upon his own statements. In a letter to a friend since the convention in speaking of his being there he said: “It was worth a hundred dollars to me in my business.” Then he went on, and explained that those who may have thought they could not afford to be there, were working from the wrong end. He said it was not a case of whether a man could afford to be there, it was a case of whether he could afford NOT to be

there. The infusion of new ideas and new enthusiasm were worth many dollars, actual dollars, more than the cost of the trip. He considers it the best three days he has spent in many years, and the dates of the coming conventions are a permanent fixture of his schedule of outings.

There are always those who think gatherings of this nature are not productive of much fruit. The days are possibly past when associations of this character are not fruitful. Organizations in the past have come and gone—gone for want of enthusiasm on the part of the organizers or members. Those days are gone with them. Businesses of to-day are such that those at their heads realize the benefits to be derived from organization, co-operation and association. The mere mingling of men with kindred aims cannot help but be for the advancement of the men and the interests they represent. Then, too, just as the war has made tremendous upheavals in almost everything in life, it has convinced business men that they cannot run things so well single handed. The shoe man of to-day needs the co-operation of his fellows, whether in his own town or a town well remote from his location. By what means can a better communication be maintained, a better spirit generated and better results obtained than by just such an organization as has been formed by the retail shoe men of Canada? And as the years go by its benefits will be realized by those who put their best into it—for those who sow will reap. Those who expect to harvest without cultivating and sowing will certainly be disappointed. But to those who give will much be returned, and after every meeting there is no reason why every one may not say with our friend of the opening of this story: “Gee, I’m glad I met you.”

It is a significant fact that at the convention were a large number of men who have been subscribers of the SHOE AND LEATHER JOURNAL for over quarter of a century, and not a few who have been regular subscribers since its first copy was printed over 33 years ago. That the influence of the Journal was greatly felt in connection with the association was demonstrated by the wonderful success of the meetings and organization, for in spite of the winds of opposition that blew from some directions, everything went off with a swing that spelled success from the opening to the close.

One big surprise of the gatherings was the issuing of the Daily Bulletin by the Journal. Every attendant at the meeting was served each morning with a four-page bulletin giving the proceedings of the previous day. Many compliments were heard on every hand for this splendid work. On the special excursion train going to Kitchener on Wednesday morning the excursionists were all given a bulletin of the proceedings of Tuesday. Not one of these was left in the train. The holders, after carefully reading, folded them and put them in their pockets for future reference and souvenirs of the big day. One dealer expressed it very tersely when he said: “The SHOE AND LEATHER JOURNAL is always on the job.”

Some little idea of the type of men who attended the convention may be had from a remark of the Hon. E. J. Davis, who told the president that he never spoke with more freedom and ease than he did at this convention, and to look into the faces of the men present was an inspiration he never had before from any gathering. The interest manifested could not but bring out the best results, for the gathering was of men of no ordinary character.

Mr. Laird H. Simons, of Philadelphia, spoke in a similar strain and said it was the best convention he had ever attended. These words from a man of Mr. Simons’ experience in convention work means a great deal. In a letter to a business friend in Toronto, after his return home, he said his visit to Toronto would long be remembered as one of the brightest experiences in his business life, leaving the best of memories and kindest feeling toward the Canadian shoe men.

Shoe Manufacturers' Statement

Advise Conservatism in Buying—Say Prices Will Be Still Higher for Spring—Danger of Crop and Labor Disturbances—A Time For Thoughtful Actions.

AT a recent meeting of the Executive of the National Boot and Shoe Manufacturers' Association, held in New York, the following statement was sent out with a view to stabilizing conditions:

"The shoe manufacturers of the United States deplore the unprecedented advances which have taken place in hides, leather and shoes during the past six months, and it is the sense of this meeting that each one of us should do his utmost to curb and check the advancing market, and discourage all buying of a speculative character, both among manufacturers and merchants.

Still Higher Prices

"The present prices of raw material are nearly double the prices current six months ago, are wholly beyond war time or any other experience, and have now made necessary prices for shoes far above any with which the trade is yet acquainted. We know of nothing which can quickly relieve the present temporary scarcity of materials or bring about lower prices for shoes for the coming Fall trade. Shoes sold in the Spring of 1920 must bring still higher prices, based on the present established prices of leather and labor. These are both excessive, far beyond any past experience.

Price Doesn't Decrease Demand

"The cause for this situation is easily to be discovered. The stocks on the shelves of the merchants have been depleted by the lessened production made necessary by war-time conditions. All classes of the people continue well supplied with funds and eager to obtain their usual supplies. The increased price so far established has not checked in any way the steadily increasing demand from the consumer. Shoe manufacturers struggling to meet the increasingly large requirements of their trade have suddenly found themselves in competition with leather buyers from Europe, seeking supplies for countries closed for several years by the war. The actual and legitimate shortage of supplies has led to the bidding up of prices by these competitive buyers to the present unheard-of and unprecedented level.

"This situation can only exist so long as the unusual export demand persists and this country's prosperous condition continues. Any further upheaval abroad, a serious crop failure or widespread labor or political disturbance in our own country would cause an immediate and serious reaction.

A Time for Extreme Conservatism

"Extreme conservatism is, therefore, demanded from all branches of the trade. Tanners, manufacturers and dealers alike recognize the situation as dangerous and unfortunate. We see no reason to doubt that all the world's legitimate requirements for leather can be fully supplied from usual sources and that the equilibrium of the market can be restored if the manufacturers and merchants generally will follow the dictates of common-sense, but all purchases far in advance of actual needs, or buying quantities in excess of those actually needed for seasonable goods, must stop.

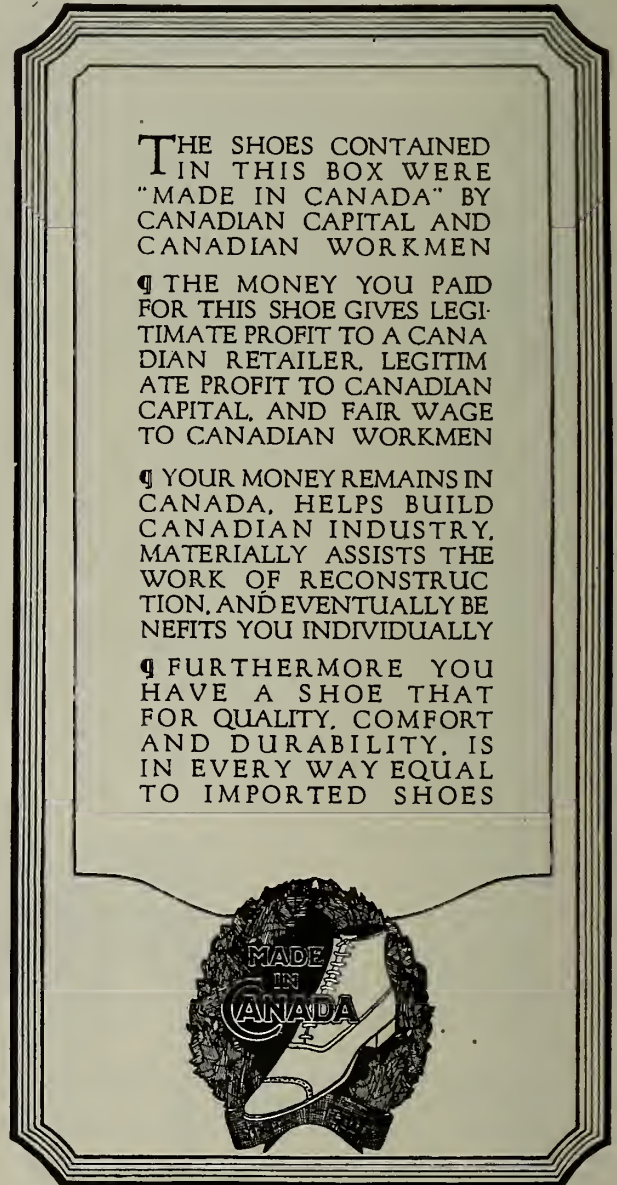
"This policy may bring about some reduction in the

volume of business for the next few months, stocks may be depleted to a point lower than ordinarily considered advisable, and factory production may be in some cases necessarily reduced, but we are convinced that the losses so resulting will be insignificant as compared with those likely to follow any other course of action.

"While this, or any other policy, may not reduce the cost of shoes for the next six months, there is no warrant for the assumption that the tide now so rapidly rising will not ebb, or that relief in some form will not come during the latter part of the year 1920."

A GOOD IDEA

The Canadian Shoe Manufacturers' Association have had a number of slips like the above printed with the object of having manufacturers enclose one in each box



which they send out. They have gotten this out with the object of stimulating an interest in Canadian manufactured goods. The idea is certainly a good one. The cut is 4x8 inches.

A hundred wilting doubts and discouragements menace every great enthusiasm.

Consumer's View on Salesmanship

Some Potential Pointers About Selling That Should Prove Beneficial to Every Shoe Salesman.

A SUBSCRIBER sends us in the following article which, to use his words, "Sounds pretty good." It is from the pen of Dr. Frank Crane, who writes on many subjects which appear in the press of the United States and are read by millions of people daily. He gave up the pulpit to write, feeling that in the printed page he had audiences of millions whereas the pulpit could give him only thousands at most. The article follows:

I am not a salesman, but I am a good buyer, and have probably purchased more things that I did not want than any man of my age. Hence, it may be interesting to salesmen to listen for a brief spell to a consumer's idea of what constitutes good salesmanship.

First of all, be good-natured. I here and now confess that nine-tenths of what induces me to buy is the ability of the seller to jolly me along. Cheerfulness and signs that you feel good, enjoy life, and are full of glee inside, are better than a letter of introduction from Mr. Rockefeller.

Have a thorough knowledge of your goods, also of the other fellow's goods. Learn how they are made and when, and who makes them. Respect your customer's desire to know and fill him up with information.

Don't argue. State facts. Don't arouse opposition in the buyer's mind. Agree with him, or dodge the issue. Lead him around to some subject where you are at one. I hate to have a seller try to prove to me I'm wrong. Perhaps I am; but I don't like to admit it.

Use plain language. If you are selling automobiles, don't talk about carburetors and reciprocating dudads and compound thingumbobs. Go somewhere and learn the English for these things, and how to make them clear to a washwoman. Never use a term when there is any doubt whether the customer understands it. We don't like to be made appear ignorant.

Tell the truth. If you are with a firm where you dare not tell the truth, leave it.

Be candid. Do not conceal things. The thing you have to sell has certain merits; it ought to sell on those. To sell a thing upon merits it does not have is poor policy.

Be dependable. Even if you make a casual remark, for instance, that you will send a man a bunch of blotters or a book or a calendar, don't fail to do it. Forgetting is almost as bad as lying. If you promise to come back next Tuesday, do it or send a telegram. Create the impression that you will keep your word if it bankrupts you.

Remember names and faces. If you are not gifted in this respect, get a little book and every evening set down the names of the people you have met and some distinguishing characteristic of each of them. Write down any remarks your customer has made about his family. Study this. It's all a part of the important art of jollyng us along.

Have a good appearance. There may be a few people left who like to see a dirty shirt and frayed cuffs, but they are growing scarcer every day.

The art of salesmanship begins in the mind. Think success, think confidence, think a thousand dollars. Why think fifty cents? These thoughts in your brain will ooze out of your face. You will radiate these qualities. The greatest factor in selling is personality. And personality is made by thoughts.

Avoid personal intimacies. Let me talk about myself, and look interested while I am expanding. But don't speak of yourself any more than you can help. Take an axe and chop the pronoun "I" out of your vocabulary. What do you care? Jolly me along.

In fine, be as human as possible. You are not a catalogue nor a printed circular. You draw wages because you are supposed to be a human being. Be it! Don't be huffy, sensitive, impatient, dictatorial, indifferent, egotistic or mechanical. Be a good fellow. Be the kind of man people like to have around.

When you attack a customer aim two inches below his collar bone. If you can make him LIKE you, it is far and away better than to try to PROVE anything to his mind. Very probably he hasn't much mind to speak of. But we all have hearts.

WATCH YOUR ILLUSTRATIONS

It is just possible that some advertisers do not give enough attention to their illustrating, while others may give too much, that is, may be too fussy. In using shoe illustrations a firm cannot be too careful to not misrepresent the style of shoe advertised. The public are keen critics. They are more observing than one may think. It is not often an advertiser will imagine the character illus-



The cut that prompted the letter

trations in his ads. will be criticized. We had occasion recently to call a firm's attention to an illustration used in their advertising which showed a boy running with his right hand and right foot forward, an impossible position for one to take while running. We had no thought that this would appeal to the public as a detriment to the ad. We simply looked upon it as one of those cases where an artist was not observing enough of commonplace things.

However, we are forced to conclude that the public are greater critics than we had counted, as proven by the following letter received by the Knowlton Boot Shop, of Brandon, Man., in criticism of an illustration they used in one of their ads. The criticism came from a woman living in the country, all of which shows how closely advertisements are read and examined. The illustration referred to is shown herewith. The letter follows:

"Enclosed will find your ad., or rather a piece of it, advertising scuffers. You have a child in a large shady hat, digging around daffodils. Now, sir, daffodils are spring flowers and grow in cool weather, not a time for scuffers. Roses are a summer flower and hot weather, so are scuffers suited for hot weather and shady hat. Put the right flower in and then your ad. will look fifty per cent. better."

Merchandising Broken or Dis- continued Lines

Watch Your Slow Sellers—Get Rid of Them—Keep Proper Accounts

"IN these great days of the world progress," said R. W. Banney, of Chicago, at the recent State Convention of Illinois Shoe Retailers, "events occur almost daily which a few years ago would have been termed miracles. The merchant of twenty-five years ago would have been shocked if he were asked to explain to his competitors the means by which he attained success.

To-day merchants in all lines meet in conventions and discuss with their fellow merchants plans which have proven successful and which might be of value to others. In presenting this subject, the speaker will explain how one organ-

past season the letter "D" was used and a year ago the letter "C" appeared in connection with all stock numbers. The same stock numbers are often used from one season to the other and the letters used in connection with stock numbers show the age of the shoe: For example, 7367C was received in the Fall of 1918, 7367E is the new one for this Fall.

The stock is divided into four divisions, men's high, men's low, women's high, women's low, and each of these divisions is subdivided into five departments according to leathers; patent, dull, kid, tan and fancy. The office gets out a report every fifteen days showing the activity of every stock number, the pairs on hand at the beginning of the period, the pairs received, the pairs sold during the fifteen days and the pairs on hand at the end of the period.

The stock numbers are grouped according to leathers, and a summary is made showing the movement of each division of leathers. Thus we can see the movement of every stock number and the activity of each division of leather during the fifteen-day period. This report is not only invaluable for detecting slow-moving lines, but is of greatest value in buying, as it shows the preference to the public as to leathers. In illustrating the summary of the fifteen-day report we will assume that we have a stock of 2,500 pairs of women's boots divided as to leather as follows:

Patent				Calf				Kid				Tan				Fancy			
On Hand		Sold		On Hand		Sold		On Hand		Sold		On Hand		Sold		On Hand		Sold	
Pairs	%	Pairs	%	Pairs	%	Pairs	%	Pairs	%	Pairs	%	Pairs	%	Pairs	%	Pairs	%	Pairs	%
250	10	45	5	200	8	45	5	900	36	402	45	900	36	313	35	250	10	89	10

ization has been successful in disposing of broken lots of shoes. By following the system that I will attempt to describe, the Chicago Walk-Over Stores have been successful in selling entire lines of shoes to the last pair at a profit.

At the last inventory, July 1, our entire stock of broken lines and goods carried over from last season in our women's low shoe department was less than three per cent. of the women's low shoes on hand. Another notable thing is our rate of turnover. Elimination of slow sellers helps the turnover and our turnover last year was almost four times. It is unnecessary for anyone to tell you, gentlemen, that the success of shoe stores depends, to a great extent, upon whether every pair of each lot of shoes is sold at a profit.

It is easy enough to sell what the public is clamoring for, but to dispose of your mistakes in buying is quite another thing. Nothing is easier than to go through a busy and an apparently profitable season only to find your profits tied up in undesirable and unsalable merchandise at inventory time.

Great criminologists tell us that the best cure for crime is the prevention of crime. So it is with disposing of slow-selling footwear—the best way to sell this kind of footwear is to sell it before it becomes unsalable. The most common fault among shoe men is that the sales of certain lines will fall off and finally stop before the proprietor or manager realizes it, and the result is a lot of undesirable shoes.

The secret of our success in eliminating slow sellers is the system of "Accounting" used. Let me digress here just a moment to explain how we determine how long a shoe has been in stock. A terminal letter is used as a part of the stock number and the letter denotes the season. Goods for this Fall are marked with the terminal letter "E." The

In this layout 250 pairs are patent leather, the 250 pairs being 10 per cent. of the entire stock; 200 pairs or 8 per cent. are calf; 900 pairs or 36 per cent. are kid; 900 pairs or 36 per cent. are tan and 250 pairs or 10 per cent. are fancy, which includes white, gray and all leather not otherwise classified.

If the stock is properly proportioned as to leathers, the sales of each division of leather will be in the same proportion as the stock on hand. Thus if 10 per cent. of our women's boots are patent, 10 per cent. of our women's sales should be patent, but if 10 per cent. of our boots are patent, and the sales for the period are only 5 per cent. patent, we immediately set about to determine the reason. Possibly they are not properly displayed in the window. Perhaps they are priced wrong, or worse still the public may prefer other leather. Steps are taken to force their sale. This may be done by P.M.'s, price reductions and by featuring in the window, or by newspaper advertising. When price reductions are made no mention of this fact is made either in the advertising or in talk to the customer. The public is suspicious of goods on which prices have been cut and we make no mention of their reduction except at our semi-annual clearance sales.

If the sales of any division of leather fall below the percentage of stock on hand the sales on the better selling divisions must go above the proper percentage. So it is apparent that when the sales of a slow-moving division of leather are forced up to the proper percentage, the sales of the most popular divisions are checked and the percentage of sales in relation to stock on hand resumes its proper balance.

We use P.M.'s quite generally and do not hesitate to put them on any line which is not selling."

Canadian National Exhibition

A Veritable University Where Modern Thought and Achievement are Manifested in Colossal Displays of that Which is New and Practical.

TIME has rolled us around again to the Canadian National Exhibition. And this exhibition is in no sense a local affair. It is truly national in character, being the largest permanent annual exhibition held in the world. Thousands of people come to it yearly from all parts of America. It affords a special outing for people that carries with it an educational value that is inestimable. There is not a phase of human existence that is not touched in some way by its splendid arrangements.

Shoe men who have the spirit of patriotic citizenship should include a visit to the exhibition as a part of their annual outing. This year more elaborate preparations than ever have been made, and as this is the first year since the close of the war it has taken on something of a victory note.

The Prince of Wales will open the exhibition on Monday, the 25th of August, and it is worthy of note that at his personal request the time of his trip was changed that he might visit the exhibition. He will be there the first three days, Monday, Tuesday and Wednesday.

That some little idea may be had of the vastness of the enterprise the following figures are given. There is a \$60,000 prize list and over seventy buildings are in use. There is stable accommodation for over 1,500 horses and the same number of cattle. There are forty live stock barns for this purpose. The grand stand will seat 16,800 people and the lawn in front of it will accommodate 8,000 standing. Time, time and again, this lawn has been packed to capacity, which means the grand stand has been filled first. An exhibition that can draw over a million people in twelve days must have attractions that are substantial. This was the figure for the year 1913, and last year it was 946,400, and had there not been some wet days it would have overtopped the million mark. The fact that it has been running annually for forty years is evidence of its stability. Nor is it to be considered only for amusement. In fact, while there is abundance of entertainment features, these are greatly over weighed by the substantial features that cover almost

every form and feature of human endeavor. The farmer the merchant, the manufacturer, the workman, the housewife, the artist, the musician, in fact every calling and temperament will find satisfaction in the wonderful displays and manifestations of human effort. One speaker stated it very correctly when he said: "It is a great popular university, a shrine of educational organization. Every new idea in industry, in art, in education is most speedily and effectively passed on or introduced to the people through the medium of our National Exhibition. Those who regard it only as a place of amusement underestimate its real value and its tremendous influence. It is a kind of popular university."

The constant efforts of the management is to furnish inspiration, education and entertainment to the individual citizen and power, purpose and collective ideals to the country at large.

This year will see a vast assortment of war trophies and hundreds of thousands of dollars' worth of war pictures that have been on exhibition before only in London and New York. One picture of Joseph Brant sold at auction for over \$125,000. One whole building will be devoted to the Canadian war trophies, while the big guns and aeroplanes and other large relics will be distributed about the grounds.

Another great feature is the race from Toronto to New York of aeroplanes and over ten thousand dollars in prizes are offered to the flyers for this event. Several American flyers have entered in this race. This is the first event of its kind ever attempted. It is to test out the feasibility of an air route between Toronto and New York. There will be German Fokkers flown during the exhibition by the great Canadian aces, Cols. Barker and Bishop. There are thirty-two surrendered German aeroplanes assembled at the grounds of the exhibition. The Prince of Wales will fly in one of the planes with Col. Barker while at the exhibition, and he will start the first flight to New York and return.

A great musical treat has been prepared in securing the famous Grenadier Guards Band from England. It will cost the management over \$25,000 to bring this band over. It is also expected that some of the Jackies from a British warship will be present and give demonstrations.

The wonderful pageant this year before the grand stand excels any past effort of the management. Upwards of 1,500 people take part in the performance, producing one of the most spectacular achievements that has ever been presented at the exhibition. Allenby's memorable entry into Jerusalem will be presented with the precise color and life of the original event. All the picturesqueness of the orient will be there in truthful representation. The surrender of the German fleet in the North Sea will also be given.

A scene at the Canadian National Exhibition.



The Embargo on Hides and Leather

Can the Objective of the Embargo be Attained?—Is Canada Able to Regulate World Prices of Hides and Leather?—What Will be the Results on Manufacturing Industries in the Leather Trades?

THE placing of an embargo on hides and leather as announced in the last issue of the SHOE AND LEATHER JOURNAL came as a surprise to many in the leather trade. Immediately there was much speculation as to what the results would be. There can be no reason to doubt the good intentions of the government in taking the various steps it is taking in the work of reconstruction and bring the commercial and social life of the country back to normal. And in this is included the tremendous task of reducing the present cost of living summed up in the terse term of "The High Cost of Living."

It is also a remarkable fact that shoes and leather have possibly received more attention from newspapers and other sources in regard to their price than any other commodity. Just why this should have been is difficult to determine. Some of this attention, and we may say criticism, has been quite unfair to manufacturer and retailer. Some of it came from a lack of knowledge on the part of the writers of the making of shoes and the various materials and labor that enter into this work. It would seem that many people had no further grasp of the situation than that hides were the only consideration in the production of shoes, and when the price of hides went down or up shoe prices would immediately take a drop or rise. The fact that six or nine months must intervene between the hide and its appearance in some shoe did not enter into their heads. What might take place in that time might very materially affect the price of the shoes, and alter the whole situation.

On the surface and at first glance it may seem that the placing of an embargo on hides and leather would prove a beneficial thing for the Canadian consumer. Some claim that the manufacturers have difficulty in securing the leather they require from the tanners on account of its being exported. If this is true the embargo may be of benefit. But Mr. Scott, in his address at the recent Shoe Retailers' Convention held in Toronto, stated that during the war the Canadian tanners treated the manufacturers in Canada better than did the tanners of the United States. It can hardly be considered reasonable that in this time of reconstruction they would change their attitude and withhold from the manufacturers their products and export to other countries.

It should never be forgotten that the prices of hides and leather, and we may say largely the world prices, are regulated by the United States. This being true, it will be seen that Canada has not very much power in the fixing or regulating of these prices when it is also understood that leather is a world commodity and largely affected in price by a world market and world price. If Canada is in a position to furnish all her own hides the complexion is at once changed. But the hides furnished in Canada are of a lighter grade than those imported from the ranches of South America and the southern states. These light hides are not suitable for heavy sole leather or harness and belting leather. There is possibly a surplus of these lighter grades in Canada to-day.

But they will not affect the market to any appreciable amount.

There is, of course, a small number of range cattle in our own western provinces which are of the heavy grade, but these cattle are so badly branded that the value of the hides are greatly lessened. As many as five, six and even seven brands have been found on one side of hide. Mark, that is on one side. The other side would have some, too.

There may be a surplus of hides in America at the present time. But if so, no one knows of them except those who may directly be connected with their hoarding. Up to date no investigation has revealed their location. But whether there are hides or not every one knows there is an actual scarcity of leather, especially heavy leather, such as sole leather. Tanners and warehousemen in the United States invite an inspection of their premises at any time and are willing to demonstrate that they do not possess any great surplus of leather. The reason for this is the tremendous demand for leather for export trade. It has been shipped to European countries.

There seems to be no doubt but Canada can manufacture more leather of certain kinds than she can use. This being true, her shoe factories should be able to produce more shoes of certain lines than she can consume. What is the result, or what should be the result? Why an export trade. Now, is not an export trade one of the most healthy conditions any country can have? And has not the Canadian Mission in London under Mr. Lloyd Harris been urging our manufacturers to build up an export trade? Here we have an unusual situation. One department of the government urging a certain line of action in trade and commerce and another department placing an embargo that will restrict it.

As stated above, leather is a world commodity in a world market. Canada does not regulate the world price. Her efforts in this direction would be about as effective as a lap dog's bark compared with a lion's roar. It will at once be argued that with our own stocks held, naturally the price will come down. Let us consider another line of prices. Take farm produce. The smaller towns are very little if any lower in prices than the cities in these commodities. A year or so ago, wayside markets were established and people thought they would save the middle man's profits by purchasing direct from the farmer by the roadside. In most cases the prices paid there were no lower than those in the city and the only ones who could reach the newly established market places were those who were rich enough to possess motor cars. Now, why were not the prices by the roadside less than the city and why are not the prices in the smaller towns and villages less than the city? Very simple reason. These sellers in the small places obtain daily reports of city prices in the press and they regulate their prices not by cost of production, but by what the market price is in the large cities. Now this is not a combine. These people are in no connivance with the city merchants or commission men. It is just a case of human nature and they are following the natural instinct to get all they can.

The same rule applies with the price of hides. The Canadian price is governed by the Chicago market, and if one goes to the Canadian hide seller whether he sells country hides or packer stock he is governed by the Chicago market.

The question immediately arises, will the embargo correct this mode of procedure? In its present form there seems to be little prospect that it will. A surplus of hides may accumulate, but as soon as this occurs, a license may be obtained, and these can be exported. The same may apply in regard to leather. This being true, it is doubtful if the desired results will be obtainable.

In the case of sheepskins, it is estimated that 70% of the skins used in Canada are imported. Of the 30% of Canadian skins, 75% are not of nearly so good quality as those imported. Now the bulk of the leathers made from sheep skins are sold in Canada, and not a very excessive

export trade is done, the embargo does not affect the sheep skin tanners to any extent. It will be seen then that the present embargo with its license privileges, places us back to about where we were under war conditions.

But the big matter for consideration is whether the United States government and Canadian government are working together in this matter as has been reported in the daily press. If so, there will likely be better results. But the one big question in the minds of those affected or interested in the leather trades is whether retaliatory action will be taken on the part of other countries. Should this be done it will immediately defeat the purpose for which the embargo has been placed. Take the sheep skin industry as an illustration. While the leathers made from these are exported to a limited extent and in no way affects the price of shoes, an embargo placed by other countries on these skins would cripple the industry here very severely with no result in the lowering of shoe prices. Our regular trade would also be greatly handicapped. Our importations of hides are so much greater than our export trade that we would feel the effects very severely. In kids and the finer grades of leather of which we are compelled to import extensively we would be tied up very closely and the results aimed at by the embargo would be lost. Only time will tell whether the objective of the embargo will be reached or not. But it certainly cannot affect prices at an immediate date, for the six to nine months of tanning process must be taken into consideration always in considering price drops in shoes.

EXPRESSIONS ON THE EMBARGO

Mr. John B. Harris, President of the Harris Abattoir Co., Toronto, in an interview given recently said: "There never was any justification for the high mark reached ten days ago, and while the embargo is partially responsible for the drop, the public's protest, in what amounted to almost a boycott of the market, had a big effect.

"I don't know how or why hide prices got so high," he told The Globe recently, "but I do know there was absolutely no necessity for it. Prices were absolutely too high; there wasn't nearly the value in a hide to justify the price that was being asked. In my own opinion, I think you will see hide prices go cheaper the world over, as a result of increased production, and because the people are saving by refusing to buy leather, preferring to patch up what they have. When harness and shoes and other leather products get as high as they have become the people simply won't buy them."

At the U. F. O. convention recently Secretary J. J. Morrison denounced the embargo on hides, which, he said, reduced the price at which the farmer could sell his hides. "I think the farmer is the last man in the world who should kick," declared Mr. Harris. "He's been getting 40c a pound, and I've seen the day when he sold for 2c. Perhaps not next month or in two or three months, but before long he'll be fortunate to get 20c a pound for his hides."

But it will be three or four months at least, Mr. Harris says, before the consumer can receive any benefit from a declining market. It takes that long for the hide to pass from the farmer to the tanner, to the shoe manufacturer, the wholesaler, the retailer, and eventually to the consumer. Shoes now on the market and in process of manufacture are made of high-priced leather, and the consumer will have to foot the bill.

Mr. Alfred Minister, manager of the Minister-Miles Shoe Company, said he could not state offhand how much reduction in shoe costs could be expected from a ten-cent decline in the hide market. It would be very small, he thought, and in any event could not affect shoe prices until next spring.

NEW VENTURE FOR J. I. F. ANTHES

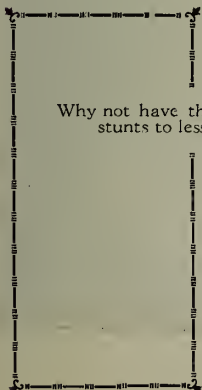
The many friends of Mr. J. I. Frank Anthes, of Montreal, will be interested in learning he has opened a Manufacturers' Agency in the Drummond building of that city. Mr. Anthes has had a most extended experience with the Canadian Consolidated Rubber Co., in various executive capaci-



J. I. FRANK ANTHES

ties, which has fitted him most thoroughly for carrying on a business such as his new one will be. He will specialize for the present in materials required for the rubber and leather shoe industries. The trade should greatly benefit by his new enterprise, and so far as we know he is the pioneer to establish a broker's agency in the interests of the rubber trades.

"Choosing Help: How I Pick Mine," will be an article in Sept. 1 "Shoe and Leather Journal."



Why not have the public try these stunts to lessen shoe costs?



Maritime Shoe Jobbers' Convention

Interesting Gathering at Amherst, N.S.,
of Shoe Men of the Eastern Provinces

THE first semi-annual convention of the Maritime Wholesale Shoe Association was held in the Parish Hall on August 8th. There were in the vicinity of fifty delegates present, representing the various shoe interests of Eastern Canada. The organization was formed last April at a large gathering in St. John, this being the initial convention held.

The morning session was called to order at 9.30 a.m. His Worship Mayor Rogers, on behalf of the Town of Amherst, extended a cordial address of welcome to the convention. During the course of his speech he remarked how Amherst, being the home of the largest and most successful boot and shoe factory in the province, was a most fitting place for the convention to assemble.

The Amherst Boot and Shoe Co. had grown from a small shoe shop in 1867 to its present leading position, with annual sales amounting to one and a half million dollars. The company employed nearly two hundred hands and had never missed a dividend in forty years. Much to the credit for this fine showing was due the present management, who have grown up with the business since its infancy. Mayor Rogers then referred to the recent government legislation, which forbids further export of hides and leather until the home market is supplied. In conclusion he expressed the hope that the short stay in Amherst would be enjoyed by all. The freedom of the town and good will of the people were theirs.

Mayor Hayes, of St. John, replied to the address of welcome on behalf of the Association. He referred in very complimentary terms to Amherst and her industrial standing. He also spoke in appreciative terms of the late M. D. Pride, and of the appropriateness of Amherst holding the convention. In closing he thanked Mayor Rogers for their hearty welcome to the town.

The meeting was then thrown open for a business session. At eleven o'clock an address on the "Why and Wherefore of the Association" was delivered by the President, Mr. Fleetwood, of St. John. He prefaced his speech with a short

history of the organization which had been formulated last spring. The main purpose of the convention was to better the shoe trade in general by increasing the co-operation between the various factions, such as the manufacturer, wholesaler and retailer. Petty jealousies would be eliminated, and in their place would come unity and friendship among all. All questions of difference between the different trades would be thoroughly discussed and if possible a satisfactory agreement arrived at. In this way the general efficiency of the business as a whole would be vastly bettered. President Fleetwood's address was listened to with rapt attention by all present and although brief, ably set forth the ideals of the organization.

The next speaker was Mr. C. S. Sutherland, manager of the Amherst Boot and Shoe Co.

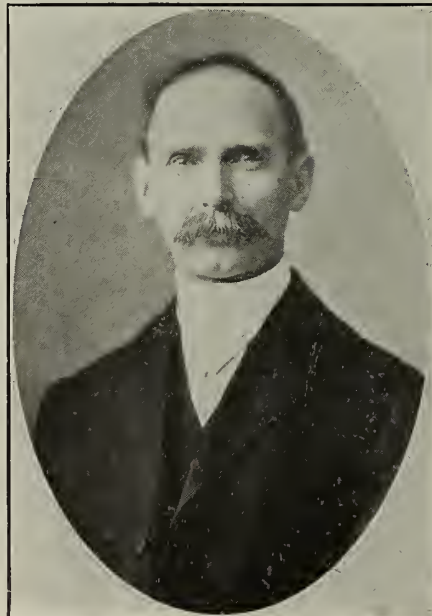
Things Salesmen Should Know About Leather and Shoe Construction

An Address Given Before the Maritime Shoe Association Convention by C. S. SUTHERLAND

IN all ages men have made things because they needed them. It is an old and true saying that necessity is the mother of invention. It has been shown that one of the earliest necessities felt by man was some kind of protection for the feet and that his ingenuity was promptly exercised in providing a suitable covering for them. When ages ago primitive man first suffered the discomfort of walking barefoot over sharp-edged rocks or over ground littered



MAYOR HAYES
St. John, N.B.



MAYOR PRIEST
Pictou, N.S.



C. S. SUTHERLAND
Manager Amherst Boot & Shoe Co., Limited

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 sandals. Strange as it may seem, the development of the "gentle craft" of shoemaking, as it was called in ancient times, to the present highly organized industry, has been accomplished within the last half-century. It is a far cry from the primitive foot-covering such as sandals, shanks or green hide, wooden shoes, etc., which our forefathers used to wear, to the highly artistic and shapely article which is in use at the present time. Shoemaking was formerly a pure handicraft and it was by the introduction of machinery for performing some of the more difficult parts of the work that this great change has been brought about, until to-day machinery affects almost every operation in the art. The passing of the old-fashioned shoemaker, however, presents a most interesting phase of our commercial development, for it is well within the memory of most of us that he of the awl, the waxed end and the lapstone has disappeared, and in his place has come the modern shoe factory with all its high organization. Interesting as it would be to trace more in detail the making of wooden and other primitive styles of shoes, yet we are more concerned with the manufacture of leather shoes, an industry which has made its greatest progress and received its greatest impetus during the past quarter of a century. Doubtless some of us well remember the time when the shoemaker went from house to house making boots and shoes for each member of the household, a process known in "ye olden time" as "whipping the cat." The head of the house purchased a side of sole leather and a side or two of heavy upper leather, tacks, nails, thread and bristles for the waxed ends, then the knight of St. Crispin was sent for, who came to the house and began work; measures were then taken and gradually a pair of boots was evolved. The speaker well remembers his first pair, which was a pair of low shoes of heavy grain leather with pegged bottoms, and the amount of pride he took in displaying them to his envious play-fellows. (Needless to say they were quite different in color and shape from the present-day mahogany calf recede toe variety.) In this case it meant a stay of the shoemaker of from ten days to a fortnight to supply father, mother and the ten children. One man with few tools and no machinery, made the boots from start to finish; coarse, crude and for the most part ungainly as we would say to-day, yet they answered the purpose for which they were made; and many men and women who have left their impress on the world's history, stood in such shoes of the early days, those ugly yet strong attempts to satisfactorily cover the feet of men, women and children.

In the new order the maker of shoes no longer works from sun to sun, for the machinery of to-day has so increased the capacity of man's hand that a little group of workman can, by its aid, produce in a few hours a quantity of shoes, which the old-time shoemaker, working single-handed, could not hope to equal in a year of labor. The shoes so manufactured possess comfort and every essential feature which makes a shoe desirable, to a degree commercially impossible for the workman using the old-fashioned methods.

On the factory system, all human feet are treated alike. In the handicraft the shoemaker deals with the individual foot, measuring, cutting, shaping, sewing, etc., with one object in view, the making of boots that will fit and give good service. The machine-made boot has been standardized and with all the different widths and styles we now have, it is a rare case that a person cannot be properly fitted. The fact that very few boots are made to order now, pretty clearly indicates that the machine-made boot, while theoretically not regarded as equal to the hand-made article, is

nevertheless in fit, comfort, flexibility and strength a really great success. A visit to a modern shoe factory transforms a pair of boots into a work of art. "Only a pair of boots," we say, and yet in order to produce those boots, scores 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.

The excellent footwear of to-day could not be produced, except at great increase in cost, without the aid of machinery.

The first step in the process of actually making a pair of boots is the cutting of the upper stock. In some factories this is done by placing the metal pattern of the different parts upon the leather, by the cutter, who then runs a small, sharp knife along the edges of the pattern, cutting the leather to conform to it. Here again the genius of the inventor comes in, and a machine has been evolved, called a clicker, in which dies are used instead of the flat metal pattern, which enables the operator to clearly see the entire surface of the leather he is cutting out, and it is obvious that the pieces cut by the use of any given die must be identically the same. This machine is labor-saving, leather-saving, and more accurate than the old hand method.

After the cutting process the various upper parts are assembled in the fitting department, where they are counted and stamped with case numbers, etc. Some of the edges require to be skived to a bevelled edge. This is done on a skiving machine, and in order that the edges may be folded to give the particular edge in which it is performed a more finished appearance. Then there is usually some ornamental work done along the edge of the toe cap. The process of stitching is the next step, two methods being employed—dry thread for the finer grades and waxed thread for the heavier and coarser grades. The various other operations then follow, such as closing, rubbing seams smooth, press edges, make and put in linings, put in hooks and eyelets, vamping, lacing, trimming and inspecting; after which the uppers go to the lasting department. While the uppers are being made in the fitting department the bottoms are being prepared in the sole-leather department. The sole leather is cut into strips about the sizes necessary for the soles; the rough and uneven places are then skived off, followed by rolling in a heavy rolling machine to firm the leather up. This takes the place of the hammering done by the old-time shoemaker, and brings the fibre of the leather very closely together, thus greatly increasing the wear. The strips are then ready for the dinking or dieing-out machines, and the out and inner soles, counters or heel stiffeners are cut out with dies. The soles are then stamped with the sizes, evened down to the proper thickness and then moulded into the shape of the boot. The heels and the box toes are now made and all sent to the lasting room to meet the uppers as before described. The first operation here is the assembling of the uppers, lasts, insoles, box toes, counters, etc., placing everything in proper position and making ready for the pulling over the last machine, which soon makes the boot ready for the lasting machine, which is one of the most wonderful inventions among shoe machinery. 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 and cement is then put in and the outsoles put in place by the sole-laying machine. The sole is rounded to the proper shape by the rough rounder machine and grooves made in the sole for the stitches, then the sole is stitched on by the Goodyear lockstitch machine. The lock stitch formed by this machine is a most durable one; using a thoroughly waxed thread, it holds the outsole securely in place, even after the connecting stitches have

been worn off. This pertains to the Goodyear welted shoe. It might be mentioned incidentally the other methods of bottoming shoes, such as McKay sewed, the outsole of which is stitched through the insole, leaving the stitches in sight, which are covered up by a sock lining. This method of course does not give as smooth a bottom as the Goodyear welt, nor do the stitches hold as well. The pegged and standard screw methods are used on the coarser and heavier grade of boots. The wood pegs come in the form of ribbon wood, which is fed into the machine, the machine cutting the pegs, driving them through the sole and cutting the points off inside—all in one operation. The standard screw wire is of steel or brass. The coil of wire is put into the machine, which revolves with lightning rapidity and the wire is screwed through the outsole and insole and securely clinched against the iron bottom last. This gives a very strong fastening for a shoe if the insole is good. The boots, after inspection, are ready for the bottoming process. The soles are made level by an automatic levelling machine. Innumerable other operations then follow, such as nailing seats, sole stitch separating, sanding shanks, etc., after which the heels are attached by the lightning heeler. The heels are then slugged, trimmed, breasted, scoured, etc., and edges trimmed, which brings the boot to the finishing department. Here the edges of the soles are colored and set, the heels burnished, the bottoms inked or stained, rolled and brushed. Then comes the treeing, where the boots are put on duplicates of the original lasts to bring them to their original shape when first lasted. Here the uppers are cleaned and ironed, then the finishing touches are given, the edges being brushed again, laces put in, and then the boot is cartoned ready for packing.

I have endeavored in my feeble way to trace the operations of making a boot in a modern shoe factory. It seems to me that a shoe salesman cannot know too much in regard to the details of the making of the goods he is offering for sale. Customers frequently question a salesman pretty closely in respect to the make-up of a boot, as to how things are done and why they are done, and if the salesman has an intimate knowledge of these details, he can answer all questions in an intelligent manner and point out certain facts that may be of interest and great helpfulness to a customer who has to deal with a critical public. I well remember when I first went on the road, and about the third man I called upon was one of those retailers who wants to show you all the different shoes he is buying, and asking you what they are worth, etc. The first shoe he threw down was a men's box calf bal. of a competitor, and looking me in the eye asked me the price. My knowledge of boots, leather and prices at that time would not fill a very large volume, but it was up to me, and I felt that I had to make a bluff at answering at any rate. By some stroke of good fortune I struck the price within about 5 cents of what he had paid (and 5 cents meant a lot in a pair of boots those days), and gave the man (wrongly, of course) the impression that I knew something about boots and their values. Needless to say, I endeavored to switch the subject of conversation at the earliest possible moment, so that I would not be running up against more of such embarrassing questions, and the first time I came into the factory I kept our general manager busy for a time answering questions as to the why and wherefore of the making of boots and prices.

The matter of knowing leathers is something that is of great value to a shoe salesman. In being able to tell at a glance whether a boot is made of calf, side leather, cordovan, buff, split, kid or any other of the many varieties, being able to talk intelligently along these lines to your customer, places you in good standing with him and impresses him with the fact that you know your business.

Mr. W. R. Stewart then gave a very interesting address on Rubber.

Rubber—From Forest to Foot

Rubber Traced From its Earliest History to the Present Scientific Uses in Thousands of Commercial Articles—By W. R. STEWART

“YOU know there are a great many things in this world which seem very small to us, and yet, without them, some of the most wonderful things would not have happened.

“Down in Brazil in South America, several hundred miles up the Amazon River, there stood a great forest of trees and in this forest—the same as in forests of to-day—were birds and animals and bugs and beetles, etc. You know, all trees are protected by nature; some are protected from bugs eating their leaves by other bugs eating these bugs; other trees are protected by having a thorny or bristly bark.

“In these forests in which the rubber tree grows there was a wood-boring beetle, and this beetle would attack these rubber trees, boring into them, but the tree, in order to protect itself, had a poisonous juice, and as soon as the beetle bored into the tree, this juice killed him. Then the juice would fill up the hole the beetle had made, and the tree would go on growing as before. In those days the natives around these forests (who were half Indian and half Negro) happened to find some of this juice sticking on the tree. They cut it off, rolled it together and made a ball, with which they would play games. The first mention of it was made by Herrera in his account of the second voyage of Columbus, wherein he speaks of a ball used by Indians, made from the gum of a tree which was lighter and bounced better than the far-famed balls of Castile.

“The first accurate information we had about this wonderful substance was from a French scientist, who was sent on a mission by his Government in 1735, which brought him into the very center of these enormous rubber tree forests, but even with the knowledge he obtained of this substance, rubber remained only a curiosity for many years. Its first practical use was for what you use it to-day in your day-school—rubbing out pencil marks. Just think! in 1820, nearly a hundred years ago, seventy-five cents would be paid for a piece of rubber half an inch long.

“The way they gather this rubber is very interesting. When it comes from the tree it is nothing but a milky juice. The natives of South America soon discovered that the white man was willing to pay them beads and other trinkets for chunks of this rubber, so they became active in gathering it.

“The trees are tapped very much like the maple syrup trees which you have seen, the juice is only found between the outer bark and the wood. So these men make a cut in the tree through the bark, almost to the wood. A little cup is then fastened to the tree by sticking a piece of soft clay to the tree, pressing the cup against it, and the juice runs freely into this cup. Sometimes they have from ten to thirty cups on one tree and the average yield of a tree is ten pounds of rubber a year.

“At the end of the day the cups are emptied into a large earthenware jug or calabash and brought to the camp, where they are poured into a large bowl.

“After the juice has been gathered in this way, the native builds a fire; over it he places a cover the shape of a large bottle with the bottom knocked out of it. This fire is built of oily nuts found in the forest, and the thick smoke arises through what would be the neck of the bottle.

“With a stick shaped something like the wooden shovels you use at the seashore, he dips into the milky juice in the

bowl, then turns this stick or paddles around very rapidly in the smoke until the juice bakes on the paddle. He then adds more juice and goes through the same operation again and again until there are about five or six pounds of rubber baked on this paddle. He then cuts this off with a wet knife, which makes it cut more readily, and that makes what is called a rubber 'Biscuit,' and starts over again for his next five or six pounds. Later, as the demand for these 'biscuits' increased, instead of the native using the paddle, he erected two short fence-like affairs about six feet apart, but parallel with each other, and in between was the smoky fire. Then he obtained a long pole, stretched it across these two rails and poured a small quantity of this juice on this pole, over where the smoke came in contact with it, and rolled the pole around until this juice was baked, adding more, until, instead of a small five or six-pound 'Biscuit' he would get an immense ball. In order to get this off his pole, he would jog one end of the pole on the ground until the 'biscuit' would slide off. This is the way crude rubber first came into our market and the way it comes to-day.

"Up to this time, these 'biscuits,' when exposed to heat, would become very soft and sticky, and when exposed to the cold would become hard like a stone.

"There was an American by the name of Charles Goodyear who had heard how the natives of the rubber-growing countries used this milky juice in many ways for their own benefit. One use they put it to was the waterproofing of their cloaks. "How could this be done so that our clothing would be made water-tight, and not yet be sticky in summer or winter? Goodyear devoted a great deal of his time to solving this problem, and, like many other great inventors, he passed through many trials. His many failures caused his friends to forsake him, and he was put in prison for not paying his debts. He persisted in his quest, however, and it was an accident at last that opened the way to discovery of the process of vulcanizing for which Goodyear was seeking. At Woburn, Mass., one day, in the spring of 1839, he was standing with his brother and several other persons near a very hot stove. He held in his hand a mass of his compound of sulphur and gum, upon which he was expatiating in his usual vehement manner—the company exhibiting the indifference to which he was accustomed. In the crisis of his argument he made a violent gesture which brought the mass in contact with the stove, which was hot enough to melt India rubber instantly; upon looking at it a moment after, he perceived that his compound had not melted in the least degree; it had charred as leather chars, but no part of the surface had dissolved. There was not a sticky place upon it. To say that he was astonished at this, would but faintly express his ecstasy of amazement. The result was absolutely new to all experience—India rubber not melting in contact with red-hot iron. He felt as Columbus felt when he saw the land bird alighting upon his ship and the driftwood floating by. In a few years more his labors were crowned with success.

"This great invention made it possible for you and me to have rubber boots and rubber shoes and many other things made of rubber.

"Up to this time, all the rubber was called Para rubber, named from the town of Para in Brazil, from which all rubber was shipped. The full grown trees are quite large, ranging sixty feet and over in height, and about eight feet around the trunk. It has a flower of pale green color, and its fruit is a capsule containing three small brown seeds, with patches of black. These seeds lose their life very quickly, so a great deal of care is necessary to pack them if they are wanted to plant in another place. The safest way is to lay them loosely in a box of dry soil or charcoal.

"I have been telling you of what is called the wild Para rubber, but as the demand for rubber increased, the seeds of the wild trees were planted in countries of similar climate to Brazil and they grew into large trees, so now we have not

only the wild Para rubber from which we get much of the rubber used in the United States, and of which there are at least 1,000,000 square miles of forest, but great plantations in South America, Asia, Africa and India.

"On these plantations, rubber trees are cultivated just the same as other crops. All weeds are removed and great care is used with the young trees. Low-growing plants which absorb nitrogen from the air, which enriches the soil, such as the passion flower and other sensitive plants, were planted around these small rubber trees, for it was found that when the weeds were removed to give the trees a chance to grow, the ground became hard and dry.

"The method of tapping is different, too. Instead of ten to thirty taps, a series of cuts the shape of a V is made on four sides of the tree, from the bottom up to as high as a man can reach, and a cup placed at the point of the V. Another way is to make one long cut down the tree and then cut out slanting channels about one foot apart into this, and put a cup at the bottom of the long cut: another is making a spiral around the tree with the cup at the bottom.

"With these big plantations some other way to cure the rubber had to be devised from the smoking process used in curing the native rubber which comes from South America. The milky juice is emptied from the cup into a tank and lime juice is added and it is then allowed to stand. The juice, as it comes from the tree, contains considerable water; this acid is added to separate the rubber from the water. So it now becomes somewhat like the 'biscuit' the native made, only it is a soft spongy mass. It is then kneaded, washed and dried and cut and run through a washing machine with grooved rollers. This changes the 'biscuit' into long, clean, crinkly crepe ribbons, which are thoroughly dried by hanging in a drying room. This is the way cultivated rubber comes into our markets to-day.

"Now that we have rubber so that it can be used, we find there are a great many operations necessary between gathering the crude rubber and finally the finished rubber coat or shoe. These various operations are called washing, drying, compounding, calendering, cutting, making, varnishing, vulcanizing and packing, and each of these main operations requires several smaller operations.

"The Grinding and Calendering Department is the one in which the crude rubber is washed, dried, compounded and run into sheets ready to be cut into the various pieces which constitute a boot or shoe.

"The cultivated rubber comes practically clean, but the crude rubber 'biscuits' contain more or less dirt and foreign vegetable matter which have to be removed. The rubber is softened in hot water for a number of hours and then passed through the corrugated rolls of a wash mill in which a stream of water plays on the rubber, as it is thoroughly masticated and formed into thin sheets. These sheets are taken to the drying loft. Here they are hung up so that the warm air can readily circulate through them and are allowed to remain from six to eight weeks, until every trace of moisture has been removed. The Vacuum Dryer is used where rubber is wanted dry in a short time. This is a large oven containing shelves. The wet sheets of rubber are cut in square pieces, placed on perforated tin pans and loaded into the dryer, which hold about eight hundred pounds of rubber. The doors are closed, fastened and by the vacuum process the water is extracted, leaving the rubber perfectly dry in about three hours' time.

"After the rubber is dry, each lot of which has been tested by the Chemist, it goes to the grinding mills, where it is refined on warm rolls and made ready for compounding or mixing. It is impossible to make out of rubber alone shoes that will withstand extreme changes in temperature; certain amounts of sulphur, litharge and other ingredients are necessary in combination with the pure rubber to give a satisfactory material.

"The gum from the grinding mills is taken to the mixing



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mills, where, between the large rolls, the various materials are compounded into a homogeneous mass. The compounded rubber goes from the mixing mills to refining mills, to be prepared for the calenders.

"The calenders run the rubber into sheets, press the special designs and markings into the rubber, which is to make the soles, mark the engravings which are sometimes seen on the uppers or coat the rubber on to fabrics which are to be used for linings, or for the outer part of the cloth shoes, gaiters and arctics.

"The lining and such parts as can be piled up layer on layer are cut by dies, usually on the large beam-cutting machines, commonly seen in leather shoe factories. The uppers are cut by hand from the engraved sheets, while metal patterns are used on the plain stock. The soles are cut by specially designed machines. The sheets of rubber from which the uppers and soles are cut are at this stage of the work plastic and very sticky. It is necessary on this account to cut the various pieces one by one and keep them separately, by placing them between the leaves of a large cloth book. In an ordinary rubber shoe there are from twelve to fifteen pieces, while in a common boot there are over twenty-five pieces.

"The various pieces are next delivered to the Making Department, where they are fitted together on the 'lasts' or 'trees,' in such a way that all the joints and seams are covered and the lines of the shoe kept exactly. Considerable skill is required to do this, as all the joints and seams must be rolled down smooth and firm to ensure a solid boot or shoe. The goods are all inspected before they are loaded on the iron cars to go to the Varnishing Department, where they receive the gloss which makes them look like patent leather.

"From the Varnishing Department the shoes are taken to the Vulcanizers, which are large ovens heated by innumerable steam pipes. The shoes remain in these vulcanizers from six to seven hours, subjected to extreme heat. The heating or vulcanizing process fixes the elasticity of the rubber, increases its strength enormously and unites the parts in such a way as to make the shoe practically one piece.

"The shoe next goes to the Packing Department, where it is taken off the 'lasts,' inspected, marked, tied together in pairs, sorted and packed. They are then sent to the Shipping Department to be shipped immediately or stored in one of the spacious storehouses.

"In addition to these general steps there is required, of course, a large office force organized into departments for handling the orders, the supplies, the payment of the small army of operators, and so on. A printing office is also necessary. There are, too, the thoroughly organized departments of machinists, pipers, carpenters and painters, as well as a force of engineers and firemen necessary for the operation and maintenance of the plant.

"Besides there are various special departments; for example the chemical laboratory and testing department, where all the supplies that go into the construction of the boots or shoes are tested to insure a uniformity of product. The laboratory is also continually testing the wearing properties of the various boots and shoes, as well as carrying on research work. A dyeing department colors the various materials used for linings.

"Then there is the Last Factory, where the maple blocks are made into finished lasts and boot trees on which the shoes and boots are formed: also a Foundry, as many of the shoes and boots are made over metal lasts and trees. A special department is charged with preparing the thousands of patterns needed for the various parts of the different shoes. The department watches carefully the manufacture of the goods, noting defects in construction, and is constantly studying the changes in leather footwear, designing new styles to meet the ever-varying modes of Dame Fashion.

"Now gentlemen, remember when you next use your rubbers, that had it not been for a beetle in the forest and man's inventive genius rubbers would not have been possible."

The final speech of the morning was made by Mr. Peter A. Doig, sales manager of the Tetrault Shoe Mfg. Co., Limited, of Montreal. Mr. Doig took as his subject "Salesmanship."

His remarks were chiefly in the way of advice to the commercial travellers but proved equally interesting to all present, as they included a wealth of valuable business lessons. He based his remarks around the text of a "definite policy," and showed how essential this was in business life. Efficiency and organization were necessary in all undertakings. He referred to salesmanship as the most important department of commercial life because it was the connecting link. Salesmanship is not purely a cold-blooded scientific affair, it is a work in which a salesman meets his fellow men in a broad, friendly and honest fellowship. Mr. Doig also dwelt on the necessity of a salesman always feeling fit. You cannot put your best into your work if you have been out carousing the night before. Keep away from "booze" and all other things which usually accompany it, if you value a clear mind and a healthy body, was Mr. Doig's advice. Be sociable, and if you desire to entertain do so after business hours. The speaker also dwelt on the advisability of having a definite object in view when making a call. Leave your customer or prospective customer feeling that you have arrived at a clear understanding as to future business. The successful salesman must be a highly respectable man, who will always create an impression that he is sincere and honest in all his dealings. Always keep in mind that your firm and the goods which you are selling are judged by your appearance and conduct. If you make a good impression on your customer, it stimulates an interest in your firm and the goods which you are offering; on the other hand, if through neglectful and slovenly methods, untidy appearance or unclean actions you convey a bad impression, it will rebound on your firm and on your merchandise. During the course of his speech he brought in many personal experiences, illustrating the different phases of road work. His whole subject was treated in a manner which held the closest attention of all present, and proved of incalculable benefit to all who were fortunate enough to be present. Mr. Doig is a man who has had a wide experience in salesmanship and was thoroughly familiar with his subject. His address was certainly a splendid effort and greatly appreciated by all.

The Entertainment Features

At one o'clock adjournment was made for luncheon, after which a motor trip was enjoyed to Northumberland Straits. This strait along the beautiful drive ways was most thoroughly enjoyed by everyone present. About half-past two o'clock the welcome call came that the clam bake on the shore was all ready and while this was a rather new idea in the "eats" line for some of those present, its novelty made it the more enjoyable. So much did our friend Peter Doig enjoy these that he decided to "dig" a few clams to take back to Montreal, and have a bake down on the river bank of the good old St. Lawrence.

Following the bake a program of sports was run off that afforded a great deal of merriment for the onlookers, and a great deal of satisfaction for those who took part. That the eastern leather men are real good sports is manifested by the nature of the sports arranged. Trap shooting was the first event and every good shooter demonstrated it would not have been well for a German to have stood within the range of their guns had they been in the great event overseas. Next came a baseball game which was more than enjoyed, for it showed that some of the "has beens" are still "have gots" in knowing how to punt the pill or knock home

runs. Several very hotly contested foot races were pulled off and showed that the leather people of the maritime region are a fast bunch.

After a number of hair-raising motor boat races the party took the cars and returned to Amherst, which ended a



Peter digging clams

very profitable and enjoyable day, and every one feeling it was all too short and anxious for the date for a similar event in 1920.

SHOE AND LEATHER TRADE JOTTINGS

(Continued from page 30)

Commission did not have adequate data upon which to base its conclusions, and that while occasionally there may have been advantage taken of the excited condition of the public mind with regard to prices, there has been nothing to warrant the statement that as a whole the trade has been "profiteering." A meeting of the executive of the National Shoe Retailers' Association of the United States has been called to consider the accusation as far as the retail shoe trade is concerned. Here is what H. B. Scates, president of the Massachusetts Association, says:—

"We, as retailers, are not so much concerned at the sensational news of 'shoe profiteering' as most consumers would think. We know that conditions have been abnormal in leather supplies all through the war, and up to the present our customers have had a pretty square deal on the matter of prices. But within the last 90 days there has been a panicky condition in buying and selling, due to free foreign demand for our leather, foreign buyers being willing to pay 15 cents and more a foot than prevailing market prices.

"This situation of course forced up the price of leather to domestic buyers, and the hide and skin dealers, in turn, demanded advances from the leather tanner for the raw skins. Upper leather has approximately doubled in price in 90 days, and unless vigorous action is taken, the end is not in sight.

"The shoe merchants—the men who meet the consumer face to face—have long deplored the speculative condition which has arisen, and will welcome any government action that will stabilize the present chaotic condition. We will particularly welcome an investigation of our branch of the trade as the shoe merchant has only been passing on to the consumer the cost burden imposed upon him during the evolution of the raw skins to the finished shoe.

"Our books were opened to the federal trade commission

and every facility afforded them in their investigation. Retail shoe profits average, as always, about 7 per cent., for all classes of stores averaged together.

"It is important to note that the report says that retail shoe prices are unjustified, due to cost burdens added before they reach the retailer.

"We welcomed the promised investigation particularly because our stocks of shoes now being made we bought at much higher prices than a year ago. In addition, shoe manufacturers are now asking us to pay \$2, \$3 and \$4 more for shoes for next spring, and even those ridiculous prices are not based upon leather at present quotations.

"We shoe merchants depend upon doing a volume of sales to meet our expenses, and we do not want to see shoes at impossible prices."

Spring Shoe Samples.—Many manufacturers have their new samples ready, although there does not seem to be as much hurry to get them into the hands of retailers. To take the plunge requires more courage than usual, nevertheless some have already taken it. Few manufacturers have their arrangements made for materials, and prices will therefore have to be based upon present prices of shoes in most cases and subject to market conditions at the time of delivery. The advance asked, especially in the finer grades, will prove somewhat staggering, and some dealers will naturally feel like awaiting developments in the leather market. From what the SHOE AND LEATHER JOURNAL can gather, there is no hope for abatement in the prices of fine leathers before spring stocks are cut, and no one is prepared to say that conditions will be any better for buyers six months from now. The world-wide famine in shoe materials seems to be growing more pronounced than ever and it is hard to say where prices will stop before the demand for leather eases. The larger buyers seem to be taking this for granted and are ordering liberally to cover their requirements for next spring. The jobbers seem to be even harder hit with the unusual conditions than even the retailers. With regard to styles, there is every reason to expect the continued popularity of the low shoe in spite of the continued shortness of skirts. Oxfords, pumps and Colonials will still be to the fore with the reign of the fancy buckles. White goods for sporting purposes will be more popular than ever, although for golfing purposes the tan shoe will hold its own.

DEALERS HAVE STOCKS BEFORE RISE IN PRICES

A. H. Geuting, president of the National Shoe Retailers' Association, of the United States, in an interview, denied that retailers were profiteering, and also stated that the probable prices of shoes this fall would range from \$8 to \$12, in contradiction of the statements predicting fabulous prices for shoes in the coming fall.

When asked on what he based the statement on the probable fall prices, Mr. Geuting said:

"I have stated that the prices for shoes this fall will range from \$8 to \$12 because of the fact that practically all of the retailers have bought their fall stock or had placed contracts for them before the sharp increase in the cost of leather of the last sixty days. There is no basis for the reports that shoes will cost as high as \$30 a pair in the fall.

"If the present prices of materials and the present high cost of labor still exist next fall, it is probable that the prices might rise as high as \$15 or \$20, but to look that far ahead is like looking for trouble.

"The shoe retailers are charged with being profiteers, when we are charging prices that are only 75 per cent. over the pre-war prices of five years ago. It is ridiculous and unfair to make these charges for this one line of merchandise when everyone knows that the advances in the shoe industry are much below the advances on innumerable articles of merchandise."

Severe Arraignment of Shoe and Leather Trade

United States Trade Commission Says Shoe Prices Are Not Justified—Drastic Comments on Hide, Leather and Shoe Conditions—Report Says Prices of Shoes Not Warranted Even by Advance Shown in Hides and Leather—Remedies Suggested to Congress

THE Federal Trade Commission at Washington has found that the high price of shoes cannot be justified by underlying economic conditions. The Commission, after exhaustive inquiry into the price of hides, leather and shoes, is reporting to Congress that the larger packers control the hide supply and have taken excessive profits and passed increased costs to subsequent steps in manufacture and distribution; that the tanner has taken exceptional profits; that the manufacturer of shoes has taken unusual margins and that the prices charged by the retailer are not justifiable, each factor in the industry adding to the burden he had to bear before he passed it on to the next. The summary of the Commission's report is as follows:

Summary

This report treats of conditions in the leather tanning industry, including the hide trade and the boot and shoe industry, as well as the merchandising of shoes. The period covered by the inquiry is from 1914 to 1918 inclusive, except in regard to certain financial data. The outstanding facts established by the inquiry are as follows:

- (1) Between 1914 and 1917 the prices of hides, the principal factor in the cost of producing leather, greatly advanced and the differential between country hides and packer hides increased beyond the usual proportion, due to the more marked increase in the price of packer hides.
- (2) Though there was an increase in the cost of hides to the tanner, the prices of his product—leather—advanced to a point that could not be justified by the cost of producing it. This conclusion is supported by the high rates of return on investment received by tanners.
- (3) The cost of manufacturing shoes increased greatly between 1914 and 1917, but, as evidenced by the high rates of return on investment, not to an extent that warranted the prices at which manufacturers sold their product.
- (4) The absolute margins of profit taken by retail shoe merchants per pair of shoes grew wider as their costs of shoes increased, because their rate of profit remained substantially without change.
- (5) As a result the public had to pay prices for shoes that could not be justified, not only because retail shoe dealers took too much profit, but because the dealer had to pass on to the consumer the excessive profits received by butchers for hides and also the excess profits of tanners and shoe manufacturers.

During the progress of the war in Europe, even before the United States became a belligerent, the demand for leather and leather goods for the allied nations of Europe had a marked effect on prices. The demand was not only for large quantities of leather and shoes, but there was pressure for quick delivery. Either one of these factors would tend to stimulate prices and both of them together brought rapid and marked advances in the prices of both leather and shoes and also of hides and skins.

When the United States entered the war there was immediate demand for shoes and other equipment made of leather to meet the requirements of the army. The shoes needed by the Government were required to be made of specified high-grade leather. Only the better grades of hides could be used in making such leather, and as a result, hides, especially the better grades, rapidly advanced in price. The situation became so acute that in 1918 the War Industries Board undertook to provide means of supplying the tanners with hides at fixed maximum prices. Maximum price for leather was also fixed for the shoe manufacturers. The demand for labor in other industries compelled tanners and shoe manufacturers to increase wages.

There are two well recognized classes of domestic hides, i.e., packer hides and country hides. Packer hides include those taken from cattle in regular slaughtering establishments, while country hides include all others, such as are taken off by small butchers and farmers. The quality of country hides as a class is generally considered not as good as packer hides, and there has always been a differential in price in favor of the latter.

Between 1914 and 1917 there was a remarkable advance in the price of hides. From 1914 to 1917 the price of heavy native packer cowhides advanced more than 68 per cent., while the corresponding grade of country hides increased less than 42 per cent. The actual increase in price of packer and country cowhides in the two years was 13c. and 7c. per pound, respectively. A comparison of these actual increases with the percentage of increase indicates that the differential between packer hides and country hides was widened beyond the usual proportion.

More than 75 per cent. of the cattle and 65 per cent. of the calves killed by wholesale slaughterers in the United States are killed by five large meat packers. The best hides are taken off by these wholesale slaughtering concerns and the cattle killed by the five large packers are uniformly heavier than those killed by the smaller ones. These five large meat packing concerns thus have a high degree of control of the grades of domestic hides that are reputed to produce the best grades of leather. Somewhat less than half of the hides used by the tanners of the United States are imported. Four of these five large packers produce a large proportion of the cattle hides that are available for import into this country. In those classes of hides that enter into the production of the lighter leathers there is not the same degree of control in the hands of packers as in the heavier grades, yet some of these same packers are very important factors in the country hide trade. Taking into account the extent to which these five large meat packers control the domestic hides, the extent to which they control the hides that are available for import and the extent to which some of them are engaged in the country hide business, and taking also into account the extent to which they are engaged in the tanning business, they seem to be in a position largely to control the hide market.

The system of handling and marketing country hides is not satisfactory. The farmer, and often the small butcher, usually sell their hides without grading. As a consequence of this method of purchasing hides from the primary owner it is often the case that no distinction is made between those hides that are well taken off and well cured and those that are not.

The Tanning Industry

During the four years 1914 to 1917 the cost of producing sole leather increased from 9c. to more than 20c. per pound of leather produced. About 85 per cent. of the increase was due to the increased cost of hides. The increase in cost, other than for materials, including overhead expenses, during four years ranged from about 1½c. to 3c. per pound of leather produced. For upper leather the increase in the conversion cost between 1914 and 1917 was in some cases

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when you offer them such values and give them such complete wear satisfaction in Footwear as are obtainable in

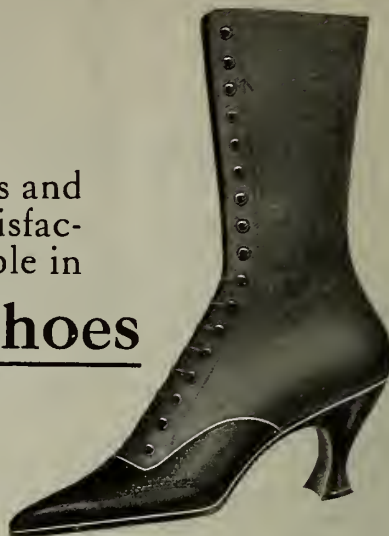
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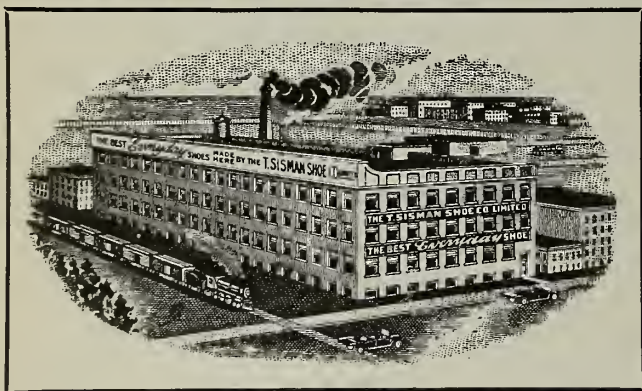
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NAMES THAT MEAN

DEPENDABILITY

in Footwear, and that are always associated with progressive and reliable merchants.

“Best Everyday” and “Aurora”

For in the production of these two well-known lines Sisman's create and maintain a standard in shoemaking that enable the shoes to win unlimited popularity with dealers and wearers.

“BEST EVERYDAY” is acknowledged everywhere as something superior in a staple shoe for steady everyday wear—the shoe for comfort and long service.

“AURORA” is of the same honest quality and represents the same sound value—with a degree of style added that makes it suitable for more select wear. The certainty of satisfactory sales in handling these shoes is worth a lot to you. Your Jobber can supply you.

THE T. SISMAN SHOE CO., Limited
Aurora, Ontario

as much as 100 per cent. though the total cost of producing this class of leather, including the cost of the hides, was approximately only 70 per cent. The cost of producing kip upper leather, including the cost of the hides, increased during the four years about 75 per cent., while the cost of producing calf leather increased a little more.

The earnings on investments in the tanning business were very much greater in 1916 and 1917 than they were in 1914 and 1915. The poorest results were in 1914. Of 53 representative companies 24 earned less than 10 per cent. in 1914 and 11 had earnings of over 20 per cent.; while none earned as much as 40 per cent. In 1917 only two of the 53 companies earned less than 10 per cent., 32 earned over 20 per cent. and nine earned over 40 per cent.

The Shoe Manufacturing Industry

There was a great increase in the cost of producing shoes between 1914 and 1917, the principal increase being in the cost of leather. Between 1914 and 1917 the cost of leather increased from 40 to 100 per cent.—in a majority of shoes the increase was over 50 per cent. The cost of materials other than leather, such as linings, trimmings, cartons and packing cases, increased at approximately the same rate as leather. Labor and general expense did not increase at so great a rate as either leather or other materials. There was but little difference in the rate of increase in the various elements of cost of shoes except for misses' shoes, which had a greater increase in leather cost than any other class, and children's and infant's shoes, which had a greater increase in cost for materials other than leather. It should be noted in this connection that leather constituted from 50 to 70 per cent. of the total cost of all classes of shoes in 1914, except infants', and by 1917 this percentage had increased to about 60 to 75 per cent.

The manufacturers' selling prices of shoes increased at a somewhat greater rate than costs. In 1916 costs in many instances were less than 1917, but reductions in selling prices occurred in only about half of the shoes showing reduced costs.

The rate of return on investment was much greater in 1916 and 1917 than in 1914 and 1915. Out of 256 companies where comparisons could be made for these years, 23 had losses in 1914. By 1916 earnings had increased until there were only three companies with losses and in 1917 there were eight. There were 102 companies out of 236 that had earnings of 15 per cent. or more in 1914, while in 1917 there were 169 companies in this class. More than one-third of the companies here considered earned 25 per cent. or more in 1917, while only about one-sixth earned this much in 1914. Of 236 companies 104 earned 25 per cent. or more in 1916.

Shoe Merchandising

The gross profits of wholesale shoe merchants generally ranged above 20 per cent. of the cost and they were somewhat greater in 1918 than in previous years.

There was a heavy increase in the price of shoes to consumers between the years 1914 and 1918. The retailers' gross profit is around 50 per cent.—sometimes more and occasionally less. In 1914, the retail merchants' rate of profit was somewhat lower than it was in 1918. The absolute amount of profit per pair of shoes was very much greater in 1918 than in 1914. A good work shoe for men that cost the dealer \$1.75 in 1914 and retailed for \$2.50, cost him \$2.75 in 1918 and retailed for \$4.00. In this instance the retailer took a margin of 75c. in 1914, or 42 per cent., and in 1918 a margin of \$1.25, or 45 per cent. In a group of shoes that cost the retailer from \$2.00 to \$2.50 in 1914, a large proportion of them retailed for \$3.50 with a percentage of gross profit ranging from 40 to 64 per cent. The same shoes in 1918 cost the retailer from \$3.05 to \$4.45 per

pair and retailed at from about \$5.00 to as high as \$7.00 per pair, with the percentage of profit ranging from 39 to 69 per cent. In 1914 the retailers' absolute gross profit for this group averaged a little more than \$1.00 per pair, while in 1918 it averaged more than \$1.80 per pair.

The absolute amount of money necessary to conduct business in 1917 and 1918 was greater than in 1914, but the relative cost of doing business practically did not change. The percentage of total sales of dealers that was expended for the conduct of business was approximately the same in 1917 and 1918 as it was in 1914. The volume of business of more than 50 wholesalers increased 32 per cent. in four years, while their actual expenses in dollars and cents increased only 24 per cent. The actual expense of 53 retailers handling a general line of good shoes was 26 per cent. of their sales in 1914, and the expense of 61 dealers in 1917 was the same. Stores handling popular priced shoes had a lower rate of expense as compared with sales than the general class of dealers. It is to be noted also, these popular price stores had a lower rate of expense in 1918 than they had in years prior to that time.

Retail Prices of Shoes

Taking into consideration all the circumstances, the high prices of shoes in 1917 and 1918 cannot be justified. Leather manufacturers, shoe manufacturers, and retail shoe merchants all made unprecedented profits.

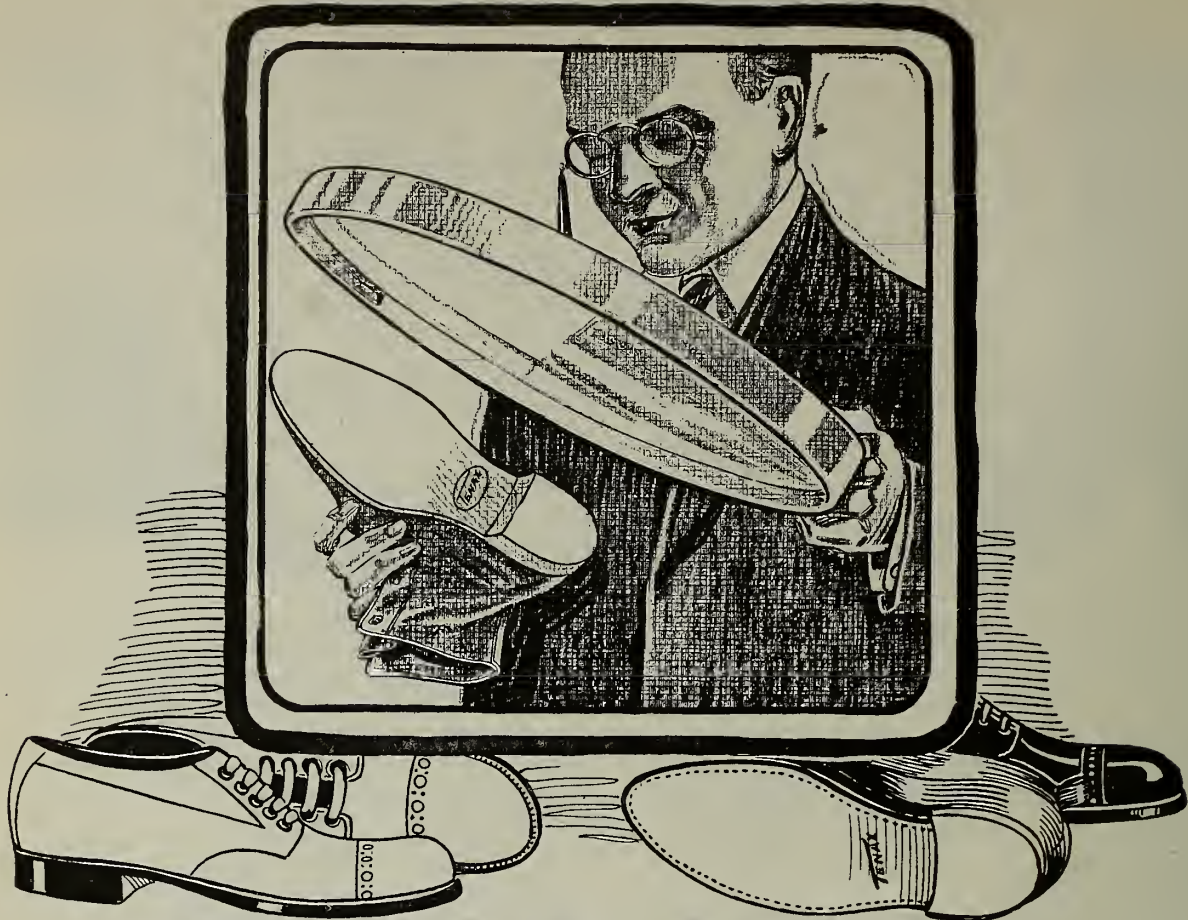
It should be noted in this connection that prices were bound to advance considerably between 1914 and 1917, even though no large profits were obtained. There was an increase in the cost of hides and all other materials used in the manufacture of leather. The shoe manufacturer had to pay much higher prices for leather and other materials and also more for labor as the war progressed. While the shoe merchant did not take a larger percentage of profit on the cost of shoes, the application of the same percentage during the war, as was used prior thereto, gave him a much larger absolute profit per pair of shoes.

The best standard for judging whether or not the prices of a commodity are reasonable is the percentage of the profit on the investment employed in its production and sale. Measured by this standard, slaughterers took more than they should for hides, tanners charged more for leathers than they should, and shoe manufacturers likewise charged too much for shoes. Even in 1914 the tanning industry was prosperous; in perhaps a majority of cases earnings were 10 per cent. or more and only a very few suffered losses. By 1916 and 1917 it was rather unusual for a company to earn less than 20 per cent. A similar comparison for manufacturers of shoes shows that more than twice as many made a profit of 20 per cent. or more in 1916 and 1917 as did in 1914.

The rate of return on investment to shoe merchants cannot be stated, but it is evident from the volume of business they had and from the gross margins of profit they received per pair of shoes, that their business was very profitable. Taking into consideration all the circumstances, especially the circumstance that the United States was engaged in war, the large profits taken by slaughterers for hides, by shoe manufacturers and retail shoe dealers, cannot be justified, and there is consequently no justification for prices that consumers have been compelled to pay for shoes.

Some relief from the intolerable prices by consumers for shoes may be had by (1) a rigid enforcement of the laws against monopolistic control of commodities; (2) legislation forbidding producers of hides engaging in the tanning business, and (3) the adoption of a device in the distribution of shoes that will acquaint the consumer with the selling prices of the manufacturer.

The complete report will be ready for distribution within a week or ten days.



TENAX SOLES

(GUARANTEED)

THEY LOOK ATTRACTIVE

and make a very neat and natty shoe. But that isn't all. It's only one, and a small one, of the merits that make Tenax Soles a better substitute for leather than the leather itself. The other and more important things are not visible. The quality of wear, for instance, which puts Tenax Soles in a class by themselves, is not apparent to any inspection. And so with everything else.

All fibre soles look very much alike. Their quality, however, is very different. Therefore, unless you can test them satisfactorily for yourself, the only safe way is to buy from a manufacturer whose products are well-known and widely-known, and whose guarantee means something.

Send for samples. Made in black, white, and tan, both full soles and tap soles, in all sizes for men and women. Tenax is also made in sheet soling 36 x 48 inches and in all the usual thicknesses. Stocks are carried at all Branches.

Tenax Soles will Never Crack or Break.

Made by **GUTTA PERCHA & RUBBER LIMITED.**

Toronto, Halifax, Montreal, Ottawa, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria.

Rubber Footwear Notes

Season Unusually Quiet—Tennis and Sporting Goods Moving—Raw Rubber Inactive But Firm—Manufacturers Getting Ready Tennis Lines for Next Season.

RUBBER footwear of the ordinary varieties are very dull just now. The long period of drought has kept even light rubbers from moving, so that in addition to the heavy lines that had to be carried over from last season, a considerable quantity of goods that usually disappear during the summer months are still on the shelves or in the cellars. As a consequence dealers are doing considerable grumbling, although the activity of leather goods has taken their minds off rubbers to some extent. The request of the Shoe Retailers' Association for an extra month of dating in next season's placing orders has been forwarded to the various factories, but nothing can be done apparently until the new season approaches, when no doubt the communication will be followed by a personal interview with the rubber magnates. So far, the latter decline to express any opinion as to the outcome.

Tennis Goods.—The present season has been the best yet with regard to tennis and sport goods generally. Dealers report an unprecedented demand for all kinds of summer wear, and in some lines it has been found impossible to meet it. In children's goods the call has been insistent for all colors and grades and there does not seem to be enough to go around. In ladies' wear there has been an immense call for white lines, created by the abnormal prices in fancy leather footwear, and manufacturers and jobbers have been at their wits' end to keep up with the sorting trade.

Manufacturers are now busy on the new season's samples, which will be ready shortly, and will evidence the fact that they intend that next season will witness another big season in this particular line. Numerous changes in lasts and styles will be found, and if the leather shoe prices continue to hold strong, there is no doubt but that many people will continue to substitute rubber footwear for the leather product during the summer months. It is fairly certain on this account that rubber shoe salesmen will meet with a most encouraging reception when they go out with the new lines.

Crude Rubber Market.—In spite of the plentifulness of raw rubber stocks, the market holds firm at recent advances, as there are indications that planters intend raising prices. It is claimed that in the past month or two shipping space has become scarcer, and this with the general tendency to include rubber in the general upward trend of prices will tell, it is claimed, on the market. Nevertheless first latex pale crepe is quoted at 42c and Upriver Fine Para at 55c, with other brands in correspondence. Scrap rubber is quiet, although dealers are firm in their demands.

DOMINION RUBBER SYSTEM HOLD PICNIC

The Dominion Rubber System held its annual picnic at Waterloo and some idea of its extent may be had from the fact that 7,000 people attended. This is an immense throng to be at one picnic, but it was a huge success. One notable feature of the affair was the splendid arrangements that were made, which permitted the day to go off without hitch or trouble. This is what the Kitchener News Record says of that feature:

"When the picnics arrived at the park they found everything had been well thought out beforehand. There

was the nursery tent in charge of competent ladies, who cared for the infants when the mothers were taking in the events. During one time in the afternoon two score of little tots were peacefully sleeping in perfect safety. The waking of one aroused the others and the attendants had a merry time for a few minutes. It did not take long to soothe the little ones, however, and everything passed off peacefully. Then there was the sand plot, and oh how the kiddies did enjoy it. It was only half large enough, but at that it was one of the real pleasure spots of the day. Fond mothers and fathers sat and watched their little ones enjoy themselves. There was the quiet zone for tired mothers and the first aid tent in charge of competent nurses, but luckily in spite of the large crowd not an accident marred the pleasures of the day.

There were also fireworks and a dance in the evening until 12 o'clock. Mr. N. M. Davison, office boy, publicity man and general all round utility man of the Consolidated Felt Co., and also the same for the city of Kitchener, was official hand-shaker, but no one knew it till the day was all over. That's it, N. M. always furnishes the brains and enthusiasm and lets the other fellow do the work. But that's generalship after all.

OLD TANNERY TORN DOWN

Here is what the Walkerton, Ont., Times says about the recent tearing down of an old tannery in that town:

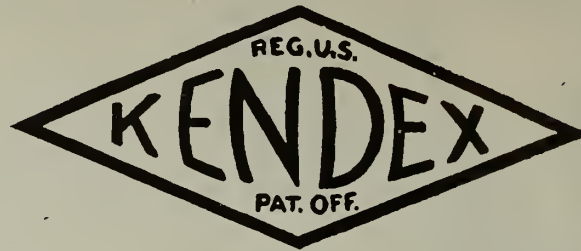
"A Toronto wreckage gang, which is tearing down old buildings to secure timber and other material for the erection of new structures in the city, removed an old landmark from the scenery here last week when they tore down the John Arscott tannery in the West ward, which had been standing for over forty years, and was one of the town's live industries in the not too distant past. Of three tanneries which were running at top speed in Walkerton less than a quarter of a century ago, none are now extant, which shows the fate that has overtaken the tanning industry in the small town. Now a few big tanneries control the leather trade, which accounts for the exorbitant prices of shoes in a land where hides are comparatively cheap and numerous. Of the three tanneries, the John Arscott one was the last to close, its two local compeers having ceased operations some years before. Two of the tanneries have now been torn down and as the other is moss-covered and long since fallen into decay, the tanning industry has perished from the scenery in this section, never probably to be revived again."

COLUMBUS RUBBER COMPANY'S NEW CATALOG

One of the handsomest catalogs we have seen this season is that of the Columbus Rubber Co., of Montreal, Limited, featuring their line of "TIPPERARY" Shoes, for athletic and summer wear, for the season 1920. This new catalog, which is just off the press, shows a number of new styles in the latest lasts and every style featured is sure to be popular and a good seller. The Company states that the demand for "TIPPERARY" shoes last season was the greatest they have ever experienced and they anticipate an even greater demand next season.

It is time for retail merchants to think of canvas shoes for next season. The importance of making their placing order large enough to take care of all possible demands cannot be over-estimated. Last season, many dealers were caught without an adequate stock on hand and lost many sales. The saying "Forewarned is forearmed" is trite but true. The Company will be glad to send a copy of this handsome catalog and price list to any dealer requesting it.

"How Ottawa Won Early Closing" in next issue of the "Shoe and Leather Journal"



INSOLE STOCK

Made in white, oak and black colors. All weights from 2½ to 8 iron. It is absolutely fast color and a non-conductor; put up in sheets or rolls; uniform thickness and flexibility. An excellent insole for McKay or welt shoes, also for middle soles. Cuts and finishes to a clean edge.

SEND FOR SAMPLES

KENWORTHY BROS. CO.

**STOUGHTON
MASSACHUSETTS**

Represented in the Province of Quebec by HORACE D'ARTOIS, 224 Lemoine St., Montreal

COLLIS CALF LEATHERS

**We Originate
Others Try to Imitate**

Known all over the world as being the Best
COLORED CALF made, and acknowledged
by everyone as the finest manufactured Calf
Leathers for fashion's favorite shoes.

COLLIS POPULAR BROWNS
Numbers 2 and 3

Collis Leather Company, Limited
Aurora, Ont., Canada

TORONTO REPAIRMEN'S PICNIC

On Wednesday, the 13th of August, the Toronto Repairmen's Association held their annual excursion and picnic at Niagara Falls. The day was an ideal one for picnicking, and everyone was in the proper spirit to enjoy it to the full. The boat left at 7.30 with a bigger crowd than they ever held at any picnic in previous years.

In spite of the fact that the association did not solicit any assistance from the wholesale people they received more gifts and prizes and money donations this year than ever before, some of the firms being more than anxious to contribute to the association's fund. Among those who contributed were the Anglo-Canadian Leather Co., C. S. Hyman Co., Beardmore & Co., United Shoe Machinery Co., Chas. Parsons & Sons, Breithaupt Leather Co., P. B. Wallace & Son, Chas. Tilley & Sons, Joseph King, Gutta Percha & Rubber Limited, Goodyear Rubber Co., Panther Rubber Heel Co., Miner Rubber Co., I.T.S. Rubber Heel Co., The Dunlop Rubber Co., Robt. Ralston Co., and the Nugget Polish Co. The two latter and Chas. Tilley did not appear on the program, as they were not heard from before programs were printed.

This year the party took the gorge route to the Falls, going up on the American side, which gave the members time to do a little sight seeing over the river before gathering for the games. After reaching the Canadian side the following splendid program of sports was run off in record time and with little friction.

On the boat the I.T.S. Rubber Heel Company distributed badges which were all numbered, and there were four sets of duplicate numbers, two for the men, two for women, two for girls and two for boys. This afforded a great deal of merriment on the boat by persons having to hunt for the one holding the duplicate number. Of course, no one knew what these numbers were, so the search was long and interesting. Finally Wess Allen, of C. Parsons & Sons, Toronto, spied a man who had a number that looked very much like his. He coralled him, and sure enough they were twins. The lucky man was Mr. Robertson, Sr., father of Mr. Chas. Robertson, past president of the association. The prizes were two umbrellas. Then Mrs. Butterworth, with the eye of a detective, saw a woman wearing a badge whose number resembled that of her decoration. She grabbed the wearer, and then they embraced each other. "You're it," exclaimed Mrs. Butterworth. "So're you," came back Mrs. Chamberlain, and then they admired a couple of handsome vases for being the lucky number wearers. Next two boxes of chocolates went to two young women, and two watches were given to the two boys who possess the twin numbers. The prizes were given by the I. T. S. Co.

100 yards race: Members 34 years and under: 1st prize, J. Ozard; 2nd prize, F. Lewis; 3rd prize, J. Hendry. 100 yard members 35 to 50: 1st, Chas. Robertson; 2nd, L. Ketson; 3rd, A. Long. 50 yards, 50 years or over: 1st, Mr. Smallwood; 2nd, Mr. Burnill; 3rd, Mr. Burnett. 50 yards Fat Man's Boot race: 1st, Chas. Jeeves; 2nd, Mr. Butterworth; 3rd, Mr. Chamberlain. 100 yards Handicap, employees: 1st, E. Pemble; 2nd, B. Dunn; 3rd, T. Campbell. 50 yards Members' wives Egg and Spoon race: 1st, Mrs. Smallwood;

2nd, Mrs. Robertson; 3rd, Mrs. Moulds. 50 yards Ladies' Race, open: 1st, Mrs. Millen; 2nd, Miss A. Babbington; 3rd, Miss B. Dunn. Fat Ladies' race: 1st, Mrs. Robertson; 2nd, Mrs. Barry; 3rd, Mrs. Wager. 50 yards, 22 years and over, Thread and Needle race: 1st, Mrs. Canning; 2nd, Mrs. Millen; 3rd, Mrs. Campbell. 100 yards Ladies' race, 16 to 21 years: 1st, Miss B. Dunn; 2nd, Miss J. Dunn; 3rd, Miss R. Jeeves. 100 yards, Boys' race, 16 to 21 years: 1st, P. Sparks; 2nd, Chester Hutchinson; 3rd, Louis Moulds. 100 yards, 12 to 15: 1st, W. Cook; 2nd, Albert Ketson; 3rd, W. Foster. 75 yards, 9 to 11 years: 1st, Willie McGuffin; 2nd, Tom Moulds; 3rd, Howard Baldwin. 50 yards, 6 to 8 years: 1st, Roy Everett; 2nd, Henry Hunt; 3rd, Tom McGuffin. 50 yards, Girls' race, 12 to 15 years: 1st, Kitty McGuffin; 2nd, Nan McGuffin; 3rd, Bessie Foster. 50 yards, 9 to 11 years: 1st, Irene Barry; 2nd, Doris Foster; 3rd, Lily McGuffin. 25 yards, 6 to 8 years: 1st, Jean Robertson; 2nd, Doris Batchelor; 3rd, Evelyn Barry. 25 yards, Child's race under 6: 1st, Gordon Robinson; 2nd, Harold Long; 3rd, Bruce Campbell. Boys' Wheelbarrow race: 1st, W. McGuffin and W. Cook; 2nd, W. Foster and W. Smallwood; 3rd, S. Baldwin and H. Young.

Mrs Robertson has demonstrated her ability as sprinter, having won many races in the past and this year won two



1—Charlie Jeeves winning fat man's race. 3—Wess Allen delivering that peroration on the boat. 3—Mort. Marcus showing how Panther heels will make a man sprint.

firsts, the fat woman's race and the race for members' wives.

President Hendry is red-hot for the new viaduct now. A freight train separated him from Mrs. Hendry at the Yonge St. crossing, and while they waited, the boat pulled out without them. Maybe the president wasn't sore. But the next boat took them all right.

Vice-President Burnill is a real sprinter, but some way Arthur Smallwood reached the tape before him this year.

Chas. Jeeves is going to put in a stock of trunks and bags, he has won so many of the latter he can stock his store. The one he received on Wednesday he gave to his son just returned from overseas.

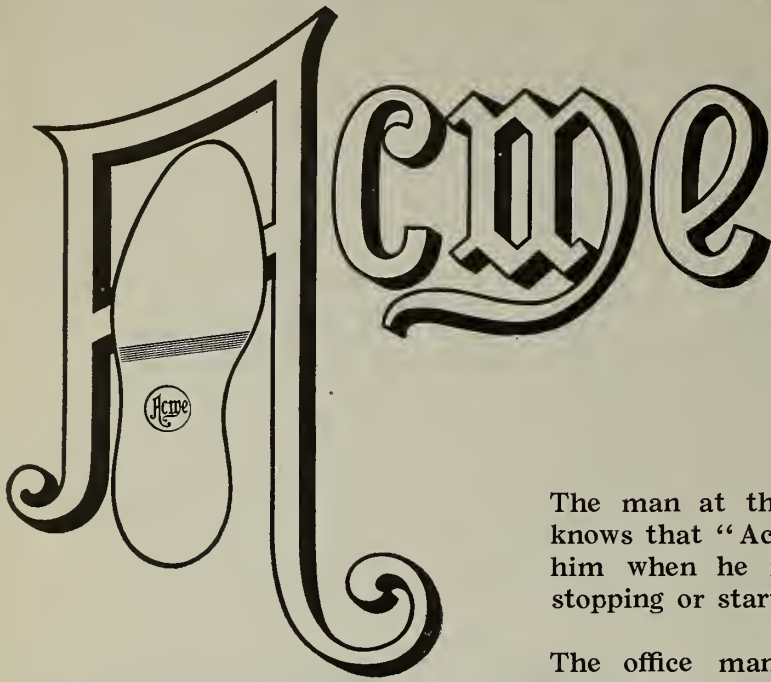
The Robertson family showed up well at this picnic. First of all, Charlie sold over \$100 worth of tickets, then won first in the 100 yards members' race. Next his father won the I. T. S. umbrella prize, and Mrs. Robertson won two first prizes in the races. All that surely constitutes a champion and should have won a special prize.

Secretary Burnett may shave off his moustache. For

(Continued on page 57)



Snapshots at the Repairmen's Picnic.



All Your
Customers
Can be
Acme "Sold"

The man at the wheel of the automobile knows that "Acme" Soles will never worry him when he is concerned about sudden stopping or starting.

The office man, wearing "Acme" Soles, coming and going easily with a springy, silent tread, adds his quota to the elimination of unnecessary noise, and, at the same time, experiences an exceptional degree of foot comfort.

"Acme" Soles, so suitable to business men, are just as popular with their households.

Children love to skip about on "Acme" Soles.

Young girls relish the freedom which "Acme" Soles ensure from that embarrassing squeak.

"Boys will be (quieter) boys" when "Acme" shod.

The older people, likewise, enjoy the security from slipping which "Acme" Soles provide on wet or slippery streets.

"Acme" Soles are economical, too, for they outwear leather. They will not crack, nor dry out, nor rot. They are damp-proof and suitable alike for town and country wear. For camping out, or holidaying, in rocky places where the footing is insecure, "Acme" Soles are ideal.

All sizes and various thicknesses.
Colors: black, white and tan. Also
supplied in sheet form.

Dunlop Tire & Rubber Goods Co., Limited

HEAD OFFICE AND FACTORIES: TORONTO

Branches in the Leading Cities





AMONG THE SHOE MEN.

There is a change reported in the business of Ketilson, of Winnipeg.

Mr. Alf. Gelloult has been a business visitor in Western Ontario recently.

Mr. Lock, of the T. Eaton Co.'s. Winnipeg store shoe department, is on a buying trip east.

L. F. Jackson, of Toronto, has been spending several weeks with his folks at Arkona, Ont.

It is reported T. H. Bigwood, of Toronto, has been succeeded by Harold Johnston in business.

Mr. Mulhall, of the Ryan-Devlin Shoe Co., has just gotten back to business after a bit of a holiday.

Mr. Hy. Gross, who represents Nathan Cummings, shoe specialties, is registered at the King Edward, Toronto.

There is a change reported in the business of Sam. Berger, Montreal, who carried a line of boots and shoes.

Mr. D. B. Detweiler, of Hydro City Shoe Co., Kitchener, has been in Toronto on business during the last week.

Mr. Geo. Ferguson, representing the Tetrault Shoe Co., of Montreal, is on his fall trip through the Western Provinces.

Mr. D. J. Devine, of repair fame in Winnipeg, has a new Chev., but is so busy at his repairing he can't drive it.

Mr. J. W. Muir, of the Blachford, Davies Shoe Co., Limited, is in Montreal on business in connection with his firm.

Mr. R. M. Fraser, of Montreal, has been appointed sole Canadian representative for the Ballow Thread Co., Providence, R.I.

Mr. Alfred Bender, of Winnipeg, has just returned from overseas and has taken his old position with the Ryan-Devlin Shoe Co.

Mr. Alf. Fox, manager of the Yale Shoe Store, Winnipeg, has been east on a buying trip. His wife and two daughters accompanied him.

Mr. Sidney New, secretary-treasurer for the New Castle Leather Co., New York, recently visited Montreal on business for his firm.

Friends of Howard Bates, of the Sample Shoe Store, Winnipeg, will be pleased to learn of his recovery after an operation for appendicitis.

J. Heffering, who represents the Tetrault Shoe Co., of Montreal, has samples on display in his sample rooms, Lumsden Building, Toronto.

C. E. Fice expects to have his J. & T. Bell samples by September 1st. Mr. Fice's sample room is in the Stair Building, corner Adelaide and Bay Sts., Toronto.

Mr. Roy Graham, after a two and a half years' stay overseas, is back with the T. Eaton Co., of Winnipeg. He is now first assistant manager of the shoe department.

Reports from Quebec say the factories there are very busy, in fact busier than they have been for many years. There are sufficient orders in to keep them all going till February.

Harold Fitzgerald, who was with the Pocock Shoe Store, Winnipeg, before going overseas, is visiting his father in Chatham, and engaged with the Geo. Cowan Shoe Co., of that city.

Mr. Arthur Bell, who covers a territory in Western Canada for Blachford Shoe Mfg. Co., has been spending the last month at Presqu'ille Point, Brighton. He says it is such a delightful spot and there are so many real nice girls

at the Point this season that he will extend his holidays just as long as the weather and his business will permit him to do so. Go to it old boy!

Geo. Wheeler, manager of the shoe findings department of Kilgour-Rymer Co., Winnipeg, has returned from the Detroit Lakes. He motored both awys and spent a three weeks' holiday there.

Mr. Waddington, who opened a shoe store at 340 Portage avenue, Winnipeg, recently says he has no fault to find with trade this summer and feels sure of good business during the coming fall and winter.

Mr. Stuart Anderson, who represents Blachford Shoe Mfg. Co., has moved his home to Kingston, Ont. Mrs. Anderson has been very poorly this summer and we all hope the change will be very beneficial to her.

Morton A. Marcus representing the Panther Rubber Co., is at the King Edward Hotel, Toronto. Mr. Marcus is an ardent photographer, and took many good shots at the Repairmen's picnic at Niagara recently.

Mr. T. E. Bennett, salesman for Onyx and Georgina shoes in Alberta and the Coast, has spent some very pleasant holidays at Stoney Lake, and is now on a boat trip from Toronto to Quebec, taking in Montreal and Ottawa on his return.

Mr. Jarvis, the popular president of the Hamilton Repairmen's Association, has just returned from a happy nooneymoon trip. He was to have played ball against the Toronto aggregation who went up recently, but did not feel able to take part.

A bill has been passed in the District of Columbia, U.S., the license dealers in wearing apparel, food, fuel, etc., which will include the shoe and leather industries. A fair

FOR SALE—12 oak chairs, 6 with arms; special for shoe store. Bargain, \$3.50 each. J. H. Wood, 213 Roncesvalles avenue, Toronto. Phone Park. 3179.

TANNERY FOR SALE—Capacity about 300 sides per week, or 500 calf or sheepskins. Cheap electric power, shaving machine, setting machine, drums, etc.; good water. Will be sold cheap if sold at once. Apply Box 855, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.



ST. HYACINTHE SOFT SOLE SHOE COMPANY LIMITED
65 LAFRANCOISE ST. ST. HYACINTHE, QUE.

OUR MCKAY and 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 Black and Beaver Brown Box Kip.

Your Jobber will quote you prices, or write us direct

A. A. COTE & SON LTD. Successors to
St. Hyacinthe Soft Sole Shoe Co., Limited
St. Hyacinthe, Quebec



HOCKEY BOOTS

Every Jobber should inspect our range of Hockey Boots for next Season. We specialize in these shoes and are able to give you exceptional values. With their good Quality and moderate prices they will command wide sale.

Our Heavy Footwear

fills the demand for strongly made, comfortable, well finished Work Boots. They are good sellers and Profit Makers.

J. E. SAMSON, Reg.

20 Arago Street - QUEBEC, QUE.

CLARKE & CLARKE Limited

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

Beal's Shoepacks for Rough Work



The leather used is our own tannage, carefully chosen and fashioned into footwear in the best manner that skill and brain can conceive to get the maximum of resistance to wear and weather.

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

The Vulco-Unit Box Toe

Patented
Dec. 30th, 1913



Patented
Oct. 26th, 1915

THE VULCO-UNIT BOX TOE

Increases Factory production. Returns lasts to lasting room quicker; sends shoes to packing room quicker than any other method.

Beckwith Box Toe Ltd.
SHERBROOKE, QUEBEC, CANADA



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.**

price director will also be appointed to pass on what is considered legitimate profits.

Mr. Winter, of the Quality Shoe Store, Logansport, Indiana, was a visitor in Toronto recently for a few hours between trains and was most agreeably surprised at the retail shoe stores he found here.

Mr. J. D. Tallent, representing Chas. Ahrens Co., Kitchener, motored to Toronto last week from his home in London. J. D. is an enthusiastic motorist, having made a trip with his family to Chicago this summer and was accompanied by his brother-in-law and family from Detroit.

H. E. Dane, of the Dominion Rubber System (Ontario), Toronto, has been away on a holiday. H. E. is a truthful fisherman. Patiently he sat for many long hours fishing, alas! fishing. He returns to his office and says to his friends, "Gentlemen, I was fishing, but I didn't get a nibble, let alone a fish." Now what do you think of that for a fish story?

TORONTO REPAIRMEN'S PICNIC

(Continued from page 53)

three consecutive years he has won a razor. He declares the fates are very cutting in their choice of prizes for him.

Arthur Butterworth wants Charlie Jeeves to know that the latter would not have had a walk over in the fat man's race had Arthur not got laughing, which prevented him from stooping over and reaching his boots when he went to lace them. And Mr. Chamberlain says that next year they will have to use an army stretcher to carry him in.

DISTRESSING ACCIDENT AT KITCHENER

A terrific explosion of 100 gallons of gasoline in the impregnating plant of the Canadian Consolidated Felt Co. completely demolished the building at the rear of the main structure, smashed in all the nearby buildings and caused the instant death of August Hapshield and Adam C. Bauer, driver, and seriously injured Charles Scherer, three aged employees. Three or four employees, Harry Treblecott, Sam Lindner, Norman Plantz and several others were wounded by flying missiles.

The cause of the explosion is unknown. The garage beside the devastated building was also totally destroyed. The body of Hapshield was found some time after the explosion, buried under a pile of bricks and debris.

Workmen were in the act of boiling a chemical known as a cement, the component parts being benzine, resin and linseed, when the explosion occurred.

MR. J. F. SCULLY

Mr. J. F. Scully, who has been appointed to the position of Canadian representative for the New Castle Leather Co.,

headquarters in Montreal, is not new to the Canadian trade having been assistant to the retiring manager for the past couple of years.

Mr. Scully has been practically all his business career connected with the leather industry, having got his first job, with the New Castle Leather Co. in their New York branch. Working in various capacities he thereby gained a thorough knowledge of the leather business.

Mr. Scully, since coming to Canada, has become a real Canadian, and will any day pass up an exciting game of



FRED SCULLY
Montreal

baseball for a good game of lacrosse. His assistant in Montreal is Mr. Chas. R. Stephenson, Jr., from the New York branch of the New Castle Leather Co.

MR. C. A. DAVIES

(See Front Cover)

Mr. Davies, whose picture appears on the front cover of this number, is the president of the Blachford, Davies Co., Limited, Toronto. He is well known in the shoe trade, having been at it practically all his life. He was born in Windsor, Ont., a number of years ago, but not enough to take him out of active business life. He started when

"First Aid"
PATENT

ARROWSMITH

"First Aid"
PATENT

Shoe dealers attending the Toronto Exhibition are invited to visit the
ARROWSMITH Exhibit in Manufacturers' Building No. 2
(under grand stand) where many new lines of
Arch Props and Foot Correctives
will be shown.



Our Mr. J. R. Orr will be in charge,
and will endeavor to make your
visit as pleasant as
possible.



Canadian Arrowsmith Manufacturing Company, Limited
Niagara Falls, Ontario

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.

COGHLAN & COMPANY

110 Cannon Street, London, England
Cables "QUICKSEND"

Are prepared to act as sole selling agents to Canadian Boot and Shoe Manufacturers, and solicit enquiries from makers who can deliver large quantities promptly.

Bankers:
London Joint City and Midland Bank, Limited
EASTCHEAP, LONDON

CHAS. E. ROY & CO.

(REG.)

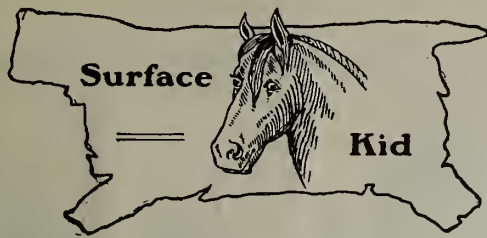
DEALERS IN

New and Second-Hand Machinery

Leather and Shoe Findings

Let us know your requirements
We may have what you want

31 Colomb St. QUEBEC CITY



SURFACE KID

GLAZED KID
SHEEPSKIN
CABRETTAS

Shoe Jobbers! When placing your order for goods made of Glazed Horse, be sure and insist on **SURFACE KID**, as it has the nearest appearance to Kid of any other similar stock on the market.

It is smooth, soft, pliable and durable, possessing all the qualities of genuine Kid.

GLAZED DULL and GUN METAL

MADE IN BLACK AND COLORS

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST

quite young with Wm. Griffith in Hamilton, and after graduating on the inside took to the road, where he was very successful as a salesman. Joining the W. B. Hamilton Co., in Toronto, he covered various territories for them and his long service of seventeen years speaks well of his ability as a salesman. Severing his connection with this firm he went into business with Mr. Geo. Boulter under the name of Boulter, Davies & Co., and later (about fourteen years ago) he established the present firm under the name of Blachford, Davies & Co., Limited, Mr. A. W. Blachford having joined him, but has since retired. Mr. Davies has just returned from an extended trip overseas, where he has been investigating the export trade.

OLIVER EATOUGH HONORED

The hosts of friends, not only in this country but in others as well, will be delighted to learn of the exceptional honour which has been conferred upon Mr. Oliver Eatough, managing director of the slipper manufacturing firm of Sir H. W. Trickett, Ltd., Waterfoot, who has been elected to the Vice-Moderatorship (or President next year) of the Lancashire, Cheshire and North Wales Baptist Association. This is the highest position which a layman can hold in the denomination, and it is about 25 years since a Rossendale layman held it, the position then being filled by the late Alderman George Shepherd, J.P., of Bacup.

Mr. M. A. DESMOND

Mr. M. A. Desmond, who for the past three years has been Canadian representative for the New Castle Leather Co., headquarters in Montreal, has resigned and taken over the management of the Fred. Rueping Leather Co., New York office.

Mr. Desmond, who has had long experience in the leather business, first started as a boy with the New Castle

Leather Co., in their Boston office. He was later transferred to the headquarters, New York City. Some years ago, when the business began to grow, Mr. Desmond was sent to the Montreal office as assistant, and shortly after was promoted to manager. Mr. Desmond from his genial personality and



M. A. DESMOND
Montreal

good heart has made many friends during his stay in the Dominion, and we wish him every success in his new position.

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.

Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

W. H. Staynes & Smith,

**HIDE and LEATHER
FACTORS**

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES" Leicester



"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"

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USMC

SANDPAPER

SANDPAPER is a general term used for Paper, Cloth Paper and Cloth when coated with either a NATURAL (Garnet, Flint, Emery, etc.) or ARTIFICIAL (Carborundum, Crystolon, Alundum, etc.) Abrasive.

YEARS OF EXPERIENCE IN MANUFACTURING SANDPAPER FOR ALL PURPOSES NECESSARY

FOR THE

Shoe Manufacturing Trade

ENABLES US
TO FILL

All Your Requirements

PROMPTLY

FOR

ABSOLUTE SATISFACTION

SPECIFY

UNION and AMUNITE

(Natural Abrasive)

(Artificial Abrasive)

United Shoe Machinery Co. of Canada, Limited
MONTREAL

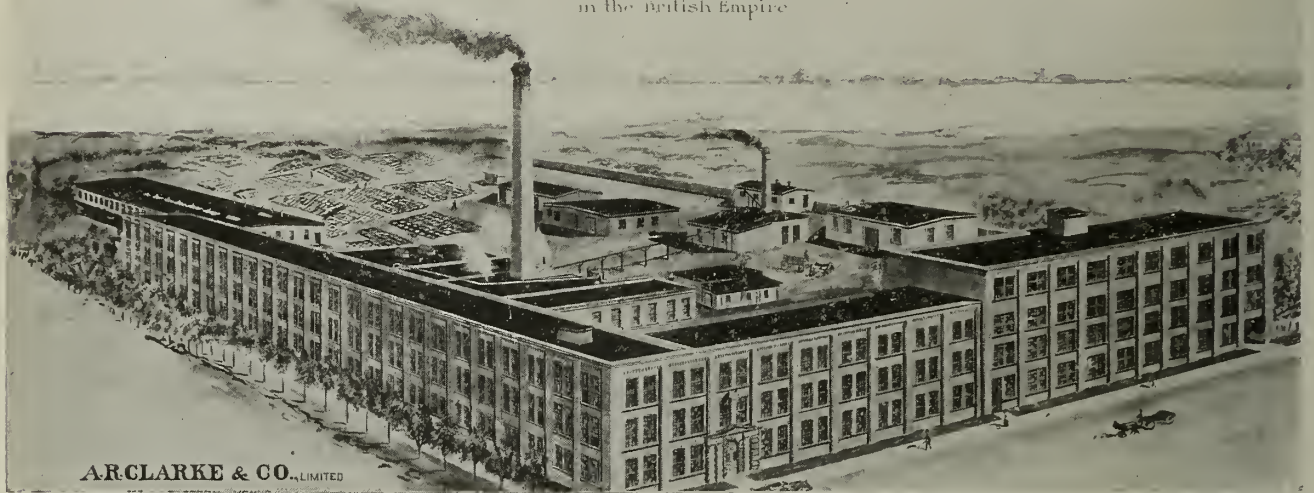
TORONTO
90 Adelaide St. West

KITCHENER
179 King St. West

QUEBEC
28 Demers Street



Established 1872
The Largest Patent Leather Factory
in the British Empire



The World-Wide Distinction attained by

CLARKE'S PATENT LEATHER

bespeaks a high standard of production
rigidly adhered to.

Naturally the value of that distinction
is shared by all those in the shoe in-
dustry, Manufacturer and Dealer, who
invariably make "CLARKE'S" their
choice in PATENTS.

A. R. CLARKE & COMPANY, LIMITED

*Largest Producers of Patent Leather
in the British Empire*

TORONTO

-

-

Branches at Montreal and Quebec

THE THIRTY-SECOND YEAR

TORONTO, SEPTEMBER 1st, 1919

THE SHOE & LEATHER JOURNAL



H.R.H. THE PRINCE OF WALES
Who Is Now Touring Canada

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO

A Flash in the Pan

A business which does not continually strive to create and maintain goodwill may flare into a brief success, but in time the flame will die away into the ashes of failure.

A business to succeed must earn the goodwill of its customers. Goodwill is the oxygen it must breathe to live.

We standardize the grades of Standard Kid and assume the obligation that every grade must be all that customers expect in quality and uniformity.

The price of a grade of Standard Kid may be forced up or down by market conditions, but the quality never.

We can accept orders of limited quantities for delivery after September of all colors except black.

COLOR 18—FIELD MOUSE

COLOR A—HAVANA BROWN

are in popular demand for Fall. Standard Kid is guaranteed to be colored through with pure dyes. It is not coated with a pigment or paint finish.

STANDARD KID MFG. CO.

MANUFACTURERS OF BLACK AND COLORED GLAZED KID AND PATENT KID

207 SOUTH STREET, BOSTON, MASS., U.S.A.

NEW YORK OFFICE, 610 TRIBUNE BLDG.

Factory, Wilmington, Del.

AGENTS

I. LOUIS POPPER,
Cincinnati, Ohio

GEO. A. McGRAW,
Chicago, Ill.

F. W. BAILEY & CO.,
St. Louis, Mo.

PIERRE BLOUIN,
Quebec, Canada



BETTER SHOES
WITH
BENNETT
TRADE MARK
DEPENDABLE COUNTERS



With the increased cost, the wearer expects better shoes.

The counter is the most important part of the shoe. *Choose wisely.*
Use BENNETT.

You cannot put better value in your shoes.

They will make good or we will.

BENNETT LIMITED
MAKERS OF SHOE SUPPLIES

ONTARIO OFFICE
28 King Street East
Kitchener

CHAMBLY CANTON, P.Q.
CANADA

SALES OFFICE
59 St. Henry Street
Montreal

Made in Canada by the largest shoe fibre makers in the British Empire



KITCHENER, ONT.

YOUR CONFIDENCE

is what we are after. Therefore
in the production of

BREITHAUPT SOLE LEATHERS

we are careful to maintain a degree of excellence by which our products actually *deserve* your confidence.

Now, more than ever before, with reliable leathers scarce and high priced, manufacturers must exercise the keenest discrimination in the choice of their materials.

In such a test of merit Breithaupt Leathers

Hemlock Union Oak

inevitably prove their superiority and establish themselves still more firmly as

The Standard of Canadian Sole Leathers

The Breithaupt Leather Co. Limited

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock



Dominion Calf



MADE IN CANADA



FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co. Limited
NEWMARKET ONTARIO

Anglo-Canadian Leather Co.
Limited

TANNERS OF

Maple Leaf Brand

SOLE LEATHER

CUTTERS OF

Tapsoles, Toplifts, Etc.

Tanneries : Huntsville and Bracebridge
Warehouses : Montreal, Toronto, Quebec

Warehouse and Factory :

665 King Street West, Toronto

Head Office : 218 Notre Dame St. West, Montreal

The Largest Sole Leather Tanners in the British Empire

Test the Power of Suggestion

Summer days are almost over and with their passing comes the desire of the majority of shoe retailers to stimulate business with the object of increasing Fall Trade.

Try the experiment of FEATURING BELL'S FINE FOOTWEAR in your show windows, and prove what a wonderful sales magnet they are.

Our salesmen are now out showing a complete line of Bell's shoes for Spring Nineteen Twenty.



J. & T. BELL

LIMITED
MONTREAL

Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.
C. E. Fice, Representative

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

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes



FORESIGHT IN BUSINESS

means looking ahead and anticipating the needs of your customers for certain lines of merchandise. Then, having an adequate stock on hand with which to supply your customers at the right time.

ARE YOU LOOKING AHEAD

and anticipating the demand you will have next Summer for canvas footwear? Have you considered the fact that there will be a greater demand for canvas shoes next season than last, due to the high cost of leather?

WILL YOU BE PREPARED

to take care of the future demand from your customers for a light, cool, comfortable, stylish canvas shoe? One that will wear well and look well and at the same time be economical.

"TIPPERARY SHOES"

FOR ATHLETIC AND SUMMER WEAR

will meet the requirements of your customers in every particular. They are worn for business, social and sporting occasions. Only such styles have been selected as will meet the popular demand and allow you to turn your stock over several times during the season.

NOW—IS THE TIME

to use "foresight" and prepare for big business next summer. Travellers will call on you for your *Placing Order* in a few days. Will you get your share of this profitable business next summer?

Our new catalogue is ready. Shall we send it?

The Columbus Rubber Company of Montreal, Limited

1349 De Montigny St East - MONTREAL

Branches—MONTREAL, OTTAWA, WINNIPEG, CALGARY



Shoes with Character



ARISTOCRAT LAST

The Just Wright
TRADE MARK SHOE

If you are cultivating a real classy trade, one that will bring to you the best people and profits that are satisfactory, you will find that JUST WRIGHT LINES have those characteristics that win and hold customers.

That's not advertising talk or hot air. The tremendous increase in sales of JUST WRIGHT SHOES is proof of this.

Every shoe is a confidence builder for you and your store.

E. T. WRIGHT & CO., Inc.
ST. THOMAS, ONT.

ANCHOR SCoured OAK SOLE LEATHER

SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

THE

LANG TANNING COMPANY

LIMITED

KITCHENER

-

ONTARIO

M

M

Beresford and Vassar Footwear.



Minister Myles Shoe Co.,
Toronto Limited



USMC

MADE IN CANADA

Improved I Beam Stands and Lasts

A Heavy Duty Reversible Set

for

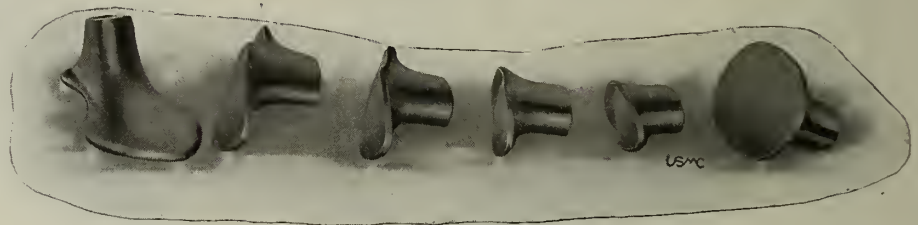
Shoemakers
and
Repairers



12-inch BENCH STYLE



26-inch FLOOR STYLE



Five Well-Shaped Lasts and Beating-Out Board

**Stands made in two sizes, each with five Lasts
and New Style Beating-Out Block**

Horizontal or upright positions by merely reversing the Lasts

Large Round Base

Substantially Built

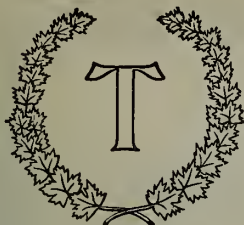
Lasts that are made for modern shoes

United Shoe Machinery Co. of Canada, Limited
MONTREAL

90 Adelaide Street West
TORONTO

179 King Street West
KITCHENER

28 Demers Street
QUEBEC



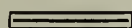
YOUR LAST CHANCE



If you have not already sent in your guess for
Tetrault's Big Contest

DO SO NOW

WRITE OR WIRE



The names of the prize winners
of our Annual Sales Guessing
Contest will be announced in
the September 15th issue of the
"Shoe and Leather Journal."

WATCH FOR IT

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

Paris, France

Montreal

London, England



Footwear Headquarters



From coast to coast, Ames Holden McCready Limited is Headquarters in Canada, not only for leather shoes but for

Rubbers Canvas Footwear Tennis *and* Outing Shoes Felts

The normal requirements of every Canadian retailer can be supplied by this company.

More than 5,000 retailers already appreciate the convenience and economy of concentrating their purchases with a house which can and will give prompt and dependable stock service on all varieties of footwear.

AMES HOLDEN McCREADY
LIMITED

T. H. RIEDER, President

"Shoemakers to the Nation"

HALIFAX ST. JOHN QUEBEC MONTREAL OTTAWA TORONTO
LONDON WINNIPEG CALGARY EDMONTON VANCOUVER

H. O. McDOWELL

H. N. LINCOLN

INTERNATIONAL SUPPLY CO.

IMPORTERS
MANUFACTURERS



JOBBERS
SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

EASTERN BRANCH
401 CORISTINE BUILDING
MONTREAL

MAIN OFFICE AND FACTORY
37 FOUNDRY ST. S.
KITCHENER

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

Lynn Wood Heel Co.,
Keene, N.H.
Wood Heels and Die Blocks.

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.

H. S. & M. W. Snyder, Inc.
Boston, Mass.
Kids, Cabrettas and Horse

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.

Crystolon

The Hardest Substance Known

(Except the Diamond)

Crystolon is the abrasive for the shoe trade. Its extreme hardness and brittleness make it particularly desirable for snuffing hides, buffing and scouring leather specialties and shoes.

Being brittle, the tiny points of the abrasive surface are continually breaking off, thus forming an entirely new surface as sharp and effective as the first. This gives a continual sharp cutting surface until worn down to the backing.

Crystolon is made in paper, cloth and combination styles, in rolls, sheets and special shapes.

Manufactured by

Armour Sand Paper Works, Chicago, Ill.

For the BEST scouring on straight breasted heels
USE THE

Feeman Heel Breast Scouring Machine

For the BEST heel breast trimming on Louis heels
USE THE

Freeman Louis Heel Breast Trimming Machine

These machines are indispensable for those Manufacturers interested in time and money-saving machinery.

The Louis G. Freeman Co.

Cincinnati

Ohio

We have complete stocks of parts and supplies for Freeman Machines.

Superior*Quality*

"LIFE-BUOY"

Rubber Soled Canvas Footwear

1920 - SPRING PLACING - 1920

New Ideas

Prices of Leather Footwear are still soaring. The demand by the public for a greater volume of Canvas Footwear in 1920 will be the result.



"TUXEDO"

New Styles

We have prepared for this contingency by adding new lines that will give a wearing value, style and comfort, on a par with leather footwear.

During September our representative will start out with a new range of samples covering the entire Dominion. One of them will call on you in good time.

Do not place your order elsewhere until you have seen what our salesmen have to offer.

Remember the Brand



Your Favorite Summer Line

The Kaufman Rubber Co., Limited
 Head Office and Factory: KITCHENER, ONT.

MINER SHOES

FOR SPRING 1920

Our salesmen are now out with a larger and better range of shoes than ever before. "Quality and Style combined."

ATTRACTIVE PRICES

Having covered some time ago, we are in a position to give you goods, as long as they last, at prices considerably lower than present day quotations, and want our customers to benefit by it as far as possible.

ORDER AT ONCE

Do not hesitate to buy your Spring requirements at these prices as every thing points to higher prices for another year at least.

THE BIG IN STOCK SHOE HOUSE

Rush Orders Given Special Attention

The Miner Shoe Co., Limited

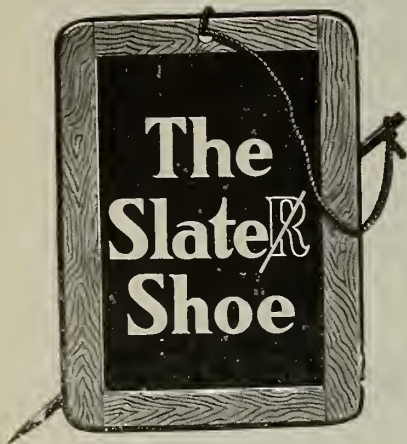
Montreal

Ottawa

Quebec

Toronto

Agents for the celebrated
MINER RUBBER FOOTWEAR



A Shoe

whose merit and popularity
is **Unquestioned**

In 1918, did you know the shoe situation would be as it is to-day?

Do you know what it will be in 1920, 1921, 1922 and on—?

During present market uncertainties we are giving Slater customers a service as near 100 per cent efficient as is humanly possible.

For the future—when you plan your Spring purchases better see if you can get on the list of Slater Shoe customers, and obtain the prestige secured by carrying Canada's best known shoe.

The Slater Shoe Co., Limited

MONTREAL

CANADA

BETTER RESULTS
and
GREATER ECONOMY
is
attained by the use of

EVANS' KID

"Peerless"

Glazed Kid

"Ruby"

Glazed Kid

They lead because their even texture and superb finish have been tested and proven.

The wonderful finish enhances their value and their careful selection spells economy in cutting.

JOHN R. EVANS LEATHER CO.

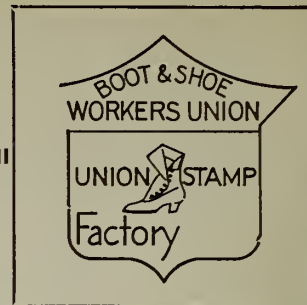
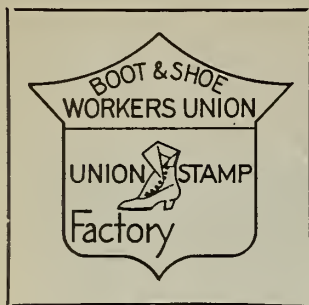
OF CANADA, LIMITED

Specialists in Glazed Kid and Upper Leathers

214 Lemoine Street

- -

MONTREAL



A Marked Distinction

To the Union man and his family the stamp of the Boot and Shoe Workers' Union is an indelible mark of distinction.

It distinguishes the one and only shoe acceptable for the Union man and his family.

Hence retailers who carry Union Stamp footwear carry shoes that meet the demands of all the people all the time.

Failure to carry Union shoes is to neglect the trade most valuable to the development of your business—the trade of the wage earner, the Union man.

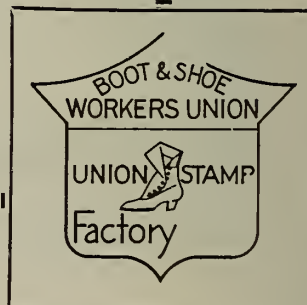
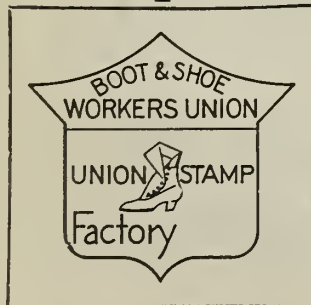
Boot & Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - - Boston, Mass.

COLLIS LOVELY, General President

CHAS. L. BAINE, General Secy-Treas.



THE SHOES THAT GET THE BUSINESS

You want to have your customers so well pleased, that they will tell their friends.

These brands have just those pleasing characteristics of **STYLE** and **APPEARANCE**, **FIT** and **WEAR QUALITY** that are bound to increase your sales.



METROPOLITAN
Women's McKays, Men's Welts

PATRICIA
Women's Welts and Turns

PARIS
Men's Welts, Women's McKays

DAOUST, LALONDE & CO. LIMITED

Jobbing Branch, Metropolitan Shoe Co., 91 St. Paul Street
MONTREAL

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.





RETAILERS

when buying for spring
ask your Jobber
to
show you

AIRD SHOES

Canada's Recognized
Popular Priced Line

AIRD & SON (*Registered*)
MONTREAL



A Complete Service

No change of season or fashion with their call for different styles of footwear ever catches us unprepared.

Your Immediate Requirements

for early Fall trade will receive prompt attention. The extensive stock which we have in our warehouse enables us to give you efficient service.

For Spring Placing

With a view of being able to offer the best, we have looked over the complete lines which the various manufacturers have to offer for Spring, and have selected therefrom the choicest products of each factory, so that in making your selection for the coming Spring you have the advantage of being able to choose the best which each individual manufacturer has to offer.

Our salesmen now on the road and will shortly call on you.

James Robinson

Montreal



A "Nugget" outfit takes the muss and fuss out of shoe polishing and makes good polish seem better by getting the very best results from it.

Moreover, the Outfit is a constant reminder of "Nugget" polishes that helps to boost your sales.

Whenever you can, sell your customer a "Nugget" Outfit. It's a good investment for both of you.

A brush, a polisher, and a tin of "Nugget" in a handy cardboard or neat lacquered metal container.

If you do not know the "Nugget" Outfit we will gladly send you one as a free sample.

THE NUGGET POLISH CO.
TORONTO LIMITED



FLEET FOOT

Styles for 1920

It is more than ever essential that Dealers see "Fleet Foot" styles for next year.


This month, our Salesmen will be showing the complete line of "Fleet Foot" for 1920; and the wise dealer will hold his orders until he has examined these new Dominion Rubber System products.

Dominion Rubber System

Service Branches Located at

HALIFAX	TORONTO	FORT WILLIAM	EDMONTON
ST. JOHN	HAMILTON	WINNIPEG	CALGARY
QUEBEC	LONDON	BRANDON	LETHBRIDGE
MONTREAL	KITCHENER	REGINA	VANCOUVER
OTTAWA	NORTH BAY	SASKATOON	VICTORIA

The SHOE AND LEATHER JOURNAL



TWICE
A
MONTH

Office of Publication
1229 QUEEN STREET WEST
TORONTO

Acton Publishing Co. Limited
JAMES ACTON, President
MONTREAL OFFICE
326 CORISTINE BUILDING

TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any similar publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

WORK AND SAVE

IT is going to take as long if not longer than the period the war lasted to get back to anything like normal business conditions. For nearly five years the most fearful destruction of living essentials continued and the labor of nearly fifty millions of men was lost to useful production.

Up to the present time there has been little hardship amongst ordinary wage-earners who, in spite of predictions prior to the close of the war, have been able to secure substantial increases in their pay. The burden has fallen upon the great army of salaried folk who have no unions to enforce their claims for consideration in the general advance of living costs.

The pinch has not been really felt as yet by the masses, who have gone along for the most part spending their money as though there was never to be a day of reckoning. Probably never in the history of the world was there ever a period of more reckless spending than exists to-day. People seem to hand cut the price for anything they fancy without a question.

The increase of pay and shortening of hours seems to be bringing no advantage either to employers or employees. While the call is for increased production to meet the wages and loss of war, the tendency seems to be all in the other direction. Producers with seeming unanimity claim that they are getting from twenty to thirty per cent. less efficiency from their forces than before the war, while paying their employees from twenty-five to fifty per cent. more wages.

The "profiteer" seems to be as much a product of labor as of business conditions. There are thousands to-day in this country who are robbing the public as well as the employers by "lying down" on their jobs. Whether the condition is the result of a direct effort to limit production or the natural outcome of a general drift towards indolence and indifference is hard to say.

One has only to read history to know that a period of readjustment must follow one of serious derangement, and there is not the slightest doubt but that in the next four or five years we will experience the aftermath of this tide of inflated values. Prices will have to come down and with them will tumble labor as well as other values.

Business men these days will do well to follow the policy of "watchful waiting" that takes few chances. It is no time for speculation. There may be occasions when a quick move may be as necessary as ever, but for the most part the future lies most fully in the hands of the man who watches, thinks, acts carefully and works incessantly.

The two things that will alone save the situation are work and saving—PRODUCTION and ECONOMY. It is up to the individual to do his part.

How Ottawa Won Out In Early Closing

Do You Know That There is Provincial Law in Ontario That Will Help You to Secure Early Closing?—Or, Are You Among the Fast Passing Number Who Do Not Want to Close Early?—By E. A. STEPHENS, Ottawa.

EVER since this world began doing business there have been intervals in which a period of rest has been necessary.

When the Lord made the world he completed His work in six days and rested on the seventh.

In the early days of the Old Testament they used to work for six years and then rest for a whole year. In fact, all down through the ages there have been days and seasons of rest until finally in more modern times during the 1st century we became civilized enough to go to work at seven in the morning and keep going until 10 p.m., and on Saturdays until midnight. Then the tired worker took a well-earned rest on Sunday.

After this period, labor unions began to appear, and by influence of strikes and other pressure, hours for work have gradually been shortened until we have now arrived at the eight-hour day, and the 44-hour week. This period for work seems to have been principally designed for "labor" and not for the storekeeper or his salesmen.

However, in Ottawa we have awakened to the fact that the man in the store is entitled to shorter hours, just as much as the mechanic or laborer.

With this fact before us we started a campaign for an eight-hour day in business; and Ottawa being the capital of our fair Dominion, it was only right and proper that she should take the lead and set the example for all other Canadian cities.

After many meetings and much discussion it was at last decided that we should arrange to open at 8.30 a.m., and close at 6 p.m. all the year round, Saturday included, with the exception of the period between the 20th and 30th of December. During this period all stores would be allowed to remain open as long as they wished. Some people will be surprised to think that we could dare close at 6 p.m. on Saturdays. What would become of our Saturday night trade? Well, as I have often remarked, the public can be trained to anything and they are now doing their buying through the week instead of



E. A. STEPHENS

leaving it until 9 p.m. on Saturday night as formerly.

Now, how was this reform of early closing to be accomplished? By mutual consent? Oh, no! By taking advantage of our Provincial Law? Yes, decidedly!

A committee was formed to push the matter through and I was given the honorable position of chairman. I must say that this committee did a lot of hard work, but it usually takes a lot of hard work to accomplish anything and reforms also come slowly.

After all the preliminary work had been done, teams were appointed and the petitions were circulated for signatures.

Practically every line of business was included, only those exempted being druggists, confectioners, restaurants and tobacconists.

All these petitions had to be signed by two-thirds of the dealers in each line, and it was difficult in some lines to secure the required quota. However, after several weeks of hard work we won out. The petitions went before the city council, were checked up by the city clerk, and all were found to have the required number of signatures. The City Council at once instructed the city solicitor to prepare a by-law and to-day practically every store in Ottawa closes at 6 p.m., and is compelled to stay closed by law, which is the only practical way you can secure Early Closing.

Now what are the benefits? Clerks are more contented. There is more time for recreation.

(Continued on page 52)

"When the Lord made the world He rested on the seventh day.

"People of the Old Testament worked six years and rested the seventh.

"Then we became civilized enough to work from seven a.m. to ten and twelve p.m.

"Remember shorter hours have come to stay. Do not oppose them. Be broad minded and progressive, it will pay you."

—Excerpts from Mr. Stephens' article

Charges of Profiteering Refuted

Statement Given to the Associated Press by A. H. Geuting, President National Shoe Retailers' Association

AS president of the National Shoe Retailers' Association, I feel in duty bound to refute the charges of profiteering on the part of the shoe retailers of the United States with whose conditions I am thoroughly familiar.

The shoe retailers of the United States as a matter of fact, have the most unprofitable branch of any of the various retail merchandising propositions in the United States. The Harvard Bureau of Business Research established about five or six years ago was induced to investigate the retail shoe business as its first experiment due to the fact that it was in the worst condition. At that time the net profit in the State of Pennsylvania averaged but $1\frac{1}{2}$ per cent. At that time the profit conditions were so low everywhere that bankers and financiers found no interest in the retail shoe business. Since then we have been educating the shoe retailer and we have improved conditions a little. However, I think it is fair to say that the shoe retailers of the United States from coast to coast, are not to-day averaging more than a 6 per cent. net profit on the turnover of their business.

It must be remembered that the shoe retailer caters to the public. That he is endeavoring to give such service as the public demands and in doing this he is entailing an overhead expense, which holds true with all merchandising and with hotel business. Naturally any overhead charge must be borne by the consumer. I repeat that above this overhead the average shoe retailer is only making his legitimate 6 per cent. net profit. For this 6 per cent. return the shoe retailer invests his money in shoes, carries them in stock for the public in many sizes and widths and in the styles demanded by the public carrying the shoes upon his shelves until the public feels like buying them. Further than this the retailer stands back of his commodity—he stands behind their service, often exchanges them, returns the money, calls for them, repairs them, and in return for this varying and very considerable service receives indeed a very small compensation.

As a matter of fact, who ever heard of a large fortune being made in the retail shoe business? We number no Carnegies, Rockefellers, Schwabs, Duponts, etc. The shoe retailer is usually very closely connected with the family life of the country and has the interests of the families with whom he deals very much at heart. He is not at all pleased with advancing prices. He is more in sympathy with the public and if it were possible for him to lower to-day's prices or to give such information to the

Government as would help the situation, he would gladly do it. Moreover, the shoe retailer is not selling shoes on the basis of the latest market quotations. He is usually selling shoes on the basis of what he paid for them—something unusual in every other business that I know of. Most merchants are prompt and consider themselves entirely within their legitimate rights; in fact, feel they are smart to place their profit on the basis of the latest quotations. The shoe retailer has never done this generally, being too considerate of his patrons.

The charge of profiteering to the shoe retailers of the United States is so absurd, unfair, and in fact disgusting, that one is almost tempted to illustrate what the price of shoes really would be were dealers to mark their merchandise upon a replacement basis, such as is being done in other lines.

In 1910 heavy native steer hides sold at from 11c to 15c a pound—to-day quotations are 50c to 53c. Calfskins sold at 15c to 16c, and are to-day quoted at \$1.00. Goatskins that sold for 40c to 50c are to-day bringing \$2.50. If these advances in raw materials are not justified; then it would seem, outside of the very considerably increased labor costs that we are compelled to pay to-day in the manufacture of shoes, we have found the reason for high shoe prices recently quoted. We would be very glad as retailers, should it be established that any bad practice does exist, to help the Government stamp it out. Dealing in tangible merchandise we buy and sell, asking only a legitimate profit above expense of doing business. This is all that a retailer in any line is entitled to and I say again this is all that a shoe retailer has ever had or is getting to-day. Give us reasonable prices on raw materials; reasonable labor conditions; ample shipping to ease the raw materials supplies which we must have from abroad, and we feel confident that shoe manufacturers will co-operate with the shoe retailers to give reasonable prices to the public.

Is it not absurd to select one line of merchandise as has been done with shoes and hold it up as a horrible example? Especially is it absurd when the fact is considered that shoes are being retailed throughout the United States to-day at levels which are only 50 per cent. to 75 per cent. advanced above the levels of five years ago. The bulk of the shoes which will be sold next Fall will be priced at from \$8.00 to \$12.00 a pair. Surely this does not bear out the exaggerated statements which have appeared in the newspapers. Every householder knows that the advances as above stated are much below advances he has paid on innumerable articles that effect the family life of our nation. For example, Report No. 9 of the National Industrial Conference Board it is shown that since 1914 woollen goods took on advance of from 92 per cent. to 116 per cent. Cotton goods are shown to have advanced from 65 per cent. to 238 per cent. Any number of other similar examples might be quoted from the same report.

High prices for hides, high transportation costs; unprecedented high labor levels cannot help but spell high prices in which the retailer does not figure either way, except as it creates more difficult conditions for him to meet in doing business.

Leather and Shoe Trade Jottings

Trade Topics of General Interest—Shoe Manufacturers Busy—Embargo Not Interfering Much With Trade—Manufacturers and Retailers to Confer—Prospects for Fall Business Good—Spring Samples Practically Ready.

BUSINESS has continued good in all the large centres although in the country districts there has naturally been considerable quietness on account of the harvesting operations. September, however, promises well, and dealers are replenishing their stocks or seeking to do so as far as they are able. Considerable complaints are heard of, delays in shipment, but manufacturers claim that they are in the same box as the retailers on account of the difficulty in getting certain classes of stock. Prices, of course, are still moving upward in sympathy with the higher costs of leather and other materials, but as retailers are buying for actual necessities, and manufacturers are only asking the advances called for by stock and increased labor cost there is comparatively little grumbling. Everybody appears prepared to accept the situation and selling both retail and wholesale is upon a sellers' footing. Many manufacturers are curtailing their lines, especially where scarcity and high prices of materials have made changes desirable or necessary. All the factories seem fairly busy, and do not anticipate trouble in securing supplies at reasonable figures for spring samples.

Manufacturers and Retailers to Confer.—A joint meeting was to have been held last month of the Executives of the Shoe Manufacturers' Association and the National Shoe Retailers' Association at Montreal, but the hide and leather embargo interfered and the conference was called off for the time being. It is expected that some time this month the two organizations will get together to consider their mutual interests and discuss some changes that will have important bearing upon the general welfare of the trade. This, it is hoped, will be a step towards the formation of an organization similar to that accomplished last June in the United States when tanners, shoe manufacturers, last manufacturers, findings dealers and shoe retailers organized for the elimination of unnecessary styles and the adjustment of trade differences. As was pointed out at the recent Retailers' Convention at Toronto the production of shoes has hitherto been conducted largely from the wrong end. Last makers and tanners set the pace in shoe styles with manufacturers making an indifferent third party and the retailers coming in nowhere. As the retailer is in direct contact with the public and is in a better

position to judge the tastes as well as needs of consumers, his place should naturally be first in the regulation of shoe styles. There has been a tremendous wastage, and therefore loss through the production of shoes that have not sold and the public has thrust upon it freaks that would never have seen the light of day had there been any degree of consultation with those whose living depends upon the volume of shoes they can sell. The weak spot in Canada is the tanners who seem to have no general organization, and who only get together when the industry is threatened with some freak legislation like the hide and leather embargo. An organization should be formed similar to the Shoe Manufacturers' Association with a regular time of meeting and an executive competent to deal with general matters of interest to the shoe and leather trades that arise from time to time.

The Hide and Leather Embargo.—As far as can be learned there has been practically no interference so far with the exportation of hides or leather from Canada. A report issued by the Tanners Council of the United States claims that the Canadian Commission at Washington had given assurance that while exporting of hides and leather would be under license and controlled to this extent, that the licenses would be freely granted and there would be no interference with existing business relations between the two countries as a result as pointed out in last issue of the *SHOE AND LEATHER JOURNAL* it would be a serious thing for all departments of the shoe and leather industries of Canada were reprisals to be provoked by the hasty action of the Canadian government. We are dependent at present to a large extent upon American sources for our fine leathers and were the supplies cut off it would be a serious blow to the industry here. The export of leather helps to keep down the cost of production in staple lines and were our tanneries compelled to get down to half time as they undoubtedly would through the cutting off of the export business, our case in the matter of cost would be worse instead of better. It is a wise thing at the time to watch Canadian interests, but the trouble in this instance is that commissions often leap before they look with unfortunate results all around. Just now prices in Europe are alluring, and the temptation is to clean up the market at the expense of the Canadian consumer. At the same time it might be gathered from the experience of the past five years that the tanning industry across the line has little sympathy with Canadian tanners and would not hesitate to use anything like the embargo on hides to promote reprisals at the expense of those who have been to a considerable extent rivals in trade during the period of the war.

Hide and Leather Conditions.—The hide market continues easier and reports would indicate that the packers at least are going somewhat more slowly in their policy of boosting prices. Apart from this the strikes in the stock yards, the interference with transportation carried by giving foodstuffs the right of way, have caused a little more freedom in offerings. Nevertheless, native heavy packer steers

(Continued on page 51)

Bread and Butter Shoes. Why?

Delivered at a Round Table Talk Before the Retail Shoe Dealers of New York State, in Convention, on Tuesday, July 8th, By WM. PIDGEON, Jr.

FELLOW Retailers and Gentlemen of the Convention: The subject, to me, is one of vital interest, and should be to all retailers of shoes. It raises the question as to the value of some shoes and lines over others. It is not necessary for me to prove, it is only necessary for me to state what everyone knows: namely, that some lines in our stock are better than others. Some lines of shoes are like the dessert at a meal, others are like the pretty plates and fancy table linen, merely trimmings to the meal. Other lines are like the Ketchup and vinegar, because they flavor the meal. But the meal, itself, is composed of something that is substantial and has something of real value and worth, and can be repeated and repeated with pleasure and profit.

This is also true of shoes. While I am speaking, in your own minds you are now thinking of certain lines or lines of shoes in your stock, which it would seem impossible to do business without, because of their style, last, upper leather or combination of all these factors has proven that they sell over and over. That people buy them again and again. Some styles may come and styles may go, but these certain shoes can go on forever. That no matter what our stock is on Grays or Brown or Buttons, Oxfords or Pumps in certain styles that come and go, that these Bread and Butter lines stay with us and remain the backbone of our business, and they are the ones that pay the rent and salaries and increase our bank account.

I trust this fact is obvious and needs no proof. The thought for consideration is to increase the lines on these kinds of shoes and intensify the output of the already established trade on these lines. It must be obvious to all dealers that some lines pay better than others. It, therefore, is only a question of increasing the value and output of those lines that have this lasting quality. I make several suggestions as to the way this may be done. Time does not permit an extended talk, but these several suggestions may lead to some interesting developments if tried out. For instance, take any shoe in your stock. It makes no difference what it may be, men's or women's, if it is a staple number and you are convinced it has merits and a place in the shoe world, and if it has shown any activity and sense of permanence, I would suggest on that one shoe, if on no other, you insist that the sales force take the name and address of everyone purchasing that shoe. Also the size and width. This takes only a moment—can be filed in the regular order of business. You will be amazed in a short time to find the number of customers buying this particular shoe. You will find the size and widths on this particular type of shoes of all customers using it, to which advertising matter can be sent at various times. You can then enlarge this style into various other styles. If the one you referred to is a black, you will soon find you need a tan. If it keeps increasing you will soon find you need an oxford and so on. Before long you will have discovered three or four or five genuine new models of shoes of your own creation that will become a permanent fixture in your stock. The way this will work would be to increase your lines in shoes that you know have merit and that automatically and of itself will leave less room for shoes of the "fly by night" type.

I do not wish in what I am saying at this time to convey

the impression that just merely "old-fashion styles type" of shoes are the only kind of Bread and Butter shoes, because we all recognize that there are those retailers who make their living by dealing in specialties and extreme dress shoes and nothing else. In fact, I know a stock where at this present moment there is not a shoe in the stock over C width and not a vici kid or round toe last or a medium heel to be purchased in that store, yet that store does a good business. But the shoes that that merchant sells are his Bread and Butter shoes. This is, however, what I want to impress—that the average shoe dealer, like most of us, can not do this. We shall have to adopt the other plan of the larger service of the foot needs of the public, and that in that plan some constructive policy must be adopted so that the proper emphasis will be placed on the buying and selling and advertising of merchandise that will carry the heavy load of our business year in and year out, bearing the burden of the losses which must necessarily come from the handling of lines that are only of temporary value, particularly from the element of style.

This is an age of specialization and it is equally true in the shoe business as well as other businesses. The ordinary retail shoe merchant, it is my candid judgment, would make more money, make it faster and have more pleasure in his business if he stood ready to lose some trade on some kinds of shoes and put more energy into others. That in turn would make him a specialist along certain lines of bread and butter shoes, allowing the man that has the **proper location** and store front to have the trade of "fly by night" shoes, he, himself, being a specialist in his trade and his shoes being Bread and Butter shoes to him. At the same time there can be no hard and fast rules by which we retailers can guide ourselves in the coming days, but certain principles, it seems to me, must be followed.

One of those is the principle that underlies this very question. That some men can do some things better than other men, and then when our hearts and souls are enthused along certain lines we generally do that thing better, and in analyzing our various businesses in the days to come, I offer as a suggestion that we carefully study those lines of shoes that sell, those types of lasts that fit, and see if on these things with minor changes we cannot build up lines of shoes that will stand the strain of the changing styles and moods of the buying public and the raise of prices.

It must be evident to all retailers here that when customers find certain lasts and types of shoes which are correct for them from a standpoint of proper footwear, those people will come back year after year and pay the higher prices for those shoes, because in their minds they are already "sold" as to their correctness. It then only remains a question of how large a following one can get on shoes of this type, and if a retailer feels he has reached the limit on one type of Bread and Butter shoes, let him put in another and develop that. But my plea at this time is for a well-defined, never-varying policy of believing that certain fundamental things are right in their footwear and build in as many shoes as we can in our stock along these lines, and we shall find as the days go by the repeat business will bring you joy and happiness and more profit.

I have merely scratched the surface of this subject. I have worked on this problem for many years and have talked with retailers wherever I go and I find a deep growing undertone along this line, and men everywhere are coming to feel that somewhere in the heart of each shoe store must be those lines of shoes to carry the strain of the entire organization.

According to the London Times, Greece has been swept clean of shoes, which have been sold to the allied armies in Saloniki at famine prices, which means that the country has plenty of money but no shoes.

Shoe Stock Turnovers

**Stocks Should Be Cleaned Every Day—
Profits Made on Turnovers, not Leftovers
—Get Rid of Undesirables at any Price**

THE following is a summary of a discussion on "Turnovers" at the recent Rochester Convention, led by Mr. C. H. Nearing, head of the Shoe department of The Wm. Hengerer Co., Buffalo. Mr. Nearing said in part: Do not wait until January, February or July and August to clean your stock, keep on top of it every day. Sell short lines and odds and ends every week or every month. When the so-called cleaning months put in their appearance, be in position to offer new seasonable mer-



C. H. NEARING

chandise bought to sell during these months. Let your competitor do his house cleaning twice a year; do yours every day and you will be in position to offer the public new merchandise at all times, thereby turning your stock oftener and making more money. All merchandise will bring a good price and sell quickly if you have the wanted kind at the wanted time.

The number of turnovers should be as many as can be made on a stock that is reasonably complete every day in the year. It is wrong to aim at a low stock at inventory period, as inventory is a form of accounting twice a year to ascertain if volume of business, profits, stock in hand, etc., are correct compared with book values. The stock on hand the day after inventory should be as complete as the season warrants, but with seasonable merchandise only. The day or days following inventory should not show small receipts because of depleted stocks. Turnovers should be averaged on monthly stocks and not based on a certain period. Because we have gotten our stocks down to a very low figure on June 30th, does not signify that we have made the number of turnovers that the stock statement of that date would show. The actual turnover must be based on the average investment for the period.

The one great "lead" to volume of business, stock

turnover and profits is "clean stocks." Slow selling merchandise, short broken lines, in fact, any merchandise that isn't live and active curbs ambition, kills confidence and curtails buying power. Better profits are derived from smaller mark on a large volume than from long profits and smaller volume.

Example:—Two individuals have a dollar each and invest in like merchandise on the same day. No. 1 marked his merchandise \$2.00 and at the end of the sixth day sold same for that amount. He made a big percentage of profit, doubling his money. No. 2 marked his merchandise \$1.50 and sold it the same day; purchased another ready seller for six consecutive days, selling each article the same day purchased for \$1.50. His percentage of profit was much smaller, but he made three times as much money in six days as his competitor and had clean, active stock each day. He had a good stock turnover.

To get proper turnovers, have at all times the right amount of the right kind of merchandise at the right time. Get rid of the undesirable if you have to give it away. Shoes are a style proposition, and if you guessed wrong on the style mark them at a price that will sell them regardless of the cost. Do not hesitate days, weeks or months, but get as much cash as you can for this bad buy, and put it into a good buy.

The shoes on the shelf are not extra goods, but become good merchandise when the customer decides to buy same. After the customer has paid for said shoes you may credit yourself with having bought that particular pair wisely.

HOW TO FIGURE TURNOVERS

A subscriber desiring to know a simple method to figure turnovers, we give a rule for this which appeared in the JOURNAL a year or more ago. As others will be doubtless interested in the subject we reprint the article for their benefit as well.

What is the correct way to figure the numbers of times a stock has been turned in a year?

Divide the average stock on hand during the periods, at cost, into the sales for the period at cost. Or divide the average stock on hand during the period, at selling prices, into the sales for the period.

For instance: Suppose the sales are \$100,000 a year and the goods these sales represent cost \$50,000. There are four inventories during the year, showing the stock on hand at each time to have cost \$12,000, \$10,000, \$8,000 and \$14,000, and to have been marked to sell for \$24,000, \$20,000, \$16,000 and \$28,000 at those times. The annual rate of turnover would be figured either this way:

$$\begin{array}{r}
 \$100,000 \\
 \hline
 \$24,000 + \$20,000 + \$16,000 + \$28,000 \\
 4 \\
 \hline
 \text{Or this way:} \\
 \$50,000 \\
 \hline
 \$12,000 + \$10,000 + \$8,000 + \$14,000 \\
 4 \\
 \hline
 \text{Which in either case is } 4 \frac{6}{11}; \text{ since} \\
 50,000 \\
 \hline
 44,000 \\
 \hline
 4 \\
 \cdot 100,000 \\
 \hline
 \text{exactly the same as } \hline
 88,000 \\
 \hline
 4
 \end{array}$$

Either method of figuring the rate is entirely accurate.



Stray Shots From Solomon

Wisdom crieth without; she uttereth her voice in the street.

It is the top rail of the fence that does the business. Look out for the first break. Never begin to do evil and your fight with the devil will be one-sided in results.

THE TOP RAIL It is the little foxes that spoil the vines. It is the small evils that make the big rents in character.

"Vice is a monster of such fearful mien,
As to be hated, needs but to be seen;
Yet seen too oft, familiar with her face,
We first endure, then pity, then embrace."

The first time you did a crooked thing you thought over it for a week, and it cost you many a regret. It wasn't half as hard to do it the second time, and although you had made up your mind and vowed you would never do it again, you repeated the act. You have now done it so often that you dare not count up the times if you could. That which once caused sleeplessness is now dismissed with the excuse that others do it who are as good as you. If this were the only result of your taking down the top rail, it might not be so bad. You took down the second, and the third and the fourth, until to-day your life is foraging ground for all the roaming herds of the devil. It was the top rail that did it. It has cost you your manhood, your peace of mind, and it may be, your reputation. It may be that the whole fence is gone, and the prospect of rebuilding has practically been given up. Put it up rail by rail. Put up the notice to greed, passion, and the other host of invaders to "keep off." Young man, if you are tempted to take down the "top rail" of conscience—don't! Beware of the first breach. Err on the side of right rather than wrong. Give conscience the benefit of the doubt. If you are tempted to give way in the matter of duty a hair's breadth, don't! Keep up the top rail. Make this your life's motto. It will save you years of pain and give you an eternity of joy.

* * *

"Bodily exercise profiteth a little." When your stomach goes on strike, and your liver goes back on you, take to the dumb-bells or tackle the wood pile. The reason

PROFITABLE EXERCISE so many people emigrate to the cemetery is that they keep stuffing themselves, and never attempt to use up the carbon by proper physical exercise. The reason why a great many people are hollow-chested and jaundice-eyed morally is because they never do a real lick at righteousness. "Exercise thyself unto godliness," says the apostle. Get up and do something for somebody else. Practice godlikeness, and you will develop enough spiritual muscle to throw the devil over your head the next time he tackles

you. Some fools expect to get on top of their troubles by sitting down beside them. They are like the man who spat on his hands and sat down to wait till he got up a sweat before tackling the tree with his axe. The secret of getting strong morally is vigorous exercise at righteous doing. Take a little old fellow.

* * *

A man who fools with booze is worse than the lunatic who smokes his pipe on a keg of gunpowder.

LET IT ALONE the frequent retort of those who stand up for moderate drinking.

You have known the worst old boozers stick to this claim as seriously as the most refined tippler. In reply to a remark of this kind, a friend of a man who was drinking himself out of business and decent society, said to him recently, "We know you can drink; for God's sake, let us see if you can let it alone." We have known men call themselves moderate drinkers who never draw a clean, wholesome breath. There is the trouble. You can never properly draw the line between a gentlemanly whisky suck and a red-nosed whisky soak. A man who wants to be clear in the matter will keep his breath free of the fumes, and his nose clear of the color imparted by hell-dew. Let it alone. Don't get mixed up with the stuff, and it will save your breath in more ways than one.

* * *

You may quiet conscience for a while with spurious argument, but its voice will be heard.

YOU CAN'T DODGE IT not avail against the "still small voice" in the quiet of midnight or the solitude of daylight.

That thing you are doing is wrong. You have apparently convinced yourself that it is right, but it gives you an uneasiness and dissatisfaction that do not come with right-doing. You can't dodge conscience. Better hold up your hands and quit the thing than destroy yourself morally by continuing against your better instincts. "When in doubt, don't," is a safe axiom in these matters. Give yourself the benefit of the uncertainty and drop it. Many a man has gone to perdition through failure to regard the pointing of this delicate moral compass.

* * *

If some men were as afraid of hell as they are of hard work the devil would be lonely in this world and the next. The reason

HARD WORK A TONIC so many fall into evil ways is that they have only a speaking acquaintance with honest toil.

The greatest moral disinfectant in this world is work. It keeps a man physically, mentally and spiritually in trim. Who ever heard of a hard worker having indigestion or the spiritual jim-jams? When you see a man get up in meeting and hear him tell how the devil has got the better of him, put it down that laziness has been getting in its work on him. When a man is physically "fit" he is a match even for the devil in most things. It is when he is out of trim and his liver turns green that he goes down at the ropes and the devil gets on top. Get to work!

Reclaiming Shoes— a New Industry

A Repairing Company That Does More Than Ordinary Repairing—A Shop That Does Altering on Expert Lines.

DOWN in the eastern states where shoes are almost grown on trees and plants, and where magic in the shoe making art seems to have originated, there is a report that a new company has been started whose purpose is to remodel and remake all kinds of shoes that have been impaired by wear or shop use or accident or any other cause, making them so much like new that they are actually as saleable as new goods. Now this seems to be more than an ordinary repair shop. It seems to be the work of repairing brought to a definite science. This is the way the report comes to us:

A shoe repairing company reclaims shoes. It fixes them up so they can be sold. Co-operating with manufacturer, wholesaler or retail merchant it renovates defective footwear. That turns waste into gain. True conservation is this.

Methods of this company will interest shoemen everywhere. Men who sell shoes, as well as men who make shoes, will observe new and promising economies in footwear industry, as they consider these new methods.

Of the several departments of the company, that of store damaged shoes is of most interest to retail merchants. Store damaged shoes are those torn or bruised in the fitting or handling, or wearing; those of obsolete or faded colors, or scorched by fire. Very possibly, the company would undertake to reclaim a shoe that had been struck by lightning, if the pieces could be gathered up. Anyway, it does some remarkable things in reclaiming shoes.

Shoes the customers abuse, the company will fix up, too. If Mrs. Heavy Foot pushes her foot through the vamp when the perforations made it thinner than it should be, the company will fix it. Or if Mrs. Strong Arm rips a hole in the back of the shoe, as she pulls it on by main strength, having neglected to loosen the laces sufficiently, the company will fix that. Or if Miss Hurry-to-Breakfast tries to step into her Oxfords, and rips the back seam, and then comes around to the retailer for a new pair, the company will re sew that seam.

Supposing the window dresser leaves a soft-colored shoe in the window long enough to get a sun spot on it. That spot can be removed. Or if it is faded, it can be recolored.

In comes a messenger with a pair of men's light tan shoes. The color made the shoes look like 30 cents. They were dyed a fashionable mahogany. Then they looked like \$9. The off color was turned into an on color, one of the kind that goes onto the feet of well-dressed people. A dye that penetrates, not a paint that sticks on the surface, is used.

Factory damaged shoes are as numerous as careless workmen. A cutter's knife slips and cuts a streak a couple of inches long in the quarter. A stitcher sews too close and the thread pulls through. Or a laster gives the leather a yank and rips the vamp. Such accidents are happening every day. And the pile of factory damaged shoes grows. Now these shoes are reclaimed. The damage is repaired and the shoes are turned from waste to gain.

Altering shoes! That's worth while, with shoes \$9 a pair. When shoes were cheap, it might not have been worth while to alter them. But these days it pays to save shoes, and make them serve.

Altering can be done in many ways. Tops may be cut down to fashionable heights, or they may be built up, either.

Some boots can be reduced to low cuts. Trimmings may be put on, or taken off. Cloths top may be exchanged for leather tops, and vice versa. Button boots can be let out to fit a fat ankle, or taken in to fit thin ones. V pieces can be cut out or put in, to alter measurements of the uppers. Regular shoes can be made into special shoes, to fit crippled feet.

Rubber boot reclaiming also is an interesting bit of economy. Supposing a hole is chafed in the leg of the boot when it was packed in the case. Or supposing the ankle got cut, or torn, or a nail was driven through it. A hole ruins a rubber boot. The water leaks through even the smallest hole. That defeats the purpose of the boot. But vulcanize a patch on it, and the boot is as tight against water as an inner tube fresh from the vulcanizer is proof against an air leak.

There's a volume of business in reclaiming rubber boots. One lot of 250,000 pairs was offered the other day to be fixed up, and made new and saleable. They were army boots recovered from a torpedoed ship.

JUST AMONG FRIENDS

WHEN I was young I THOUGHT reporters HAD THE most fun in life, BUT I'VE just decided THE HONOR goes TO THE shoe salesman. YESTERDAY I went into A SHOE store BETWEEN 5 and 6 o'clock TO LOOK at shoes. I HAD forty-five minutes TO SPEND on the errand. EVERYBODY WAS busy SO I sat down AND WATCHED the clerk FINDING SHOES for a woman WITH PRETTY glinting hair AND A fawn colored suit. SHE ASKED for shoes TO MATCH the suit. THE CLERK looked FOR A long time AND CAME with several PAIRS OF shoes. "I EXPECT there is a hole IN MY stocking," said THE CUSTOMER, AS THE clerk pulled off HER SHOE and displayed A SILK stocking so new THAT THE gold trademark WAS NOT worn off. THE LADY wriggled HER SILKEN toes AND LOOKED complacent. THE CLERK slipped ONE OF the shoes ON HER foot. IT WENT on easily AND APPARENTLY FITTED PERFECTLY. "IT'S MUCH too big," SHE TOLD the clerk. HE PUT on another SO SMALL that he GREW RED in the face PULLING IT on, "THAT'S BETTER," she said. AND ATTEMPTED to wriggle HER TOES some more, BUT SHE couldn't. "I'VE SUCH a high instep," SHE INFORMED the clerk, LOOKING COMPLACENT some more. "THAT MY foot is difficult TO FIT properly, SUPPOSE YOU lace it up AND SEE how it looks." HE DID AND SHE turned her foot ABOUT AND gazed at it FROM ALL angles COMPLACENTLY, "HAVEN'T I the biggest foot YOU EVER saw?" SHE ASKED the clerk, STILL GAZING at THE NO. 3 shoe COMPLACENTLY. THE CLERK rose to THE OCCASION like A GENTLEMAN. "No, no, YOU'VE A very small foot COMPARED TO feet THESE DAYS; I just fitted A PAIR of sevens." SHE WAS complacent SOME MORE AND ASKED the clerk IF HE minded TRYING ON the rest OF THE shoes. "I KNOW I'm particular," SHE APOLOGIZED sweetly, "BUT MY foot's so narrow IT IS difficult to fit," AND THE clerk was polite AND PUT the rest OF THE shoes ON HER feet, AND SHE was entertained FOR A while. SHE GREW bored AND SAID "I'll NOT DECIDE to-day, THANK YOU," AND WENT out. IT WAS nearly six AND I went, SO THE clerk COULD PUT away the shoes WITHOUT WORKING overtime, AND I decided SHOE SALESMEN must have A GREAT deal of fun AS WELL as reporters—and THAT'S ABOUT ALL.

—M.H.W.

When we see something that we ought to do, let us do it at once. Putting it off is an expensive habit.

Canadian National Exhibition

An Institution Nation-Wide in Effect and Results—An Educational Feature of Untold Value.

THE Canadian National Exhibition this year exceeds in every way anything that has been attempted in the past. The exhibits have been given a new touch in display and variety that has taken away the sameness so often charged about the exhibition. The attendance too, bids fair to exceed that of any previous year and the presence of the Prince of Wales was a drawing feature that added greatly to the numbers that visited the fair this year.

There were no exhibitions of shoes nor exhibits showing the process of manufacturing as in some past years. However there are exhibitors of leather and composition soles and heels that are worthy of special mention. The Breithaupt Leather Co., Limited, of Kitchener, have a splendid display in the manufacturers' building that is attracting a great deal of comment and notice from manufacturers and repair men. They are showing their various brands of sole leathers and cut stock and the entire exhibit is certainly very attractive and displays the various brands to great advantage. The exhibit is in charge of Mr. L. O. Breithaupt, Mr. W. Breithaupt, Mr. R. J. McCallum and Mr. A. Brubacker.

The Anglo-Canadian Leather Co. have their display in the usual place in the manufacturers' building. This booth is appropriately decorated with bark which naturally savors of the tanning industry. They have on display their various brands of oak and other tanned sole leather which is very attractively arranged. In a couple of show cases are shown a quantity of tanning extracts which add much interest to the display. An abundance of leather rolls complete an exhibit that is of great interest to those in the manufacturing end of the shoe business. The exhibit is looked after by the popular representative of the company, Mr. S. Lawther.

The A. R. Clarke Co., Limited, of Toronto, the people who make Clarke's special brand of patent leather, has an exhibit of their various lines, more especially showing their manufactured goods including gloves, mitts, coats, etc., particularly those for lumbermen. Of course their patent leathers are on display at this booth. The exhibit is very catchy in character. The back has a winter logging scene with a lumberman driving a team hauling a load of logs. In the foreground is a stuffed wolf that gives a realism to it so great that one almost shivers while looking at the picture. This display interests more than shoe people, for the general public as well as merchants who handle these lines, have a more or less interest in coats and mitts and gloves.

The Dunlop Tire and Rubber Goods Co., Limited have a large display just at the south entrance of the process building. The various lines of rubber goods made by this firm are here displayed and the exhibit is nicely arranged and designed and attracts the general public as well as shoe manufacturers and repair men. They also show crude rubber in various forms which is an attraction to the public. Also at this display are shown their celebrated Acme soles which have gained such a favorable place with shoe manufacturers and repair men all over Canada. The display is in charge of Messrs. H. A. Hughes and H. S. Van Every.

The Nugget Polish Co. have their usual display of dressings and polishes and do selling as well as display their lines. The booth is very prettily arranged and there are crowds about it almost all the time. It is in charge of

Messrs. L. R. Howard, F. B. Bollard and E. W. Hart. Mr. Hart is well known throughout Canada as their representative and his many old friends are glad to know he has returned safely from overseas where he had been serving for four years.

The Dominion Rubber Systems have one of the largest and extremely attractive booths in the building. A very pretty scene is painted as a background for the whole length of the display and the crude rubber is shown in various processes of manufacture right up to the finished article. There various lines of sporting and outing shoes are also shown as well as their fibre soles and heels. In another section of the building their various products including their clothing, special rubber goods their new Naugahyde bag and many other lines are also displayed. The Canadian Consolidated Felt Co. also show their various lines of felts in this large display where their shoes and shoe products are displayed. The following representatives are in attendance: M. Butler, B. Coyle, W. Evans, R. Kingdon, W. Martin, T. W. Pennock, T. H. Browning, J. Anderson, H. Foster, W. Kidney and W. Bowman.

The Chas. Tilley Co. have a very strong display of their shoe findings, blackings, polishes, etc., in the process building. They do considerable selling of their various lines which is good advertising. The display is in the hands of Mr. Bert Tilley who certainly knows how to conduct an exhibit of this character.

The Gutta Percha and Rubber, Limited, have an extensive display of the many lines they manufacture which includes their sporting shoes, tennis, vacation and outing shoes which have had such a popular run for a great number of years. Tenax Soles are featured also in the display and as these splendid goods with the heels made by the same company have become so very popular with manufacturers and repair men it is only natural that the display is attracting wide attention from these men. But the display is also intended to interest the general public as well as manufacturers. Representatives in attendance are Messrs. C. Mather, R. Boynton, M. Craw, J. Page, J. W. Shaw, H. Wilds, E. Sharp, C. Riches, J. Harvey, J. Archibald, G. Roche and E. Young.

The Goodyear Tire and Rubber Co., Limited, have a very attractive showing of their Neolin soles. Silent salesmen display a complete line of shoes on which are used Neolin soles and by this means is shown how adaptable they are to every size, class and kind of shoes made. The nature of the display attracts the general public which gives the attendants a splendid opportunity to advertise the goodness of Neolin soles and also do that preliminary amount of educational work so necessary in introducing anything out of the old and conservative ruts. At this booth are the following representatives of the company: Messrs. F. A. Musgrave, R. Robinson, R. C. Burlington, R. Duncan and Mr. Dunn.

The United Shoe Machinery Co. have their display this year in the Machinery Hall. They are showing a 22 ft. and 8 ft. repair outfit, also a Goodyear Stitcher. A number of their supplies are also on display. They showed in this building last year, but on some previous occasions they demonstrated their work in the process building. The display is looked after by Mr. L. W. Hanson, the manager for Ontario, also Mr. Davis, of Kitchener, and Mr. Lindsay. They have been very busy looking after the needs and calls of their many customers who have visited the fair.

A by-law is being prepared in Acton, Ont., to be submitted to the ratepayers of that town for concession for a shoe factory for the Gourlay Shoe Co., of Kitchener, which has been negotiating to locate there for some little time past.



Discriminating buyers single out Regal Shoes because of their distinctive character.

The rigid standards that are responsible for such character, in general appearance, also provide for the finest quality in every bit of material used as well as strictly high-grade workmanship in even the most minute details of production.

On these standards is based the dependability of the Regal product.

Regal Shoe Company, Limited
472-474 Bathurst Street, Toronto

REGAL SHOES



The Shoe Jobbers' Convention at Amherst

Some Additional Features That Were Not Given in our Report in our Last Issue.

We gave considerable space in our last issue to the report of the convention held in Amherst, N.S. recently, but photos and other details have come to hand since that we are glad to mention in this number. Those who are most interested in the association in the maritime provinces, are loud in their praise of Mr. I. C. Stewart of the "Maritime Merchant," who was largely instrumental in bringing the convention to a successful issue.

In the sports which were held in connection with the convention, the two provinces of Nova Scotia and New Brunswick were represented and great ball was played. The score was a tie with each side claiming no less than 50 runs. Peter Doig was umpire and found it necessary to borrow one of O. J. Killam's shot guns to protect himself against the decisions he made after the 23rd innings.

After the game of ball O. J. Killam showed the party where trap shooting and fancy shooting originated. Peter said O. J. was well named, for he could "Kill 'em" faster than he could set them up. He referred to the clay pigeons. After the exhibition others were invited to try their hand and they found there was more skill in the kill game than they had realized.

As we did not have the space to give Mr. Peter Doig's address in the last issue, we are glad to give it this time. Mr. Doig is a very fluent speaker and equally as convincing as he is fluent. His subject on salesmanship he thoroughly knows and is perfectly at home when discussing it or delivering an address on it. From the Maritime Merchant we give some extracts which will give an idea of the goodness of his address and will interest retailers as well as travellers. There is some real good common sense in the article and it is intensely practical from every angle.

"Do you know every shoe dealer in your district? Do you know his turnover per year?"

"Do you estimate before you start out how much each customer should buy?"

"Have you some lines that they do not now buy from you? Do you know why? If so, can't you get a share of that extra business? A card index, or loose leaf book, is helpful in such work."

"Do you anticipate opposition? If so, you are already almost defeated."

"Do you approach your labors of the day well rested and in a healthy frame of mind? If you are not in this condition, stay away from your customers until you are."

"A prospect is not a victim to be sold something he can't use to advantage. It is recognized to-day to be poor ethics and very bad business to sell a man anything that he can't use to advantage. To overstock a dealer although it may show fine powers of persuasion, does no good to the traveller, the customer, or his house. A true sale is one in which there is a threefold profit: to the house, to the buyer, and to the seller."

"On your first visit it is essential that you make a favorable impression, as whatever impression you make personally upon a customer, will be transferred to your goods; a gentleman, carefully dressed, suggests a reliable house. An article of quality would seem to call for a man of quality to recommend it."

"In directing the attention of your customer from yourself to your goods by a quiet, firm, positive attitude, you already have part of the sale made."

"Are you enthusiastic about the proposition you have to offer? If you are not, it is certain that your prospects will not be."

"Do you knock the firm you work for? Are you satisfied with your position. If not, get off the road. A traveller with a yellow streak is useless."

"Do you sell your prospects to the house you are representing; or do you strive to keep them for yourself, that you may take his trade with you when you leave. To do the latter is disloyal."

"Do you make helpful suggestions to your firm, or are you known around the warehouse as a kicker?"

"Are you cheerful about your work? Remember that even a green traveller is better than a blue one."

"Are you particular about your personal appearance?"

(Continued on page 43)

CONVENTION MEMBERS

Reading from left to right: Seated: Mayor Rogers, Amherst, N.S.; W. L. Stewart, St. John; F. L. Hunter, St. John; C. S. Sutherland, Amherst; R. L. Taylor, Halifax, Vice-President of the Association; E. J. Fleetwood, St. John, President; O. J. Killam, Assistant Secretary, St. John; Percy Turner, Charlottetown, Vice-President for P.E.I. Peter Doig in back leaning against post, W. R. Stewart in shirt sleeves in front row, W. H. Semple in front row standing, in light suit behind Mr. Killam. "Amherst Dan," fifty years in the shoe business, second in standing row, wearing cap.





The most satisfactory way for the retailer to know all
about **RockKo** Shoes is to *Ask Your Jobber*
to see **RockKo** Samples

Made only for

Boys, Youths and Gents

in

**Gun Metal Kip and Box Kip
Leather**

We are busy making them
See them and
You will get busy selling them

RockKo

Office:
64 Wellington St. West,
Toronto

Factory:
96 Rue St. Malo,
Quebec

THE 20TH INTERNATIONAL
SHOE & LEATHER FAIR
ROYAL AGRICULTURAL HALL, LONDON, N.
October 6, 7, 8, 9, 10 and 11, 1919

The London Shoe & Leather Fair was established in 1894 and was the recognized annual meeting ground for every department of the Sole & Leather industries until interrupted by the war.

The Peace Fair of October next marks the resumption of the gathering and a record attendance is certain from all parts of the United Kingdom and from most of the European Countries.

Canadian Visitors are cordially invited to so time their European trips as to fit with the above date.

Booths fitted for occupation, and giving all privileges for the solicitation of business, may be rented from 55 dollars.

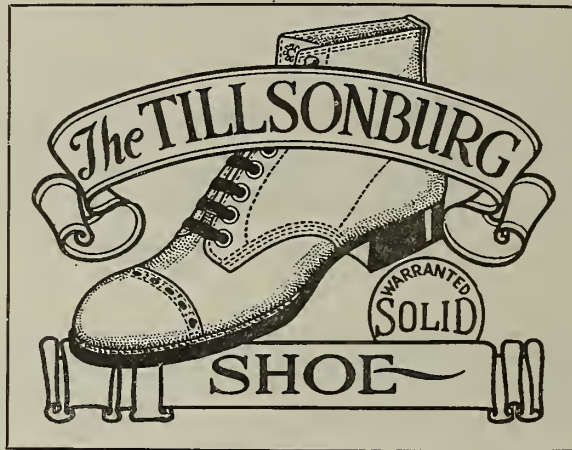
The fair is controlled by the Shoe & Leather Fair Society and managed for the Society by

THE SHOE & LEATHER RECORD
40 FINSBURY SQUARE, LONDON, E. C. 2.
where all communications should be addressed.

CABLES:— "GOLOSHES, LONDON"

A WORK SHOE

that has gained and maintains a permanent leadership is



Long Life, Comfortable Fit and a Value that makes it truly economical are features that win for it the preference of the best workmen.

We have had to enlarge our plant and increase our output to 1800 pairs per day.

THE SHOES MUST BE GOOD

TILLSONBURG SHOE CO., LIMITED

-- MAKERS OF --

Men's, Boys', Youths', Lads' Medium
and High Grade Staple Shoes.

TILLSONBURG

ONTARIO

BLACHFORD SHOE COMPANY EMPLOYEES' PICNIC

It was a delightful Friday that the Blachford Shoe Co. chose recently for their annual outing and picnic. Three special cars had been chartered by the company to convey the happy party to Jackson's Point on Lake Simcoe, where a most excellent programme of sports and other events were to be run off. It was an all-day affair, the party starting at 7.45 a.m. The cars were all filled which totalled a company of between 230 and 240 people, which included all the employees and their families and friends and the firm saw to it that none were left out. Each person was provided with a pretty red badge on which was printed the firm's name, place and date of the annual picnic. In addition to these everyone was provided with a numbered ticket. In this bunch of numbers was one duplicate. The object was to make the crowd mix up and get acquainted by searching for the duplicate number and for their trouble suitable prizes were offered for the lucky two. These prizes were valued at \$4.00. This was called the "Look" competition.

The sports began with a baseball match between the married men and single fellows. The latter went down to

While all these events were greatly enjoyed and appreciated by every one present, there was a more significant phase of the whole affair that was greatly appreciated by the management and the company. This was the spirit of oneness and unity that seemed to permeate the whole proceedings. Everybody seemed to take hold with a spirit of oneness that showed they appreciated the gathering and that they were all there, not as individuals, but as members of one institution. This was greatly helped by the members of the firm, who were here, there and everywhere, taking the keenest interest in every little detail and seeing that no one was slighted nor left out nor lacked for means of enjoyment. It is such gatherings as these that strengthen the bonds of harmony between employer and employee. Such attentions as this give confidence to employees and help to define the difference between working for a firm and working with a firm. Mr. Walter Brown, of the Boot and Shoe Workers' Union was present and expressed his appreciation of the wonderful spirit of unity that existed and the great enjoyment the day yielded to everyone present.

From 5.00 to 7.00 supper was served and then the trip



A "SNAPPY" BUNCH OF PHOTOS TAKEN AT THE PICNIC

- | | | | |
|----------------------------|--|---|--------------------------|
| 1. The arrival. | 5. Winners of "Look" prize | 9. Race for 45-year old colts. | 13. Pennant winners. |
| 2. Some of the prizes. | 6. A "close up" of the shoe lace race. | 10. Fly swatters. | 14. Married men's race. |
| 3. Human wheelbarrow race. | 7. The Managers had a pull. | 11. "Close up" of some of our beauties. | 15. Married men's final. |
| 4. The 3-leggers. | 8. Pretty girls' race. | 12. A slide run. | 16. One of the Bosses. |
| | 17. Another one of the Bosses. | | |

the married guys to a score which a deputation of the single fellows begged us not to print. By the time this game was over luncheon was served from 11.30 to 1.30. Then came all the big events of the day. There were all kinds of races for little tots, coat races, shoe lace races, three-legged races, married men's races, races for women of every age and station. There were tug-of-war pulls, the winning team winding up by pulling the managers, and strange as it may seem, the managers lost, hopelessly lost. There were wheelbarrow races of the human kind, and needle threading races, prize drawings and as many more kinds as there were people to compete. The prize waltz was won by Mr. and Mrs. Crawford and the one-step by Miss Gerwynne and Mr. Maly neux, and the special "Look" or duplicate number prize was won by Mr. Clifford and tiny Miss Merritt.

home. But the fun did not stop even then. Each car was filled with singing people. Song sheets were provided and these were sung over at least three times, which showed what a happy crowd was returning home. And they are talking about it yet.

Great praise is due the committee—Misses Flemming, Gardner and Beauchamp and Messrs. Lack, Rice, Elliott, Partridge, Crawford, Black and Scott—for their untiring efforts in making the picnic a happy success. And also everyone feels grateful to the firm who so generously provided transportation, luncheon and supper and did so much in many other ways with their personal touch to make the day one to be long remembered.

In the chemistry of business, men are tried by fire.

AN ENJOYABLE OUTING AND PICNIC

The Regal Shoe Co., of Toronto, held their annual picnic recently at Wabasso Park, just across from Hamilton, Ont. The weather was everything to be desired in spite of the fact that it rained. The rain came at a time when it in no way interfered with the pleasure seekers. The friends of the employees turned out right royally and swelled the crowd to between three and four hundred people. The boat arrived on schedule time and everyone was happy from the minute the boat left the Toronto wharf. The music provided



Officers and Committeemen

on the trip kept the crowd in splendid spirits so that when they landed they were ready for a whole week's fun to be crowded into one busy day.

Too much credit cannot be given the committee, the heads of the departments who worked so hard to make the affair a success, and they accomplished that for which they worked. The committee was composed of Messrs. Tarrett, Elliott, White, Burkhardt and Shackleton. As an illustration of some good advertising done to boost the affair before the day, here is produced a bit of writing by Mr. Mantle. It was set straight down a sheet with every word that began with "k" starting a new line. This is the article: Kome all you kickers, knockers, killjoys and krabs, krack a smile, keep kool and kongregate early for the Regal Picnic, Wabasso Park. Kareful arrangements have been made, klassy boat has been secured—the Steamer Korona, one of the best. Two klevor ball teams will perform—Korson's Klouters and McPherson's Misfits, of Hamilton. Kindly note, the re-

freshment committee are working overtime, so karry home a ticket for wifey and Snookums. Keep boosting this outing, klean out your pantry and fill up your klub bag. Keep posted on the date. Ice kream, kones, kups, plates and tea, all kontributed free by the kommittee and the entire kost, 75c. for adults and 40c. for kiddies. 14 hours krammed full of fun. Kan you beat it?

Manager C. S. Corson was on the job all day long and he and Mr. F. M. Farren made a most efficient reception committee. C. S. enjoyed himself immensely making others have the real best time of their lives. He and Horace Stone won the high diving contest. Annette Kelleman would look like a novice compared with their stunts in the races. C. S. has called his dive the "Wabasso flop." He did it in all the races as a bit of diversion:

There was a splendid programme of races and sporting events of all kinds, just what would meet the demands of a mixed crowd of that nature, for there were fat men and skinny men, there were fat (no, excuse us, we should have said stout) women and skinny (we mean thin) women. There were girls and boys and little tots and every kind of people, but all were looked after and well provided with apportunities to win prizes. The prizes were all coupons on the T. Eaton Co.'s store for various values.

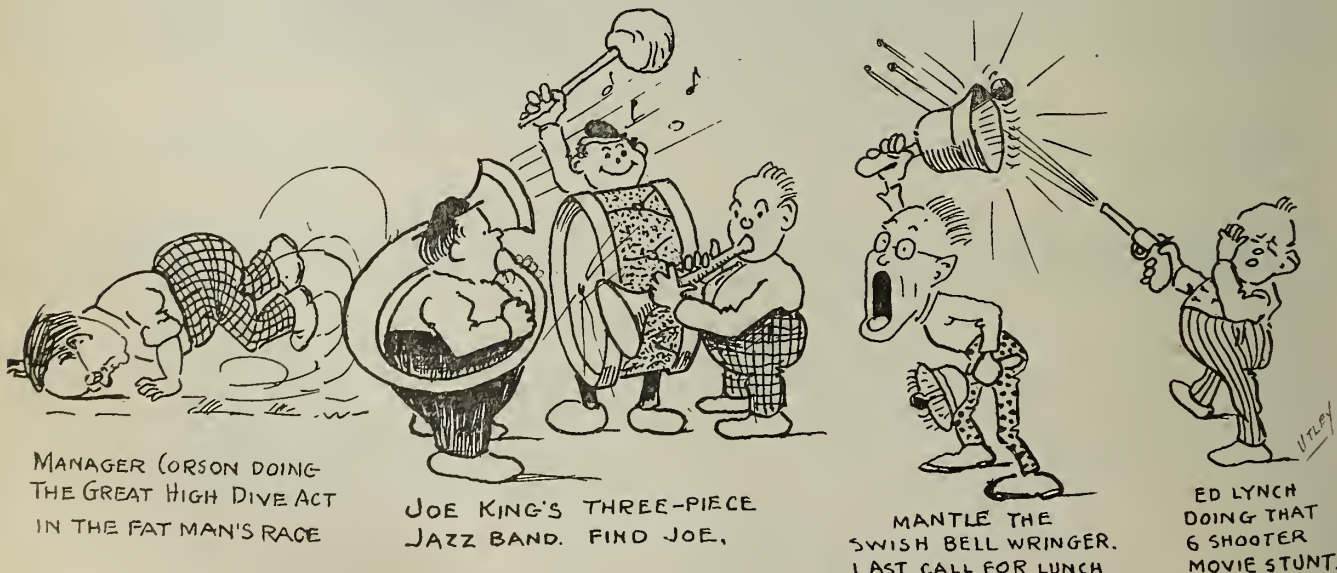
The official starter was Ed. Lynch, the popular traveller for the company, and what Ed. did with that six-shooter would make Bill Hart feel like thirty pieces of copper in his best movie stunt. Ed. shot up the town, or rather the trees, in good shape.

There was plenty of music all day long. The pipers accompanied the picnickers and enlivened things on the boat. Then came Mantle, the Swish bell ringer, after luncheon, who told where bell tolling was first told. What Mantle does not know about bell ringing is not worth being told. Then Joe King's three-piece band started in its work as the rain drops began to fall in the evening and everyone went into the pavilion and danced till time to take the boat back to the city, and by that time the rain had gone.

Ernie Pretty made a splendid official scorer. He had just one fault—he kept a perfect record of all events, but when he came to read his own writing he had to get the services of a specialist in chirography and hieroglyphics to decipher what he had written.

Among the visitors were Walter Brown, of the Boot and Shoe Workers' Union, Al. Wallace, of P. Wallace & Son, Toronto, and C. M. Marston, of the Shoe ans Leather Findings Co.

The day was well spent and everyone was delighted with the outing.



MANAGER CORSON DOING THE GREAT HIGH DIVE ACT IN THE FAT MAN'S RACE

JOE KING'S THREE-PIECE JAZZ BAND. FIND JOE.

MANTLE THE SWISH BELL WRINGER. LAST CALL FOR LUNCH

ED LYNCH DOING THAT 6 SHOOTER MOVIE STUNT.

COLUMBUS RUBBER COMPANY CONVENTION

Red letter days in the history of The Columbus Rubber Company of Montreal, Ltd., were August 19th and 20th. On these two days, the Company held their first Convention of Jobbers and Salesmen, and so successful was this Convention, it is planned to repeat it each year. Although the Convention was called on short notice, the attendance was good and what was lacking in numbers was more than made up in enthusiasm.

On Tuesday, at 9.30 a.m., the visitors were met and welcomed at the Place Viger Hotel by J. I. Chouinard, President; F. A. Todd, General Manager; A. Gauthier, Secretary and Emile Larose, Sales Manager.

The visitors were then conducted to the Columbus Rubber factory. A complete tour of the factory was made from mill room to packing room. The activities of the factory, the methods of manufacture and the care taken in making COLUMBUS Rubber Footwear was a revelation to many of the visitors who had never been through a rubber factory before. After inspection was completed, everyone returned to the Place Viger Hotel for lunch. During lunch, the visitors were formally welcomed by Mr. J. I. Chouinard, the President and Mr. F. A. Todd, General Manager. After lunch, the business meeting commenced. Styles and lasts in rubber footwear and Tipperary shoes were thoroughly discussed. Many suggestions were made and many of them will, no doubt, be adopted. The result will be more stylish footwear and a greater demand by the public. The meeting lasted until 6 o'clock when dinner was served. At the conclusion of dinner, everyone went to the Princess Theatre and spent a pleasant evening. Business and pleasure were just mixed in the right quantities and everyone voted it a successful day.

The following day the visitors were taken to St. Jerome by automobile to inspect the Dominion Rubber factory. On arrival at St. Jerome, a good luncheon was served at the Victoria Hotel. During lunch Mr. Kramer, manager of the Dominion Rubber factory, welcomed the guests and practically handed them the key to the factory with the privilege of inspecting everything and going any place they wished. Mr. J. I. Chouinard and Mr. F. A. Todd also made short and effective speeches expressing their pleasure and gratification with the success of the Convention. Mr. A. L. Cote made a short speech in reply. Mr. G. W. Barrett, manager of the Winnipeg branch, then rose and thanked the officials on behalf of the Jobbers and Salesmen present and the luncheon ended with three rousing cheers.

After luncheon, the Dominion Rubber Factory was inspected and then photographs were taken of those present, after which the return trip was made to Montreal.

Credit is due Mr. Larose, General Sales Manager, who had charge of all the arrangements. Everything went off smoothly and it is hoped that subsequent conventions will be even better and larger than this one. Everyone got acquainted and a more intimate feeling was established between the Company and the men in the field which speaks well for the future of all concerned.

The following were at the Convention: J. I. Chouinard, President, The Columbus Rubber Co. of Montreal, Ltd.; F. A. Todd, General Manager, The Columbus Rubber Co. of Montreal, Ltd.; A. Gauthier, Secretary-Treasurer, The Columbus Rubber Co. of Montreal, Ltd.; E. Larose, Sales Manager, The Columbus Rubber Co. of Montreal, Ltd.; L. H. Lytle, Advertising Manager, The Columbus Rubber Co. of Montreal, Ltd.; G. W. Barrett, Manager Winnipeg Branch, The Columbus Rubber Co. of Montreal, Ltd.; O. Laviolette, Manager Ottawa Branch, The Columbus Rubber Co. of Montreal, Ltd.; P. E. Lefebvre, Manager Montreal Branch, The Columbus Rubber Co. of Montreal, Ltd.; M. S. Stein, D.D. Hawthorne & Co., Toronto, Ont.; Wm. Cook, William Cook Shoe Co., Truro, N.S.; E. Darveau,

Poliquin & Darveau, Quebec, P.Q.; A. Poliquin, Poliquin & Darveau, Quebec, P.Q.; J. H. Cote, The Columbus Rubber Co., of Montreal, Ltd.; B. Belanger, La Victoire Shoe Co., St. Hyacinthe, Que.; A. L. Cote, J. I. Chouinard, Montreal; S. A. Saucier, J. I. Chouinard, Montreal; A. E. Larue, J. I. Chouinard, Montreal; J. V. Grant, J. I. Chouinard, Montreal; N. Morrison, J. I. Chouinard, Montreal; Peter Chouinard, J. I. Chouinard, Montreal.

THE SHOE JOBBERS' CONVENTION AT AMHERST

(Continued from page 37)

Clean linen; polished shoes; well pressed clothes; to be clean shaven, are great assets.

"Do you show the same attention to your samples? Do you arrange them with care? Do you shine them up often? The interest you take in this way will beget the interest of your customers.

"When you call upon your customer and find him busy do you wait around until he is through, or slip out and call again, remarking on your return that you were pleased to find him so busy when you called before, and that you hope business is always as good as it seemed to be then.

"Do you study to make a good impression throughout your interviews? The salesman who would sell his goods must first sell himself. Do you create an interest in your line or just sell what the prospect asks for?

"Have you any customers whom you call "crusty"? Find out about them. Study to win them; they are human and vulnerable.

"Do you try to leave your customer in such a pleasant state of mind that he will be glad to see you again?

"Do you, or your customers, terminate your interviews with them? Never tire out a customer, and never get over-familiar with a new prospect.

"Never call on a man when you are smoking a cigar, and always give him the compliment of assuming that he is busy.

"Do not work off your social friendships during business hours.

"Be persistent, not in a cold-blooded way, but firm, quiet, determined. Do you get sore in face of disappointment? Never show it. Never slam a door.

"Do you offer your goods as something you have for sale, or as an opportunity for your customer to make money? Take his side; it is your strongest point.

"If you have a difficult account, first get a friendly tip on how to get under his skin, then try to find out some particular line of yours that he could use to good advantage. If you interest him on that, be satisfied. Follow it up with service.

"Be always a gentleman."

The new Maritime Association of wholesale men should not be understood to be in any way a price fixing organization. The members are at liberty to sell at any price they desire, and will not be restricted in any way. The members feel that successful merchandising is a matter of distribution, and they desire to do all they can to assist this by aiding their salesmen in any way possible, and cultivating a friendly and co-operative spirit among themselves and their customers. The day is past when enmity can be of ultimate good even to men in the same line of business, it is too puerile in character and cannot bring good results.

The Fleetwood Footwear Co., Limited, of St. John, N.B., has just been incorporated in that city and will carry on a wholesale boot and shoe and rubber business. Mr. E. J. Fleetwood is at the head of the new company. He is also president of the Maritime Wholesalers' Association and is well known in shoe circles in the eastern provinces.



TENAX SOLES

(GUARANTEED)

THE SHOE QUESTION

is one of considerable importance, these days. It's fast becoming a question whether the person who buys shoes will have enough money left to buy anything else. It's something like buying a house and lot.

The man who makes the shoes has got to face this condition squarely. If he has a standard to maintain, his problem is to cut down his cost without sacrificing his quality. That is where Tenax Soles fit in, exactly. They give longer wear than leather and at a lower cost. The shoemaker who adopts Tenax Soles can turn out a far better shoe and for less money.

Send for samples and test Tenax Soles for yourself. Made in black, white and tan, both full soles and tap soles, and in all sizes for men and women. Tenax is also made in sheet soles, 36 x 48 in., in all the usual thicknesses. Stocks are carried at all branches.

Tenax Soles will Never Crack or Break.

Made by **GUTTA PERCHA & RUBBER LIMITED.**

Toronto, Halifax, Montreal, Ottawa, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria.

Rubber Shoe Trade Notes

Business Somewhat Improved—Manufacturers Getting Ahead with Regular Goods Salesmen Showing Samples for Summer Selling—Raw Rubber Continues Quiet

RUBBER shoe manufacturers are getting in shape to commence operations on their placing orders for next season, which notwithstanding untoward conditions, promise to turn out well. Whatever has been lacking has been more than made up by export business which promises for some time to come to be a regular feature of the rubber trade. Travellers all getting ready with their tennis and sporting lines which this year are more attractive and varied than ever. Speculation is rife as to prices which promise to advance somewhat notwithstanding the easy condition of the raw rubber market. Manufacturers claim that the cost of all other materials as well as wages has gone up and they are only asking their usual spread on production cost. The raw rubber market was somewhat more active the last two weeks, but conditions are about as usual. First latex pale crepe is quoted 42½c, and upriver Para fine 55c. A dull and discouraging market is reported in scrap rubber.

Rubber Drops in Spite of War.—The National City Bank of New York in a circular recently issued calls attention to the fact that the average price of raw rubber during the last fiscal year was about ten cents lower than the average for the past five years. It goes on to say:

"The quantity of rubber imported in the five fiscal years since the beginning of the war is greater than in the twenty years preceding the war, but the average price a pound during the war period is less than that of the twenty years before the war. The total quantity of rubber imported in the five years since the beginning of the war is 1,563,000,000 pounds, valued at \$795,000, an average of about 51 cents a pound, while in the twenty years before the war the total quantity imported was 1,549,000,000 pounds, valued at \$1,034,000,000, or an average of about 67 cents a pound. The average in the year just ended is less than that of any single year since 1890.

"The fall in price is due to the enormous increase in production. While the world's consumption of rubber greatly increased during the war, especially in the United States, the gain of production was even more rapid. The world's production in 1913 was 108,000 tons and in 1918 259,000 tons. Our own importation has grown more rapidly than world production, being practically three times that of 1913, while world production was doubling.

"Since the war the United States has continued to increase her rubber importations, the total quantity imported since the armistice being about 20 per cent. more than in the corresponding period of the preceding year. In fact, the United States, during most of the war period, has been consuming about two-thirds of the rubber of the world, and more than three-quarters of a billion dollars has been sent out of the country during the war to buy India rubber.

"A large proportion of the rubber consumed in the United States has been utilized for automobile tires, the value of tire production of the United States being now estimated at about \$450,000,000, while the recent estimate of world expenditure for pneumatic tires put the grand total at about \$600,000,000 a year."

AMERICAN SHOE RETAILERS DENY PROFITEERING

At a well attended meeting of the officers and executive of the National Shoe Retailers' Association of the United

States, called specially to consider the leather and shoe situation at Atlantic City last week a resolution was adopted similar in portent to that adopted by the Canadian National Shoe Retailers' Association last month, denying the existence of any organized "profiteering" amongst retail shoe dealers.

"Retail shoe dealers represented in this association fear no investigation," declared A. H. Geuting, president of the national body. "We have nothing to conceal, and stand ready to place ourselves unreservedly at the disposal of the Government for the working out of a practical plan designed to solve the price problem."

A statement authorized by the meeting said that many styles of footwear would be eliminated for the spring season of 1920 in an effort to reduce prices. "The entire style programme will be formulated with a view to eliminating duplication of styles and other conditions contributing to unavoidable costs," the statement said. "Instead of the almost innumerable colors prevailing prior to the war, shoes for the spring season of 1920 will be made up in but nine shades. Retailers are co-operating with manufacturers with the purpose of simplifying the output wherever possible."

Prices of shoes this fall, it was announced, will range from \$8 to \$12 a pair.

HIDES CONTINUE DULL

There is no change in the position of the local market for dry hides. Buyers evidently consider the present a good time to stay out of the market. At all events they are not buying, and the quiet which has been a feature in the trade for the past fortnight continues uninterrupted. In the absence of business, prices are nominally unchanged and are generally estimated on the basis of mountain Bogotas and Orinocos at 50c, at which price the last sales were recorded. But the market may be said to be easy at this quotation, and sellers might be found willing to make concessions, though they profess to be firm at 50c to 51c. But there are no buyers just now at any price. The present lull in business, importers claim, cannot last much longer, and when buying sets in again they look for a reaction. In the meantime, however, stocks are gradually accumulating. There are no buyers for New York city packer hides and prices are nominal. Dealers in country hides are growing a little anxious, and have been offering rather freely at concessions. The latest advices from the River Plate quote a quiet market there for wet salted hides. In fact, no business at all was reported for some days; but the packers are said to be holding firm on the basis of previous quotations. Mexicans and Cubans are also dull. Bogotas and Orinocos are quoted at 50c to 52c.

There is no improvement to note in the market for calfskins, which continues quiet and at least nominally unchanged, and no important sales have been reported to determine the exact market. Outside skins are also dull and unchanged, at the usual one dollar differential below city skins. There is little demand for goat skins, and the supply, which has been coming in freely, is accumulating. The market is proportionately weak and nominal at the prices previously quoted. Deer skins are also quiet, but somewhat firmer in tone by comparison, at unchanged prices.

BUCKLE FAD LASTING

Of particular interest to the findings trade at New York, as well as in other parts of the country, is the increasing vogue for decorative buckles. Not very long ago it was asserted in different quarters that this ad. would only last for a short time, but quite the contrary is true, for the popularity is growing. It is estimated that buckles are moving at the rate of a pair for every pair of pumps sold. Those in high demand are plain nicked silver, steel and jet beaded, and those with rhinestones.

“EUREKA”



No. 924—Black Kid
No. 925—Brown Kid

To the Jobbing Trade only

Our new 9-inch Black and Brown Kid Bals. are trade builders. They are well constructed and are money makers.

Write our Sales Department, **Am-Bri-Can Distributors**, 64-68 Adelaide Street East, Toronto for up to the minute prices on our lines.

EUREKA SHOE CO., LIMITED
THREE RIVERS, QUE.

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.

RALSTON'S
Dressings
are Always
Dependable



A Dressing
for
Every
Shoe



Our travellers are now on the road booking Fall orders. Place your order EARLY for a freight shipment, and thus avoid heavy express charges later on. Remember, all liquid polishes are subject to frost, but our paste polishes are not, and can be shipped at any season of the year, either by freight or express.

Robt. Ralston & Co. Hamilton, Ont.

The Saleability of Our Shoes

Is greatly enhanced by their stylish appearance and the result of correct models and fine finishing.

The serviceability of our shoes is the result of the best shoemaking and materials, a combination that spells success and assures a profit to the retailer that sells them.

Goodyear Welts, McKays and Standard Screws

MEN'S, BOYS', YOUTHS', LITTLE GENT'S,
WOMEN'S, MISSES', CHILDREN'S, INFANTS'

LAGACE & LEPINAY

25 St. Anselme Street

Quebec, P.Q.



Building for Future Trade

It is the man who tries to establish a permanent trade who is liable to succeed. He will seek to give service. To do this he must have reliable goods.

ALL THIS CAN BE SUMMED UP IN ONE WORD

YAMASKA

Which is the brand of Shoes that always gives satisfaction

AND IS MADE BY

La Compagnie J. A. & M. COTÉ
St. Hyacinthe, Que.

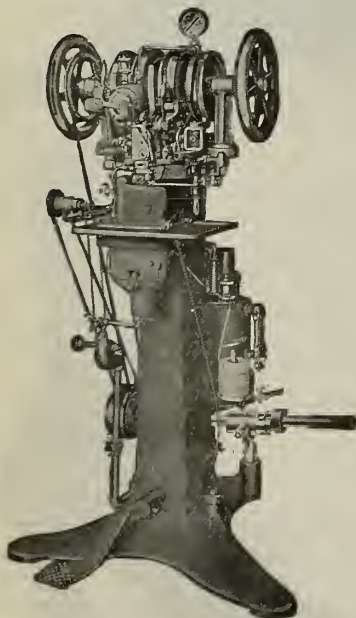
Landis Outfits are Money Makers

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

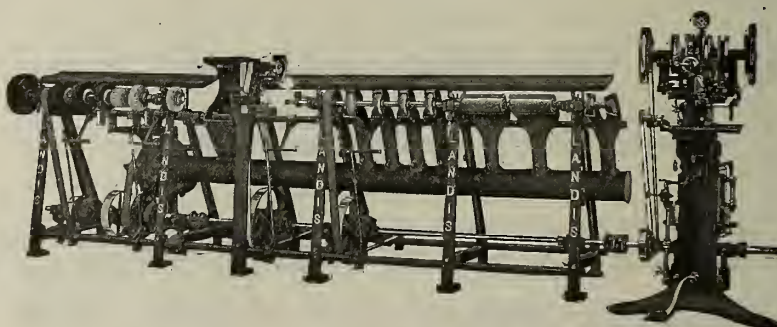
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

A Satisfied Customer

The following extract from a letter from Beatty Bros., Limited, of Fergus, Ont., Manufacturers of Barn and Stable Equipment, Pumps, Churns, Washing Machines, Grain Grinding Machines, etc., a firm of international reputation, speaks for itself. The compliment was entirely spontaneous.

"The quality of your printing in that eight page colored Electric Washer Circular was so satisfactory that I am going to recommend you to a certain firm that has written me to find out about good printing houses.

"If you continue to give such quality at reasonable prices you will get a large share of our work."

BEATTY BROS., LIMITED

Per J. Alton Potter, Adv. Mgr.

We do all kinds of printing, but we specialize in High Class Color Work, Catalogues, Booklets, Commercial Requirements, etc.

OUR SERVICE WILL HELP YOUR BUSINESS

ACTON PUBLISHING CO. LIMITED

TORONTO

MONTREAL



The Peterboro Shoe

Has the quality, style and appearance of much higher priced lines, and these features make it a great favorite with retailers and customers alike.

A staple line without an equal.

Made for Men, Boys, Youths and Little Gents.



B. F. Ackerman, Son & Co., Limited

Peterboro, Ont.

Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"

SOLE LAYING CEMENT

We are making our *Sole Laying Cement* of such a quality that its use insures you against the loss from soles slipping or cementing soles the second time. Quality is ever our watchword, as good cements are good and poor cements are poor.

BOSTON BLACKING COMPANY

152 MCGILL STREET

MONTREAL, P.Q.

Profits in Shoe Repair Department

Mr. Baird Thinks Shoe Retailers Should Do Repairing on the Same Principle as a Jeweler or Automobile Dealer Does Repairing

THE following is the substance of an address given by Mr. John J. Baird, of the A. E. Pitts Shoe Co., Columbus, O. Mr. Baird, referring to the fact that every first-class jewelry or automobile establishment had an up-to-date repair department, said: "There is no reason why the public should not be able to get shoe repairing done by you, who have their confidence and their goodwill. They expect, and have a right to expect, that out of you and your institution they will get good service and a square deal. They buy their shoes from you because they believe that you know how they should be made and what materials are best suited to their needs. Isn't it reasonable to believe they want you to do their repairing for the same reasons? The profit possibilities are at least as good as the profit

possibilities in the stock you carry. For a small investment you add to your profit account in a very substantial way, and if your work is done right you make and hold many customers that you might not hold for any other reason. The biggest item in the cost of repairing is labor. By giving this question a little thought and attention, you can soon build up a business in this line that gives you the most rapid turnover you ever saw, and that will gain for you a prestige that would cost innumerable dollars if gone after by other means. We find in our business that the price question is governed by exactly the same principles that control the price of new shoes. The people are glad to pay a good price for good service. We have a complete outfit of first-class machinery and our shop is manned by workmen who know their business. There isn't any kind of a shoe repair job that we can't do, and do right. We feel that by maintaining this department of our business we give the people a more complete service and are adding many dollars besides to our profit account.

Your shoe repair shop will pay from the start if you establish along the right lines. Use good materials, good labor and good sound business methods in this as you do in the marketing of new shoes, and you will find the profits good and not hard to get. The percentage of depreciation on your machinery is very slight; on the leather and findings none at all. And the appreciation shown by your trade when they see how well they are taken care of by your repair department is pleasant and profitable, too.

LEATHER AND SHOE TRADE JOTTINGS

(Continued from page 30)

are held at 53c with heavy native cows quoted at the same price. The country hide market is apparently as strong as ever, especially on light weights. Heavy steers are quoted at 51c, and and buffs hold firm at 50c. Calfskins are also strong and further advances are asked by some dealers. Green skins have advanced 5c on the New York market for those under nine pounds while the heavier weights have gone up about twenty-five cents each. The dry hide market remains practically stationary, and some seem to think that the top has been reached. Bogotas continue to sell at 55c and 56c, although sales have been reported at 53c. The Riva Plate market is firm for B.A. hides at 55c. The goatskin market is quiet at present, although South American skins show considerable strength. Sheepskins continue strong on account of the demand to replace other kinds of upper leather. The leather market continues steady, although trading in sole has slackened somewhat across the line. In Canada the recent advances are well maintained and tanners claim they can sell all they can make here and abroad. On the whole the tendency towards higher prices seems to have been checked temporarily at least whether from fear of investigation or the studying of the demand it is hard to say. High class oak bends are nevertheless selling in Boston as high as \$1.25 with backs at \$1.05. Side leathers are in good demand and most tanners are sold up on standard selections. The American market quotes \$100 for colored sides in full grain, although some are quoted 85c to 95c. Tanners are behind in deliveries of blacks which are quoted 80c to 95c. Calfskins both black and colors are scarce, and still

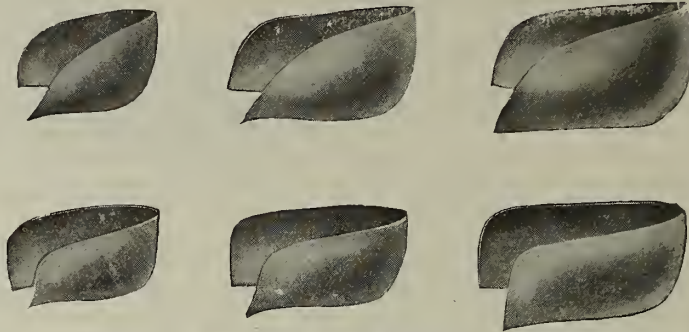
command high prices. Boston quotations are \$1.40 to \$1.50 on colors for top grades, and choice blacks are selling from \$1.30 to \$1.35. The glazed kid situation remains strong. Top grades of colors are still selling at about \$1.50 a foot, although some lots have sold as low as \$1.35. For high class blacks \$1.40 is the price with quotations of ordinary skins at from \$1.25 to \$1.35. There seems little hope of easier prices for a considerable time to come.

About the Styles.—The low shoe in women's wear seems to be in for extended popularity. The principal shoe stores in New York and Boston feature it in connection with their fall displays. One large dealer says that low shoes will be worn until January 1st at least, being supplemented with bright colored overgaiters. Women have become so accustomed to the low shoe that they dislike giving them up even in cold weather. In addition the economy of the low shoe will make it an attraction to those who have to pause in considering the price of high cut shoes these days of the high cost of leather. Certainly the new spring samples evidence the popularity of the oxford, colonial and pump which will next season rise to a popularity that they have never hitherto known. Some dainty models are shown in the new season's offerings in colors as well as black and a goodly assortment of pleasing combinations as well as an array of white goods that will meet the extraordinary demand that has developed for this class of summer footwear. A feature of the low shoe development is the use of the 'Baby Louis' heel which will be found in many high class lines. Altogether the new range of spring goods even apart from the array of low cuts gives promise of a wide departure from conservative lines as well as the ideals that have prevailed for two or three seasons.

FAIRE BROS & CO., LIMITED

RUTLAND STREET, LEICESTER, ENGLAND

Manufacturers of **STIFFENERS**



TO BOOT MANUFACTURERS

Our well-equipped modern factories are adapted to meet all your requirements in high grade

SOLID GRAIN STIFFENERS

GRAIN BACKED STIFFENERS

In all sizes.

SOLID SPLIT STIFFENERS

TWO PIECE SPLIT STIFFENERS

Men's, Army, Women's, Children's and Golosh Shapes.

THREE PIECE SPLIT STIFFENERS

LEATHER LAYER STIFFENERS

BE SURE AND SEE OUR SAMPLES BEFORE RE-ORDERING.

IT WILL PAY YOU TO DO SO

FAIRE BROS & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER

CEMENTS

Some of Our Lines

"Waxo"
Shoe Felts
Polishing Wax
Sewing Wax
Fish Glue
Dry Pas'e
Black'ngs
Dressings
Box Gums
Patent Leather
Repairer
"Carbicon"
Felt Box Toes
and

A Complete Line
of Shoe Findings

Eliminate all worries by using our CEMENTS. They are guaranteed to maintain their high quality under all climatic conditions.

A trial will convince you of their merits.

Ask for quotations, you will find our prices right.

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

HOW OTTAWA WON OUT IN EARLY CLOSING


(Continued from page 28)

Business starts earlier and the public gets better service.


I would advise every line of business and especially the shoe business in every city and town in Ontario (where the law for closing stores is so easy of access) to get busy and follow the example of Ottawa. You will never regret it, especially after you have had shorter hours for a few weeks, and then realize that you are getting more out of life and still doing as much or more business than ever. My advice, before starting an early closing campaign is to be sure you have everything worked out according to law.

This will save you much time and also will avoid loopholes should any strong opposition appear. Study the act so that you will understand it thoroughly and take your city clerk and city solicitor into your confidence. You will find as a rule that they will be most ready to help you in every way. Also stand in with the newspapers, they can and will give you every assistance. Above all, be ready to sacrifice some of your time from business as it is for a good cause and you will never regret it. Remember,—shorter hours have come to stay. Do not oppose them. Be broad-minded and progressive it will repay you.

A. F. Sloane, the field secretary of the National Shoe Retailers' Association of the United States, and whom many Canadian visitors to the Rochester style shows have met, died at his home in Oxford, Ohio, on July 29th. Mr. Sloane was the one outstanding figure that brought the National Association to its present excellent position. He was a merchant in a small way in a small town, but was a big man in a big way with ideas as to the potentiality of the national association and devoted his entire time to it latterly. He was held in the very highest esteem all over the U.S., both as a man and as a shoe man. His loss will be greatly felt.



AMONG THE SHOE MEN.



A \$60,000 addition is being made to the plant of the MacFarlane Shoe Co., Limited, of Montreal.

According to reports the Dominion Rubber Systems will build two hundred houses in Kitchener.

The old Amherst Shoe warehouse in Regina has been sold to a company who will use it as a wholesale grocery.

The C. S. Hyman Co., Limited, of London, Ont., are putting an extensive addition to their tannery in that city.

It is reported that the annual export of rubber from the Straits Settlement is valued at 14,000,000 pounds sterling.

Publicover & Redden are opening a new store in Sydney, N.S. Mr. Publicover will manage the new store in Sydney.

Mr. Waller, manager of the Robert Simpson Co., Toronto, shoe department, paid a business visit to Chicago recently.

Kennedy Brothers, of Moose Jaw, have been recently incorporated and are reported to be doing a big business in the west.

The new rubber company which started in Vancouver, is reported to have increased its capacity and is flourishing splendidly.

The death of Mr. J. A. Jacques, a leather merchant of Quebec City, took place recently at his summer home at Charlesbourg.

The shoe repairers of Guelph have organized an association with Mr. Chas. W. Conkey, president and Percy King, secretary-treasurer.

There is great activity among the shoe manufactories in Quebec. Every plant has orders ahead that will keep them running for many weeks yet.

Mr. De Tilly, manager of the Perfection Counter Co., Montreal, has just returned from an important business trip to Boston in the interests of his firm.

Mr. H. Gibbons, who opened a store recently at 510 St. Catherine St., Montreal, specializes in high grade shoes only. The store is very attractively fitted inside.

Six shoe dealers who are trying to break the early closing by-law in London, Ontario, were summoned recently for breach of the new law. The cases were adjourned.

Mr. Fred Marois, Quebec City, accompanied by his two sons and Mr. Edgar Shee, just returned from a very successful fishing trip, which they spent at Lac Laflippe.

Mr. Harry Clark, of Ottawa St., Hamilton., was a visitor at the Exhibition in Toronto last week. He motored over from his city. Harry says trade is good with him in all his lines.

Shannon & Co., Prince Albert, Sask., have the only exclusive shoe store in the town and report that business has been extra good with them this summer and keeps up well, too.

Thieves broke into a slaughter house in Kitchener and stole six hides valued at \$140. Years ago that would have been about ten dollars which a thief would not consider worth stealing.

H. B. McGee, representing the Perth Shoe Co., has his samples on display at the King Edward Hotel, Toronto. Mac says he does not have time to sell his lines, retailers are so busy buying them.

Before the investigation committee of the United States regarding the destruction in France of 100 airplanes, a soldier testified that 350,000 pairs of shoes were sold in

Belgium at a very low price when it is claimed they were needed at home.

It is reported that the Goodyear Tire and Rubber Co. will build a new building in Winnipeg. The structure will cost \$75,000 and the purpose is to serve the western district from this Winnipeg centre.

Mr. Howard Blachford, of the H. & C. Blachford Co., Toronto, has been rustivating among the Muskoka Lakes. Howard says that Old Ontario has Palestine beaten as a real place in which to live.

Mr. J. Donovan, who for some time has been connected with the Palmer-McLellan Co., of Fredericton, N.B., has organized a company known as the Donovan Shoe Co., which will be located in Woodstock, N.B.

There is a new shoe store recently opened in Edmonton under the name "Hallatt-Rodgers, Limited, The Shoe Men." They are both practical shoe men and have associated with them H. C. McDonald, another practical man.

Workmen are busy at the construction of an addition to the John Ritchie Shoe factory, Quebec City. This addition is five stories high, brick, and is 42 by 100 ft. The company expect to have it completed for the first of the year.

Bennett Ltd., Chambly Canton, Que., have been, owing to increased business, compelled to open their old factory and run it in addition to their new plant. Three shifts of workmen are employed daily, eight hours each shift.

Mr. Eutrope Guay, formerly with Eugene Guay, Reg.

FOR SALE—SHOE REPAIR BUSINESS doing thriving trade. Live Western Ontario town. A bargain. Good reasons for selling. Box 857, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

FOR SALE—Spare parts for Whitney Flesher; Spare parts for Leigden Side Unhairing Machine; Ott Bark Mill, overhead righth and drive; 4-ton Fairbanks Platform Scale. Attractive prices will be named on above for prompt sale. Apply Box 856, SHOE AND LEATHER JOURNAL, 1229 Queen West, Toronto.

WANTED—Direct Agents to represent Canadian Shoe Findings Novelty Co., 2 Trinity Square, Toronto. City of Quebec and surrounding country; London, Ont.; Western Ontario; Sherbrooke, Que.

WANTED—Old established business houses, as district Agents in Canada, for the sale of Boot Polishes, Inks, Stains, Waxes, etc., for the Boot and Shoe Trade. Apply The Magic Polish Co., Ltd., Leicester, England. Established 1891, Government Contractors.

MANAGER—EXPERIENCED IN MANAGING, BUYING, selling, bookkeeping, advertising and window display in retail shoe store doing big business, capable of taking full charge, would like to locate in Eastern Canada. Box 858, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED—Good retail shoe business wanted in live town or city, have money to invest in good proposition. Box 859, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto.



Glazed
or
Mat

Black
or
Colors

White and Fancy Colors

Excellent Wearing Quality,
Superior Finish and, Con-
sidering High Grade,
Moderate Prices

CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy
Leathers, Skivers, Cabrettas, as well as
for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES

NEW CASTLE LEATHER CO.
NEW YORK

Canadian Branch—335 Craig St. W., Montreal
Factory—Wilmington, Del., U.S.A.

The "Perfect" Counter

OUR COUNTERS

Excel in Fit, Durability
Appearance and Price

They are made from selected fibre of the
finest grade and will positively outwear
the shoe. This is our guarantee.

WE know they are the Best Counters
obtainable. We want YOU to know it.
A trial will convince you.

A NEW LINE

We are now manufacturing a high grade
pliable genuine waterproof Innersole to
be known as the

"Perfect Innersole"

Ask to see them.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, 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

CLARKE & CLARKE Limited

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

Montreal, is now associated in no way or connected with the firm. The trade is being notified that accounts can be paid to the company direct or to its legal representatives or their regular travellers.

In a very cleverly worded reader advertisement a shoe store in Hamilton, Ontario, makes the bold claim that it is actually selling shoes at less than present wholesale prices. We will leave it to other retailers to judge as to the advisability of such a course.

Mr. C. N. Candee's hand has in no way lost its cunning when it comes to shooting. He made the highest score at the recent shoot at the Canadian National Exhibition held in Toronto. He "killed" 99 birds out of a possible 100 which any one will say is extra good.

Mr. Peter Doig, sales manager of the Tetrault Shoe Co., Montreal, and a few friends have just returned from an extensive motor trip through the White Mountains, afterwards spending some time at Old Orchard, Portland, Maine, before returning to Montreal.

There seems to be a general feeling that some time during 1920 prices will come down some, and that shoes will be included in this list. But one who knows anything about the leather and shoe industry knows shoe prices cannot come down in any appreciable degree for this season nor for spring.

It is reported that an old tannery building owned by the John Palmer Co., of Fredericton, N.B., was set on fire to celebrate the peace demonstration. It was not in use now, but at one time was used by them in making their oil tanned stock. It had at one time been used as a patent leather tannery.

Ames-Holden-McCreedy, Limited, opened on August 1st branches in the following cities:—Halifax, Quebec City, Ottawa, Ont., London, Ont., and Calgary. Arrangements are now being made to open a branch in Regina and Saskatoon. The firm will carry a full line of leather and rubber footwear in the above branches.

Mr. Geo. L. McCrae has succeeded to the management of the sole and heel department of the Goodyear Tire and Rubber Co. Mr. McCrae has been with the company for eight years and still retains the management of the mechanical rubber goods department of the company. Mr. C. R. Harshman is assistant to Mr. McCrae.

Mr. J. E. Samson having secured the Falardeau Tannery, Caron St., Quebec City, has remodeled and equipped it with the very latest machinery for the manufacture of boots and shoes. Mr. Samson will run this plant in conjunction with his other factory on Arago St., Quebec City. This new addition will allow him an increased production of over a third.

H. W. Filkin, representing the B. F. Akerman, & Son Co., Limited, Peterboro, started out with his car on Monday morning, July the 21st, to sell Akerman shoes. He travelled toward Toronto, but could do no business, for every retail shoeman was at the convention in Toronto, so H. W. became sore and hiked for the Exhibition in Kitchener and had a



Phone
Main
5237

222 Craig Street West
Montreal

Maker of

Fine Illustrations

For

- Newspaper Adv.
- Tradepaper Adv.
- Catalogues
- Circulars

Of

Shoes

For

- Men
- Women
- Children

Felt Slippers

- Felt Shoes
- Hockey Shoes
- Rubbers
- Rubber Boots
- Shoe Packs
- Moccasins



real nice time with the crowd. But he cleaned up on his way back. He covered 352 miles in three days, making calls all the time. That's going some.

It is reported that the Goodyear Tire and Rubber Co., of Akron, Ohio, are preparing a huge rubber plantation on the island of Sumatra. Ten thousand coolies are being employed in preparing this jungle of 20,000 acres for planting the rubber trees. Twenty cents a day and a reasonable shelter keep the coolies so content that labor troubles have not reached the island up to date.

Mr. Ralph Locke, for a number of years connected with the firm of Dufresne & Locke, Limited, shoe manufacturers, Montreal, has disposed of his interest in this firm to Mr. Oscar Dufresne, who has assumed the active management of the firm. Mr. R. Locke will in future devote his time to his many other interests, including that of the firm to Dufresne & Galipeau, Limited, shoe jobbers, Montreal.

The firm of J. E. Fournier, of Montreal, is making some change and will be known now as J. E. Fournier, Limited

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.

Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE. FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

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.

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

27 Front Street East
Toronto

Tanneries

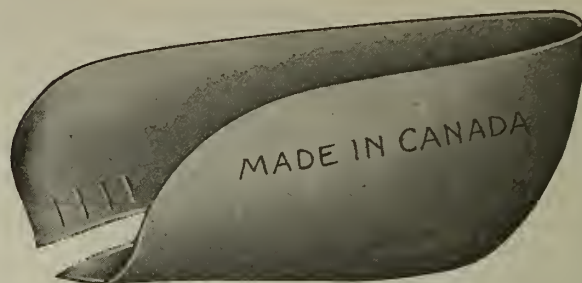
Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

FIBRE COUNTERS



RELIABILITY

The RELIABILITY of Duclos & Payan Fibre Counters, as evidenced in their persistent use by the Trade for forty-five years, signifies a constant High Quality in the Product. Best grade materials and faultless manufacture result in counters that we are able to GUARANTEE to outlast the shoe.

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. HYACINTHESales Office and Warehouse
MONTREAL

The Montreal Heel Co.

The Largest Heel Manufacturers
in the Dominion.

Combination Heels of all kinds.

*Specialty LOG HEELING*321 Aird Ave.
Phone Lasalle 778Montreal
J. E. Dupré
Prop.

LUC ROUTIER

Manufacturer of

Men's, Boys', Youths',
Little Gents' Shoes in

McKays and S.S.

Enquiries Solicited

QUEBEC, P.Q.

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, Standard Screw.

QUEBEC, P.Q.

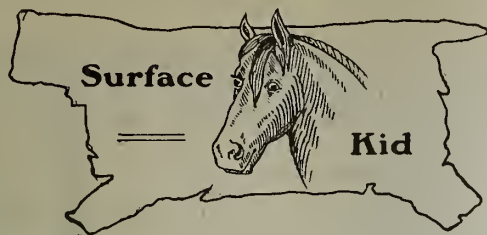


Pan American

Grey *KID* Seal
Brown  Black

Perkins & McNeely
Philadelphia

Ed. R. Lewis, Toronto



SURFACE KID

GLAZED KID
SHEEPSKIN
CABRETTAS

Shoe Jobbers! When placing your order for goods made of Glazed Horse, be sure and insist on SURFACE KID, as it has the nearest appearance to Kid of any other similar stock on the market.

It is smooth, soft, pliable and durable, possessing all the qualities of genuine Kid.

GLAZED DULL and GUN METAL

MADE IN BLACK AND COLORS

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST

and will carry on a general leather business. There are several other companies just registered in Montreal among whom are the Standard Export and Import Co., Limited; The United Footwear Co., Limited; and Claude's Limited, all of which are dealing in leather in some form or other.

Mr. William Thurston, who for a number of years carried on a leather and findings business on Hastings street, Vancouver, died at the home of his daughter, Mrs. W. E. Smith. Mr. Thurston came to Canada from England fifty years ago, locating in Toronto, where for twenty years he conducted a business manufacturing boot and shoe uppers, moving to Vancouver in 1890. He opened up a leather and findings store on Hastings street, carrying on the business up to ten years ago, when he retired to his ranch at Chilliwack. He leaves a wife and seven children, as follows: Mrs. William Thurston, Chilliwack; William D. Thurston, Montreal; J. A. Thurston, Central Park; Tom Thurston, Vancouver; Victor S. Thurston, Vancouver; Mrs. W. E. Smith, Vancouver; Mrs. Charles Force, Vancouver, and Bert Thurston, Seattle.

VANCOUVER NOTES

Mr. J. McAllister has moved into new and larger premises two doors south of his old stand.

There are many visitors from over the border, all of whom help to put more money into circulation.

The Repairers' Association are holding a meeting to consider making a further advance on repairs all round.

Mr. H. Copping and Mr. J. Groves, both of Burnaby, have made additions to their stores and given them much needed space for their increasing business.

Mr. H. Lute, of North Vancouver, has taken over the adjoining store and added to his existing one, making his store the largest and most commanding establishment on that side of the inlet.

The retail trade is in a much healthier condition than the last two months. The volume of business is much greater. The situation is recovering from the set back occasioned by five weeks' idleness of the wage earners.

Mr. R. B. Francis, of the B.C. Leather & Findings Co., accompanied a large party of members of the Vancouver Board of Trade, north to Prince Rupert, returning by way of Prince George and the Lillooet district and P.G.E. railway. Much pioneer work was done, which will be conducive to a

closer business relationship with tradesmen and dealers in those parts.

Two members of the craft have closed out during the week and left the city. Mr. Legg, a returned soldier, has gone into the interior to take up land, and Mr. H. Lamb has left for a trip to his home in Chesham, Bucks., England.

GEO. J. COWLING

Mr. Geo. J. Cowling, who represents the Aylmer Shoe Co., in Eastern Ontario, has just returned from an extended trip to the Eastern States, where he has been doing some style inspection and looking over the market generally. He took



GEO. J. COWLING
Toronto

in Rochester, Boston, Baltimore, Cleveland, Columbus and other shoe centres. Mr. Cowling says that the shoe situation in the United States is about the same as here. Everything hard to obtain and more orders than shoes.

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"

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Shoe Machinery

FOR EVERY
DEPARTMENT



FROM LASTING
TO FINISHING

GOODYEAR
WELT AND TURN
SYSTEM

REX
PULLING OVER
SYSTEM

SHOE FINDINGS
TACKS, NAILS
RIVETS

No. 5 AND HAND
METHOD LASTING
MACHINES

SHOE
REPAIRING
MACHINERY

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.

United Shoe Machinery Co. of Canada, Limited
MONTREAL

TORONTO

KITCHENER

QUEBEC

The Manufacturer Who Specializes

is undoubtedly in the
best possible position to

**Combat Present
Unsettled Conditions**

That is why we have confined

Our Samples for Spring

to three leathers—

**Black and Brown Kid
and Patent Leather**

You will realize the wisdom of
this when you see our samples
and note our prices and values.

CLARK BROS., LIMITED

ST. STEPHENS - NEW BRUNSWICK

MAKERS OF LADIES' McKAY SHOES

THE
SHOE & LEATHER
JOURNAL



Late Winter
and
Spring Styles
Number

ACTON PUBLISHING CO LIMITED
TORONTO MONTREAL

National Advertising of Vode

FOR a long time the advertising of Standard Kid has been addressed to the attention of shoe manufacturers and retailers, whom we have been telling of the standardized quality and weights of the different grades of Standard Kid. We are going to keep this up, and—

Now we are also beginning to interest the shoe wearer in the story of good leather in good shoes.

Vode is the brand name of the better grades of Standard Kid. National advertising in the leading publications is telling and will continue to tell of Vode.

COLOR 18—FIELD MOUSE

COLOR A—HAVANA BROWN

are in popular demand for Fall. Vode is guaranteed to be colored through with pure dyes. It is not coated with a pigment or paint finish.

STANDARD KID MFG. CO.

MANUFACTURERS OF BLACK AND COLORED GLAZED KID AND PATENT KID

207 SOUTH STREET, BOSTON, MASS., U.S.A.

NEW YORK OFFICE, 610 TRIBUNE BLDG.

Factory, Wilmington, Del.

AGENTS

I. LOUIS POPPER,
Cincinnati, Ohio

F. W. BAILEY & CO.,
St. Louis, Mo.

GEO. A. MCGRAW,
Chicago, Ill.

PIERRE BLOUIN,
Quebec, Canada





THE D & P COUNTER

While it is a most noteworthy point that this is

THE ORIGINAL CANADIAN-MADE
FIBRE COUNTER

the VITAL fact is that

IT STILL LEADS

in every feature, particularly in durability

Counters For Every Kind of Footwear

WE SELL TO JOBBERS ONLY



DUCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Representatives:—

For Ontario:—E. R. Lewis, 45 Front St. East, Toronto.
For Quebec City:—Richard Frere, St. Valier Street, Quebec.

Sales Office and Warehouse:
224 Lemoine Street
Montreal

SHOE SOLES

like automobile tires are judged by the endurance test.

Most Miles Per Dollar

is the verdict which the makers of each strive to attain for their product. It is the reputation which we, during sixty-three long years of production, have succeeded in maintaining for

BREITHAUPT SOLE LEATHERS

And you can count on the continuance of this superiority—can be assured that big demand for leather with scarcity and high price of raw materials and all other temptations to lower quality, will in no way limit the merit of BREITHAUPT LEATHER—

Hemlock Union Oak
The Standard of Canadian Sole Leathers

The Breithaupt Leather Co. Limited

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock

Five

DUCHESS RUSSIA
 ROYAL PURPLE RUSSIA
 BROWN RUSSIA No. 33
 BRIAR BOARDED CALF
 CHERRY WILLOW No. 84



Leaders

Wise Shoe Manufacturers cannot let present conditions, with high prices and scarcity of material, lower the standard of quality in their goods. The established reputation of

DAVIS CALF LEATHERS

built up through years of effort, is of more value to manufacturer and retailer TO-DAY probably than ever before. You can use Davis Leathers now with the same confidence they have always commanded, knowing that you are in no way limiting the quality or value of your shoes.

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.

For their mutual benefit, manufacturer and retailer alike should insist on : : :

DAVIS DEPENDABLE LEATHERS

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.

Model
SHOE

W.B.H.
SHOE
ALL SOLID LEATHER



Everything in
Up-To-Date
Footwear for
Fall and Winter.
A complete range
for Spring 1920.

The Largest
combined Manu-
facturing and
Shoe Jobbing
House in the
Province.

We are showing the most extensive
range of WHITE GOODS to be seen
anywhere—Variety and Value Unsurpassed

W.B. Hamilton Shoe Co.
Limited.

15 Front Street East, TORONTO

High Quality consistently maintained—Footwear Fashion constantly presented in new creations ever combining the Artistic with the Practical—that is the logical result of the faithful purpose and the long experience behind Bell Shoemaking.

Dealers who sell Bell Shoes have all the advantages to be derived from handling Nationally established merchandise.



J. & T. BELL

LIMITED

MONTREAL

Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.
C. E. Fice, Representative

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

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes

**ANCHOR SCoured OAK
SOLE LEATHER**

SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

THE

LANG TANNING COMPANY

LIMITED

KITCHENER - ONTARIO

OF UNUSUAL INTEREST

to Shoe Merchants seeking a reliable line of
high-grade popular-priced Leather Footwear is

OUR RANGE of SPRING SAMPLES

Goodyear Welts, McKays,
Standard Screws

WOMEN'S
MISSES'
CHILDREN'S
INFANTS'

MEN'S
BOYS'
YOUTHS'
LITTLE GENTS'



This is a good all round line that no shoe dealer should fail to inspect. The complete range embraces an immense variety of styles and models, covering all the requirements of your Adults' and Children's trade.

You will be well satisfied with the results if you stock liberally from this dependable line.

LAGACE & LEPINAY
22 ST. ANSELME ST. QUEBEC, P.Q.



"Honest All Thru"

GREB

Solid Work Shoes



"Honest All Thru"



It takes over three thousand Greb Shoe Dealers to supply the thousands of Greb Shoe Wearers all over Canada.

Be a Greb Dealer and give your workmen patrons the Shoe Value and Shoe Satisfaction that will win for you their permanent trade.

SEND FOR OUR CATALOGUE

Greb Shoe Co., Ltd.

Kitchener, Ont.

SPECIALISTS IN GOOD WORK SHOES



Footwear Headquarters



From coast to coast, Ames Holden McCready Limited is Headquarters in Canada, not only for leather shoes but for

Rubbers Canvas Footwear Tennis *and* Outing Shoes Felts

The normal requirements of every Canadian retailer can be supplied by this company.

More than 5,000 retailers already appreciate the convenience and economy of concentrating their purchases with a house which can and will give prompt and dependable stock service on all varieties of footwear.

AMES HOLDEN McCREADY
LIMITED

T. H. RIEDER, President

"Shoemakers to the Nation"

HALIFAX ST. JOHN QUEBEC MONTREAL OTTAWA TORONTO
LONDON WINNIPEG REGINA CALGARY EDMONTON VANCOUVER

WILLIAMS

Worth-While

FOOTWEAR



It is a worth-while proposition handling Williams Shoes, because they appeal to and fully satisfy, a class of men whose trade is large and valuable and whose demands are most exacting as to Wear Service and Value. Their desire for style, too, is fully gratified—neat models and a fine finish give the desired dressiness.

The material and workmanship put into a WILLIAMS SHOE imparts a MERIT that places it way above the average in Staple Lines.

Our buying facilities enable us to offer exceptional value to the trade.

Our travellers are now on their territories. It will pay you to wait and see their lines and values.

WILLIAMS SHOE LIMITED

Brampton, Ont

-

Regina, Sask.

Men's Mahogany, Calf, Blucher or Bals.

Slip or Single Soles \$8.00 per pair



Our prices are below to-day's factory cost. This is due to our foresight in buying large quantities of all lines of footwear earlier in the season. Never before have we been in such a position to give our customers value and service.

Our travellers are now on their territory and we believe it will pay you to await their arrival before buying your spring shoes.

R. G. BOYLE

R. B. RUSSELL

F. W. STARK

W. LAWRENCE

L. SAVAGE

L. B. LLOYD

A. E. ECOLD

B. CLARKSON

M. D. FAUMAN

H. A. COLLINS

BLACHFORD, DAVIES & COMPANY
LIMITED

60 Front St. W.

TORONTO

Spring Placing

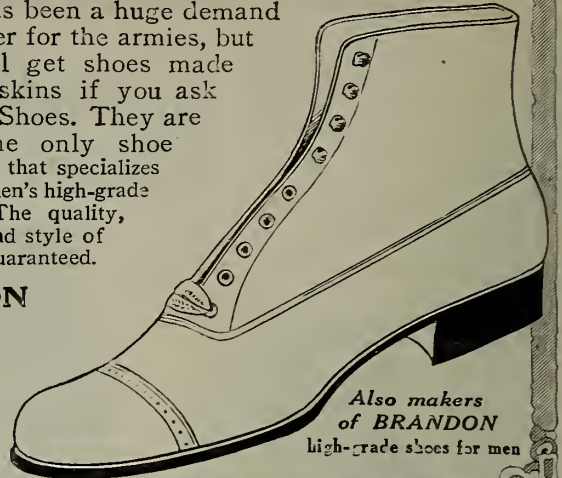
Monarch Shoes

TRADE MARK

THERE has been a huge demand for leather for the armies, but you can still get shoes made from No. 1 skins if you ask for Monarch Shoes. They are made by the only shoe house in Canada that specializes exclusively on men's high-grade Welt shoes. The quality, workmanship and style of every pair are guaranteed.

BRANDON
Shoe Co.,
Limited
BRANTFORD
ONTARIO

8



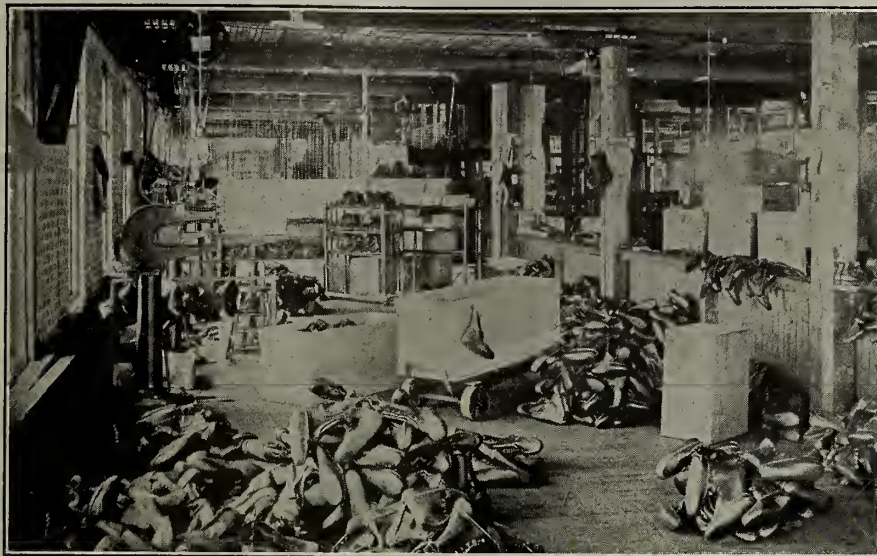
*Also makers
of BRANDON
high-grade shoes for men*

MONARCH is a name in shoedom that is now known from Coast to Coast. Over and above the advantage of quality and saleability and excellent value of BRANDON and MONARCH shoes, is the tremendous advantage of their being nationally advertised, which means that your sales will be wonderfully increased by this campaign of publicity.

Our Samples for Spring are almost ready and will be presented for your inspection shortly.

We can give you prompt and satisfactory service in goods covering your immediate requirements, and your sizing up orders will be given our special attention.

The BRANDON SHOE CO., Limited
BRANTFORD, ONTARIO



Still the Favorite

The line which for Fifty years has outsold and outworn all others of its kind is the

MOOSE HEAD BRAND

LARRIGANS — SHOEPACKS — MOCCASINS

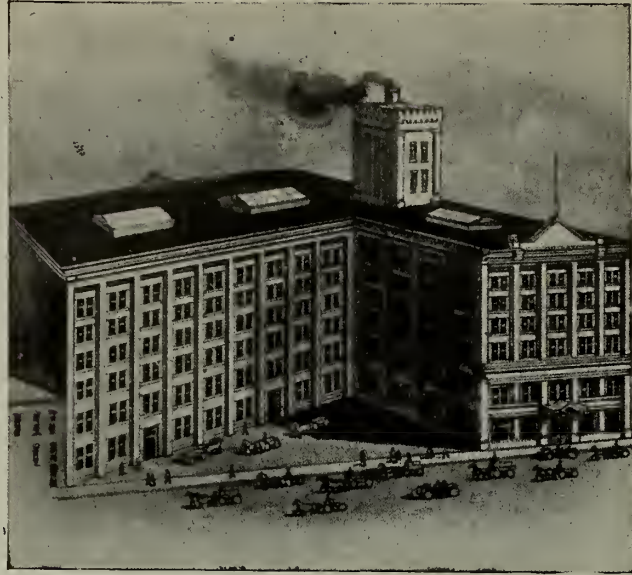
They never disappoint dealer or wearer. Every test of wear and every comparison of value proves them superior in every way. There is a Moose Head product to suite everybody from the child to the adult. See that your range is complete.

JOHN PALMER & CO., LIMITED

FREDERICTON, N.B.



*Established
1898*



*Capacity
5,000 Pairs
a Day*

The Largest Shoe Factory in Quebec

ANNOUNCEMENT

We desire to announce to the Canadian Shoe Trade that the well known firm of

Tourigny & Marois, Reg.

has undergone changes in the personnel of its executive, has assumed a new name and will now be known as

A. E. Marois, Limited

Under these new conditions the firm will carry on the making of reliable footwear on an even more extensive scale than ever, and our many friends, and the trade generally, can be assured that the high standards of shoe-making which have been responsible for the success of the firm and its product for the past twenty years will be strictly maintained.

Most of our output is now devoted to Men's and Women's Welts, but our range, as in the past, will embrace a complete line of

**Welts, McKays and Standard Screw Shoes with a Full Line of
White Canvas Goods Embodying Good Dependable
Quality and Sound Value.**

OUR RANGE OF SPRING SAMPLES are now ready and are worthy your careful investigation.

A. E. MAROIS, LIMITED

A. E. MAROIS, Pres.

A. MAROIS, C.E., B.Sc.A., Vice-Pres.

L. J. B. LEPINE, Secy.

H. PICARD, Director

JULES MAROIS, Director

Factory, 10-20 Arago St.

Quebec

Office, 463 St. Valier St.

SOLD EVERY DAY IN THE YEAR!

Profit Makers! Trade Bringers! Satisfaction Givers!

REGISTRATION PENDING

ORDER NOW!

for

WINTER AND SPRING



See Pages 6 and 7 Large Catalogue

GRIFFIN POLISHES

One for Every Leather



ORDER NOW!

for

FALL, WINTER AND 1919 SPRING 1920



A Representative in Almost Every Large Town in Canada.

Telephone Adelaide 4194

GRIFFIN POLISHES

GUARANTEED LEATHER INSURANCE

3 BIG LEADERS—OUT OF MANY 3

GLACE KID CREAM

LOTION CREAM

GENUINE KIDINE

ORDER NOW



WRITE FOR LIST OF NON-FREEZABLE POLISHES IN GRIFFIN LINE



TIME IS MONEY



BUY NOW

For Softening, Polishing, Preserving Every Color in Kid Leather or for Calf.

Softens, Polishes and Preserves Dark Brown, Mahogany, Tan and Black Kid, Patent or Calf Leathers.

The GENUINE Kidine. The World's Finest Kid Cleaner or for Buck.

Representatives in almost every town and city in Canada and United States. Order direct from address below, or ask your Jobber to secure for you IMMEDIATE SERVICE

THE CANADIAN SHOE FINDINGS NOVELTY COMPANY
2 TRINITY SQUARE - - TORONTO, CANADA



The Pleasure and Profit in the Selling of RELIABLE Shoes is yours
when you handle

SISMAN'S

"Best Everyday"—"Aurora"

Strict adherence to Sisman Standards in Shoemaking develop all that is best in shoe production, resulting in a product of high MERIT and sound VALUE.

"The Best Everyday" meets the demands of those who put Comfort and Durability before all else. They give a Wear Service that pleases the most exacting.

"The Aurora" embodies the same worth-while Quality and Value, but has an added touch of dressiness that makes it the choice for more select wear.

These shoes provide you with a steady selling stock which meets a big popular demand, and in addition to a good profit there is the CERTAINTY of satisfied customers.

STICK TO SISMAN'S WHEN ORDERING FOR
SPRING. YOUR JOBBER HAS THEM.

THE T. SISMAN SHOE CO., LIMITED
AURORA, ONTARIO



For Dependable Quality,
for Variety and Value

THE AIRD LINE *for* SPRING

goes beyond anything we
have yet offered. Jobber
and Retailer will still find it

The Best in Popular Priced Footwear

WE SELL TO JOBBER ONLY.

AIRD & SON (*Registered*)
MONTREAL



IRENE

NEW STYLES



BRIGHTON OXFORD

SEASON
1 9 2 0

Tipperary Shoes

FOR ATHLETIC and SUMMER WEAR

There is sure to be a big demand for these shoes next season.

The many new styles which have been added to this popular brand of summer shoes enables you to satisfy any reasonable request from your customers.

Make sure your placing order is large enough to meet the increased demand next year.



JANE

Our Catalogue shows the full line

The Columbus Rubber Company of Montreal, Limited

1349 De Montigny St. East - MONTREAL, QUE.

Branches—MONTREAL, OTTAWA, WINNIPEG, CALGARY



*A Safeguard for
You*



*An Assurance to
Your Customer*

The MARK of PROTECTION in footwear selling and the SYMBOL of SATISFACTION in footwear service is the D. & F. Mark of Quality. It carries an assurance of excellence in the shoes that touches every detail in shoemaking.

We are Showing for Spring

A SPLENDID RANGE OF

*High-Grade, Moderately-Priced Shoes
for Men and Women.*

Make a good selection from these lines and avail yourself of the protection and get the full benefit of the sales assurance which the D. & F. Mark carries.

Don't Fail to See Our
NEW LONDON LAST

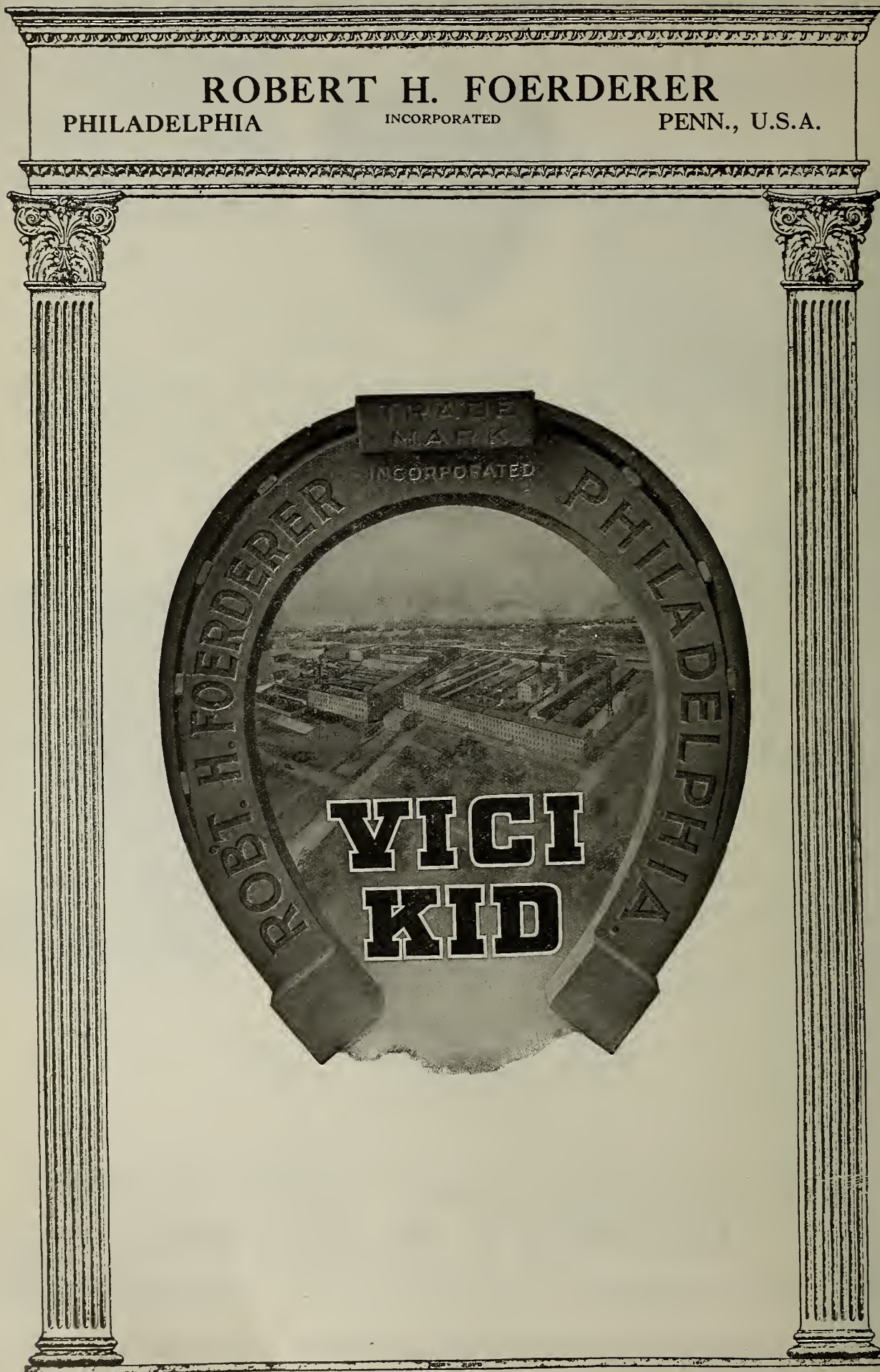
It is a Wonder.

Order Early to Make Sure of Receiving Goods

DUPONT & FRERE

301 Aird Avenue

MONTREAL



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



**STAR
SHOES**

**SPRING
1920**

The Hits of the Season

In Smart Footwear are presented in
a wide variety in the Star Range.
They feature the most approved
Styles and Models in

McKAYS and TURNS
for

Growing Girls, Misses and Children

Good Material, Good Shoemaking
and Moderate Prices characterize
the entire range.

We are also producing a fine line of

Boys' McKays

You will be particularly interested in

Our New Repairable Stitchdown

STAR SHOE CO., LIMITED

Factory:—Aird Avenue

Show Rooms:—336 Notre Dame St. East

Montreal

-

Que.



SPEED UP WITH SPEED



The Tennis Shoe placing Season is here and the travellers are out with the live sellers. The never waning popularity of SPEED KING footwear insures a profitable selling season for the live and wide-awake merchants who carry them.



Every Speed King Line is a Self-Seller

The Independent Rubber Co., Limited
Merritton - Ontario

YOUR SALES MAKING LINES

Every retailer knows something of production conditions. It helps the manufacturer, the retailer and public when you place your orders EARLY. Here are the houses who handle all our lines. Get in touch with them.

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.
Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.
Amherst Central Shoe Co. Limited	-	Regina, Sask.
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.
James Robinson	- - -	Montreal, Que.
Brown, Rochette, Limited	- - -	Quebec, Que.
T. Long & Brother, Limited	- - -	Collingwood, Ont.
Dowers Limited	- - -	Edmonton, Alta.



Every Speed King Line is a Money-Maker

The Independent Rubber Co., Limited
Merritton - Ontario

**Leisure
and
Outing
Footwear**



Vassar Bal.

**Spring
and
Summer
1920**

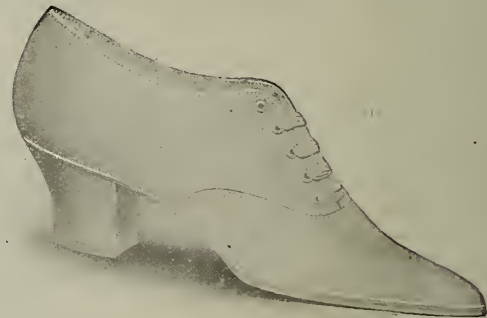
A most complete line of high-grade White Footwear is now being shown by our representatives,—the finest range in all respects that we have yet produced.

In view of the growing popularity of White Goods, for Style, Comfort and Economy, it is well worth your while to search out THE BEST, for Quality and Value. With this line in stock you can easily keep your sales in right proportion to the big demand.

See Our Samples



Classic Oxford



Vassar Oxford

We are Canadian Distributors for

The Hood Rubber Company's Lines

of Tennis, Sporting and Outing Shoes, and carry a complete stock of these reliable goods.

SCHEUER, NORMANDIN & Co.

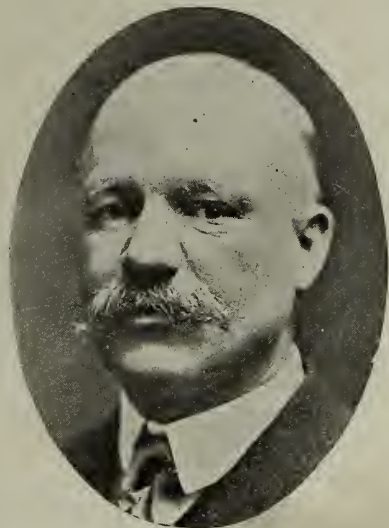
18 St. Helen Street, Montreal



Our

Personal

Message



Present unsettled conditions demand extreme carefulness and foresight on the part of all shoe dealers.

At the commencement of the Spring Buying Season we want to assure the trade that we will do all in our power to extend the co-operation and service that will aid in meeting these conditions. Our keenest judgment has been exercised in selecting the lines we are placing before you, and we are confident they will uphold the thirty-year reputation of

ROBINSON SERVICE

James Robinson

Montreal



For FALL and WINTER

The safest way to handle your Fall
and Winter Sorting is to

Rely on Robinson

An immense stock of carefully
selected goods in all lines—FINE,
MEDIUM and HEAVY BOOTS
and SHOES and RUBBER FOOT-
WEAR—is at your immediate com-
mand at all times. Variety, most
complete Values, best obtainable
Quality beyond question.

Sorting Orders mean RUSH
ORDERS. Whether yours are
large or small you will appreciate
the promptness and reliability of

Robinson Service

James Robinson

Montreal



Choosing Your Stock FOR SPRING

will be a greater problem this year than ever. To be sure of the most reliable line and the greatest values

Turn To Robinson

The samples we are showing feature the most noteworthy styles in UP-TO-THE-MINUTE FASHIONABLE GOODS—sure sellers every one of them.

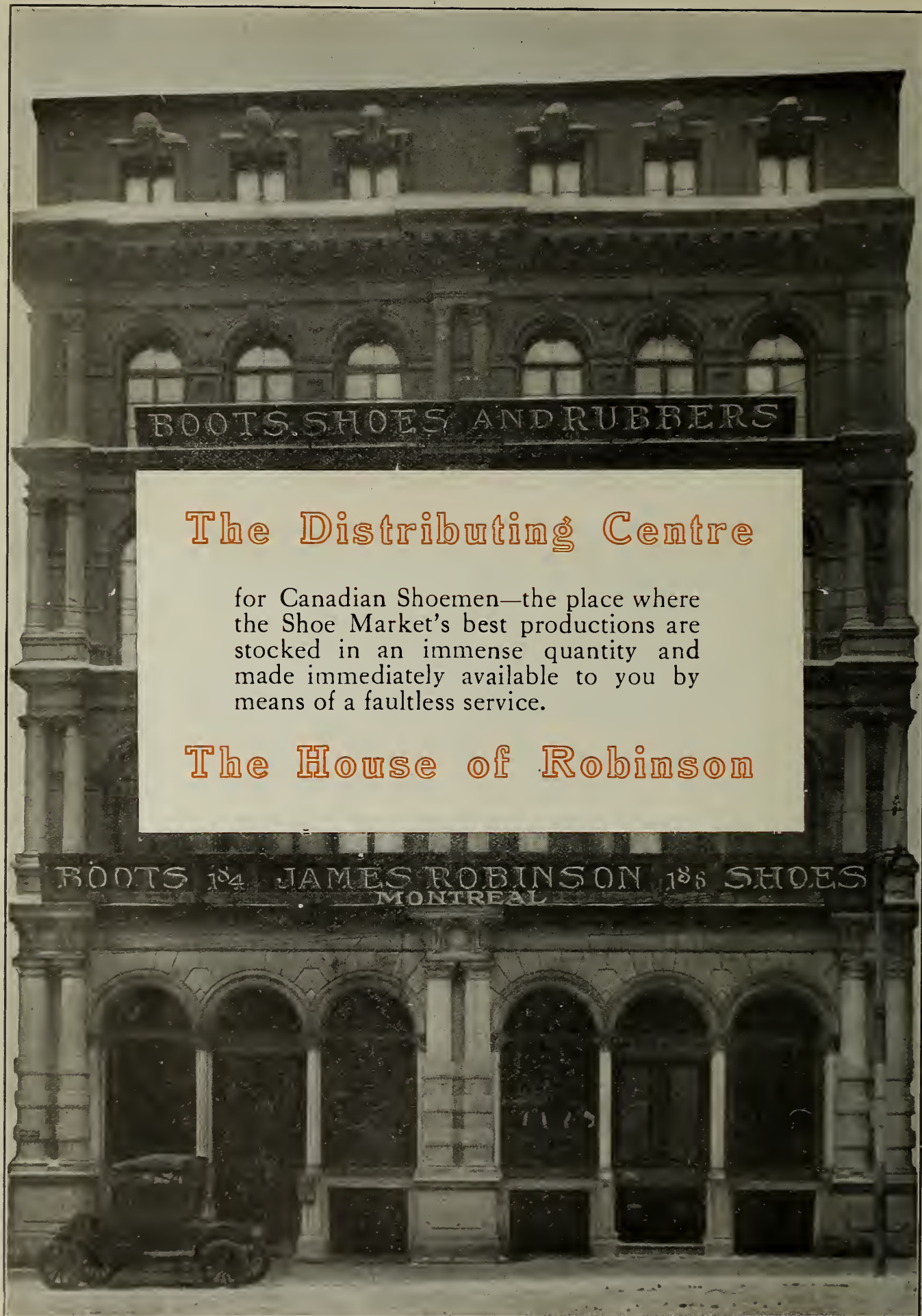
Our MEDIUM and STAPLE LINES are a choice of the leading factories' best productions. They have RELIABILITY written all over them. In RUBBER FOOTWEAR and WHITE GOODS we can provide you with the stock which we know will most successfully serve your trade.

You get valuable co-operation in your Spring Placing from

Robinson Service

James Robinson

Montreal



ROOTS SHOES AND RUBBERS

The Distributing Centre

for Canadian Shoemen—the place where the Shoe Market's best productions are stocked in an immense quantity and made immediately available to you by means of a faultless service.

The House of Robinson

ROOTS 124 JAMES ROBINSON 185 SHOES
MONTREAL



What thoughts do YOU use in selling shoes?

DO you sell comfort? Then Neolin is the biggest comfort feature ever built into a shoe — slip-resisting, flexible, waterproof.

Do you sell long wear? Then Neolin's millions of enthusiasts lend support to your argument.

Do you sell value? Then Neolin branded on the sole is a mark of known quality. It gives your price a definite meaning.

Do you sell style? Manufacturers now finish Neolin for appearance and smartness on fashionable lasts.

No matter whether you are ordering for stock or for fall sorting, see that the shoes you buy are shoes that back up your selling arguments.

Don't be misled into accepting a substitute.

Order a quantity—the bigger part—of your stock equipped with Neolin Soles and see that you get Neolin—N-e-o-l-i-n.

**The Goodyear Tire &
Rubber Co. of Canada
Limited** Toronto

Neolin Soles



CALF AND KIP SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.
TORONTO, CANADA

J O B B E R S

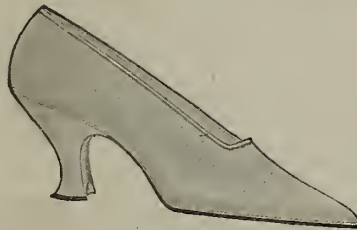
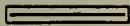
it will surely pay you to
Give Special Attention

to

OUR RANGE OF SPRING SAMPLES

in

Women's Footwear

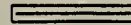


It is the most extensive line we have ever produced,
both in

LEATHER AND WHITE GOODS

The Models and Patterns featured include the most advanced and popular Styles in PUMPS, OXFORDS and HIGHCUTS, and can be depended upon to be leading sellers next Season. High-Grade material and workmanship throughout the entire range.

LEATHER, NEOLIN or RINEX SOLES.



WE SELL TO JOBBERS ONLY

GAGNON, LACHAPELLE & HEBERT

55 Kent Street

MONTREAL, QUE.

Shoes for Women and Misses



THE PETERBORO SHOE

The Peterboro Shoe has just that stability of shoe character that makes it the one best seller in its class.

Its sales have increased in leaps and bounds since it first came on the market. The reason is Appearance and Wearing Quality.

Important Announcement

We have been appointed agents for the Dominion Rubber System for the Peterboro District and will carry complete lines of their various brands of rubbers, including the Maple Leaf and other makes

We can look after your sorting needs for fall and winter and your placing orders for sporting and outing shoes.

Men's, Boys', Youths' and Little Gents'

B. F. Ackerman, Son & Co.,

LIMITED

Peterboro, Ont.

Regina, Sask.

Makers of the "Peterboro Shoe"



*Swamped
With
Guesses*

**TETRAULT
GUESSING CONTEST**

an

UNPRECEDENTED SUCCESS

See Particulars and Names of Winners
on Following Pages



Tetrault Shoe Manufacturing Co., Limited		
Paris, France	Montreal	London, England



Results of Guessing Contest

First and Second Prizes Go to the Two Coasts

THE PRIZES HAVE BEEN AWARDED AS FOLLOWS

- 1st. \$125.00 won by Mr. H. S. Leckie, of the firm of J. Leckie Company Limited, Vancouver, B.C. Guess, \$4,732,217.00.
- 2nd. \$75.00 won by Mr. W. Carlyle, of the firm of Waterbury & Rising, Limited, St. John, N.B. Guess, \$4,732,534.13.
- 3rd. \$35.00 won by Miss Maisie Sibley, of Smith's Shoe Store, Truro, N.S. Guess, \$4,732,099.53.
- 4th. \$20.00 won by Mr. H. Shifler, of the Regent Shoe Store, Montreal, P.Q. Guess, \$4732,069.69.
- 5th. \$15.00 won by Mr. Monroe Rovins, of the firm of M. Mendelsohn, Montreal, P.Q. Guess, \$4,732,708.70.
- 6th. \$10.00 won by Miss Agnes Biegerzahn, of the firm of Archie McGillis, Fort William, Ont. Guess, \$4,732,834.06.

Total Sales for Year Ending August 31st, 1919, were

\$ 4 , 7 3 2 ,

Special Prizes of \$5.00 have been awarded to the following, whose guesses were within \$1,000 of the total sales:

- Miss A. Mendelsohn, of the firm of M. Mendelsohn, Montreal, P.Q.
- Mr. J. Ernest Priest, of the firm of J. W. Priest, Pictou, N.S.
- Miss A. I. McNeill, of A. D. Ingraham Company Limited, Sydney, N.S.
- Mr. H. Panelhoff, of the Regent Shoe Store, Montreal, Que.
- Mr. Hugh J. Reilly, of the firm of C. H. Reilly, Welland, Ont.
- Mr. A. H. Hicks, of the firm of M. & J. Chisholm, West Toronto, Ont.

We wish again to thank the trade for the interest they have taken in our contest and hope to see their guesses in next year.

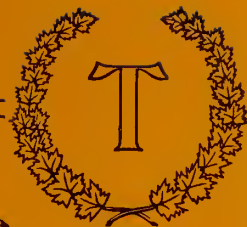
Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

Paris, France.

Montreal

London, England



3 6 6 . 7 5

This is the high water mark in the production and sale of Men's Welts in Canada.

What more convincing proof can be presented of their real worth and saleability—what greater inducement can be offered to the success-seeking dealer to handle them?

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

Paris, France

Montreal

London, England



Grow or Go!

If you aren't going ahead you are going back. You can't stand still in business to-day.

Tetrault's Growth

is unprecedented in the history of Canadian Shoedom.

What's the Reason?

Not only is the VALUE in THE TETRAULT WELT, but the service and the organization behind the shoes makes the daily handling of them a pleasure.

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

Paris, France

Montreal

London, England



All Your
Customers
Can be
Acme "Sold"

The man at the wheel of the automobile knows that "Acme" Soles will never worry him when he is concerned about sudden stopping or starting.

The office man, wearing "Acme" Soles, coming and going easily with a springy, silent tread, adds his quota to the elimination of unnecessary noise, and, at the same time, experiences an exceptional degree of foot comfort.

"Acme" Soles, so suitable to business men, are just as popular with their households.

Children love to skip about on "Acme" Soles.

Young girls relish the freedom which "Acme" Soles ensure from that embarrassing squeak.

"Boys will be (quieter) boys" when "Acme" shod.

The older people, likewise, enjoy the security from slipping which "Acme" Soles provide on wet or slippery streets.

"Acme" Soles are economical, too, for they outwear leather. They will not crack, nor dry out, nor rot. They are damp-proof and suitable alike for town and country wear. For camping out, or holidaying, in rocky places where the footing is insecure, "Acme" Soles are ideal.

All sizes and various thicknesses.
Colors: black, white and tan. Also
supplied in sheet form.

Dunlop Tire & Rubber Goods Co., Limited

HEAD OFFICE AND FACTORIES: TORONTO

Branches in the Leading Cities



The Just Wright
MADE IN CANADA
SHOE

*For
Men*



ARISTOCRAT LAST

Style, Quality, Variety, as presented in the "Just Wright" Line of Men's Shoes for the coming Season, give the "Just Wright" Dealer a means of attracting the largest volume of the best trade.

The average man's desire to be tastefully but comfortably shod is fully satisfied when you supply him with a pair of "Just Wrights." They give him a dressiness which pleases and their serviceability is a continual delight.

The dealer who sells "Just Wrights" will unquestionably be able to retain the trade of every customer.

E. T. WRIGHT & CO., Inc.
ST. THOMAS, ONT.



*For
Women*

There is a superior touch of refinement about "Just Wright" Shoes for Women which places them at a distinct advantage in successfully appealing to feminine taste.

And that taste once appealed to, to the extent of creating a sale, the "Just Wright" Shoe through sheer Quality gives such satisfaction in Fit and Wear that it remains the permanent choice of your patron in her footwear.

The models our salesmen are showing for Spring and Summer reveal a close observation of Style tendencies. We urge you to give them a careful inspection.

E. T. WRIGHT & CO., Inc.

ST. THOMAS, ONT.



DO IT NOW

Order your winter supply of

USMC Hub Pastes

Before the cold weather sets in, because Hub Pastes are subject to frost.

Put up in convenient kegs of approximately 10 gallons or in barrels of approximately 30 and 60 gallons.

We supply Pastes and Powders for all purposes and shall be pleased to quote prices.

United Shoe Machinery Co. of Canada Limited
Montreal

Toronto:
90 Adelaide St. West

Kitchener:
179 King St. West

Quebec:
28 Demers Street



FOR MEN

ALWAYS IN DEMAND

Our advice is to anticipate requirements and buy. The upward swing of prices is still to be reckoned with.

All our stock styles are at present oversold. Let us quote for later delivery.

Midco Shoes represent nice, clean merchandise and values.

THE
MIDLAND SHOE COMPANY
KINGSTON ONTARIO

DISTRIBUTORS

SHEEP LEATHER

“Now is the time for your
Oxford Linings”—

Our Dark and Light
Grey Ooze is a winner.



WRITE US FOR PRICES

Canadian Representative:

ED. R. LEWIS

45 Front St. East : TORONTO



DONNELL-CARMAN & MUDGE INC.
SHEEPSKIN TANNERS

Boston, Mass. : Toronto, Canada



Beresford and Vassar Footwear.



Minister Myles Shoe Co.,
Toronto Limited



THE
ROBSON LEATHER CO. Limited
TANNERS AND CURRIERS
OSHAWA
CANADA

MONTREAL
52 Victoria Square

QUEBEC
15 Belleau Street

CORRESPONDENCE SOLICITED

BE SURE
YOU HAVE

PALMER - McLELLAN
CHROMOIL
GOODS



No. 036
Palmer-McLellan Men's 10" Leg
Draw String Pack



They are the one line
needed to develop
your trade in



No. 99X
Palmer-McLellan Men's 9" Farm Boot

Larrigans, Shoe Packs, Farm Shoes

to its fullest extent.

Their superiority has been well proven under all conditions of wear and climate.
Be sure your stock is complete for Fall and Winter selling.

You will be specially interested in our line of

Horse Hide Moccasins

Ask to see it.

Palmer-McLellan Shoe Pack Company

FREDERICTON, N.B.

**MINER'S
GREYHOUND CANVAS SHOES
1920**

Wait for the "Greyhound" Salesman

He'll show you a nifty range

of

Rubber Canvas Outing

and

Work Shoe Samples

THE MINER RUBBER COMPANY LIMITED



MINER'S GREYHOUND CANVAS SHOES 1920

Miner Branches and Sales Agents

CALGARY, Alta.....
 CHARLOTTETOWN, P.E.I.....
 EDMONTON, Alta.....
 FREDERICTON, N.B.....
 HAMILTON, Ont.....
 LONDON, Ont.....
 MONTREAL, Que.....
 OTTAWA, Ont.....
 QUEBEC, Que.....
 REGINA, Sask.....
 ST. JOHN, N.B.....
 SYDNEY, C.B.....
 TORONTO, Ont.....
 TRENTON, Ont.....
 VANCOUVER, B.C.....
 WINNIPEG, Man.....

The Miner Rubber Co., Limited
 J. M. Humphrey Co., Limited
 The Miner Rubber Co., Limited
 H. S. Campbell
 R. B. Griffith & Co.
 Coates, Burns & Wanless
 { The Miner Shoe Co., Limited
 The Miner Rubber Co., Limited
 The Miner Shoe Co., Limited
 The Miner Rubber Co., Limited
 The Miner Rubber Co., Limited
 Congdon, Marsh Limited
 The Miner Rubber Co., Limited
 J. M. Humphrey Co., Limited
 J. M. Humphrey Co., Limited
 The Miner Rubber Co., Limited
 C. Weaver
 The J. Leckie Co., Limited
 Congdon, Marsh Limited

THE MATERIAL AND THE METHOD

the HIDES and the PROCESS of tanning employed in the production of our

High-Grade Shoe Leathers

are such as to place these leathers in the very front rank for QUALITY, TEXTURE and FINISH. Highest Merit is the logical result of the strict standards adhered to in every detail of their production—a merit that counts in the SELLING APPEAL and WEAR SERVICE of your shoes.

We are able to make prompt delivery of

SMOKED ELK

as well as our regular shades—

TAN, CHOCOLATE, PEARL and BLACK COLORED SIDES

Try our

TAN No. 103 and MAHOGANY No. 419

SMOOTH OR BOARDED

Leading Manufacturers are using these leathers extensively. Davis Quality is an assurance of their superiority.

OOZE SPLITS

Chocolate, Yellow, Tan, Pearl, Black.

ALL WEIGHTS

OUR AGENCIES

PERCY J. MILBURN, 256 LEMOINE STREET, MONTREAL
RICHARD FRERES - 553 ST. VALIER STREET, QUEBEC

A. DAVIS & SON, Limited

KINGSTON, ONTARIO



The
JOHN RITCHIE
COMPANY LIMITED
MAKERS OF
"MEN'S SHOES"
QUEBEC




Y

YAMASKA

A word in the Shoe Trade
with a Definite Meaning

Yamaska Brand Shoes

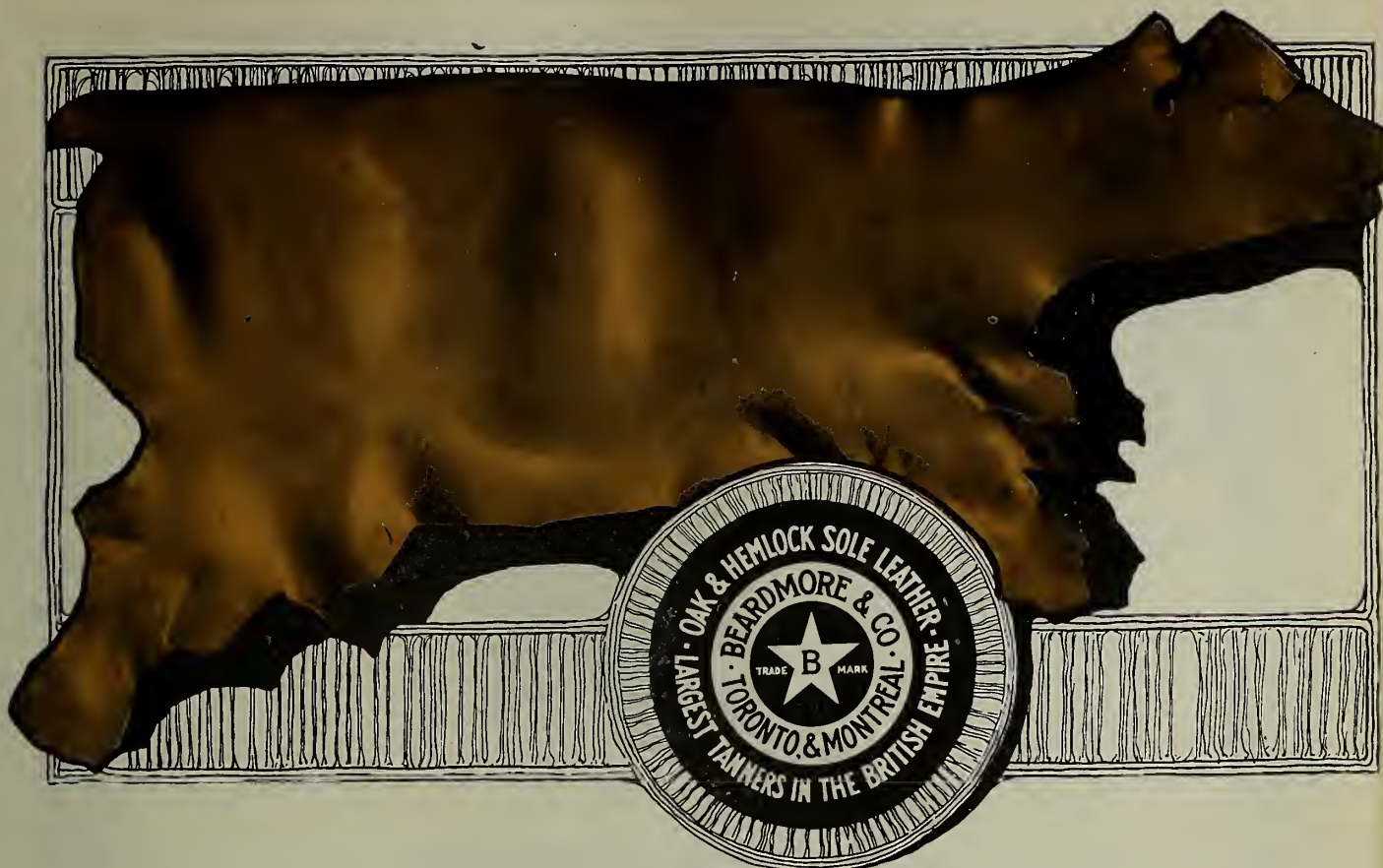


have over half a century of
good shoe making behind
them to back their quality
and value.

Merchants who sell them have
found they give great satisfaction
in Fit, Comfort, Wear and Profit.
Can you ask for more ?

A Staple Shoe that Sells Every Selling Day.

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



ACTON — MUSKOKA
SOLE LEATHER

In these two tannages are combined the wisdom gained from Seventy-Five years of tanning, with the best modern methods.

Tanned in vats, not wheels, made from Packer Steer Hides, with carefully selected and tested Tanning Materials, they meet every requirement of the Manufacturing and Repairing Trade.

Heavy, Solid, Firm, Long-Wearing—Sides, Backs, Bends, Shoulders, Heads.

There is Experience, Reliability and Durability in these Leathers.

TRY THEM—YOU'LL LIKE THEM

Beardmore & Company
TORONTO - - MONTREAL



Style Shoes of Quality



Patent Pump No. 500X. Woman's Patent Clip Colonial Pump with large Tongue and Silver Buckle. Turn Sole. Bordeaux Last. 2 3/8 inch Full Louis Wood Covered Heel.

THIS is just one of the new smart styles that is featured in our new sample lines.

Steadfast adherence to the highest standard of style, materials and workmanship have made "Style Shoes of Quality" greatly to be desired where shoes of quality and fashion are appreciated.

Our salesmen are now leaving the factory with their new samples. Would you like to examine them? If so, write us.

UTZ & DUNN CO.
ROCHESTER NEW YORK
BRANCH OFFICES

Denver
218 Charles Bldg.
TIGER & McNUTT

New York City
Bush Terminal Sales Bldg.
130 West 42d St.
S. A. McOMBER

Los Angeles
718 Story Bldg.
G. C. McATEE

*Style Shoes
of
Quality*

KID

Black

Havana

Grey

ADANAC

Allow us to Submit Samples

SIDES

Patent

Mahogany

Gun Metal

Dull



Adanac Leather Company

Montreal



Hartt Shoes for Men



The desire for the **DISTINCTIVE** gratified; the demands for the **PRACTICAL**, from the standpoint of Fit and Wear, satisfied; these are the features in Hartt Shoes which are admired by discriminating men.

Our representatives are now starting for their respective territories with Spring, Nineteen-Twenty, Samples, which include many new ideas and designs in both lasts and patterns.

The HARTT BOOT & SHOE CO., Limited

Canada's Best Shoemakers

FREDERICTON - - N.B.





Hartt Shoes for Women



Tasteful and refined women wish to express their tastefulness and refinement even in the shoes they wear. They know that such expression is most fascinatingly portrayed by Hartt Footwear.

Our representatives are now starting for their respective territories with Spring, Nineteen-Twenty, Samples, which include many new ideas and designs in both lasts and patterns.

The HARTT BOOT & SHOE CO., Limited

Canada's Best Shoemakers

FREDERICTON - - N.B.





*Ladies' Fine
McKay Shoes*

*Travellers now out with a
complete Line of TradeWinners*

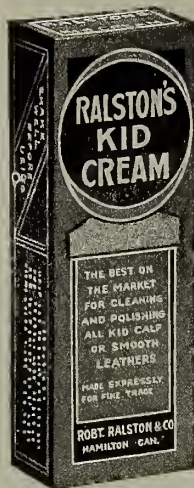


*The
Lady Belle
Shoe Co.,
Limited*

Kitchener, Ont.

RALSTON'S

POLISHES



RALSTON'S POLISHES

represent the highest achievement in shoe dressing production. Their Cleaning, Beautifying and Restoring powers are unsurpassed.



RALSTON'S POLISHES

are trade stimulators for your Polish Department. They develop trade in this line to its fullest. Stock them and note the repeat sales.



A Dressing

Our Mail Order Service is Quick and Reliable.



For Every Shoe

Ralston's Kid Cream is a new production and very popular. Be sure to feature it.



Robt. Ralston & Co.

The above line comes in Black, Brown, Tan, and Oxblood.

Hamilton, Ontario

LENNOX LINES ARE LEADERS

In these days of high prices and uncertain quality in Footwear it is a decided relief to the Retailer to be able to rely on the dependable Lennox Lines. There is never any doubt as to their selling Possibilities or their Service Capabilities.

For Fall and Winter Trade

We are completely stocked up with a full range of Fall and Winter Specialties—everything you require in

RUBBERS, FELTS

and all other Staple and Heavy Goods. Best Values obtainable. Our large stock of

FINE and MEDIUM BOOTS and SHOES

is a carefully chosen array of the market's best productions—Sure Sellers—The kind that bring repeat sales.

We Are Showing for Spring

a splendid selection of the most SALEABLE and RELIABLE lines to be obtained—The latest styles in FASHIONABLE GOODS; STAPLES that are well established as LEADERS for Quality and Value.

LENNOX SERVICE IS RELIABLE

Careful order-filling and prompt shipments are features of LENNOX SERVICE—a service that means time and money saved.

It will pay you to link up with LENNOX

JOHN LENNOX & CO.
HAMILTON, ONT.



Hydro City *Solid Leather* *Staple Shoes*

THE constant demand for *Hydro City Shoes* is even greater now than ever. In war days hundreds of army men wore shoes of this type from necessity. Now they wear them not from chance of circumstances but from actual choice. *Hydro City Shoes* will win the trade of these men, and many others too, through their fine features of Comfortable Fit, Long Wear and Neat Appearance.

Remember the Hydro City Line
when doing your Spring
Placing



Hydro City Shoe Manufacturers
Limited
Kitchener, Ontario



HEADING YOUR WAY

The FLEET FOOT salesman will call upon you with a complete range of

FLEET FOOT SAMPLES for 1920

It is the best line of summer and outing shoes ever shown in Canada, with variety and values more to your liking than ever before.

*Be sure and see the FLEET FOOT samples
:: before ordering. ::*

Dominion Rubber System Limited
HEAD OFFICE - MONTREAL

Service Branches at


HALIFAX
ST. JOHN
QUEBEC
MONTREAL
OTTAWA

TORONTO
HAMILTON
LONDON
KITCHENER
NORTH BAY

FORT WILLIAM
WINNIPEG
BRANDON
REGINA
SASKATOON

EDMONTON
CALGARY
LETHBRIDGE
VANCOUVER
VICTORIA

The SHOE AND LEATHER JOURNAL



TWICE
A
MONTH

Office of Publication
1229 QUEEN STREET WEST
TORONTO

Acton Publishing Co. Limited
JAMES ACTON, President
MONTREAL OFFICE
326 CORISTINE BUILDING

TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any similar publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

THE POLICY OF GRAB

SEVERAL months ago the SHOE AND LEATHER JOURNAL sounded a note of warning with regard to the speculative spirit which we urged would have the inevitable tendency to "kill the goose" as far as the shoe trade was concerned. Some of the trade who had been carrying the grab principle to an extreme did not like the plain words we then used in regard to this policy of "charging all the traffic would stand."

We have already begun to feel some of the effects of the boosting of prices in leather. Popular feeling has been aroused to such an extent that a decided reaction has set in. Shoe costs have gone up so decidedly that both manufacturers and retailers have been compelled to hesitate and it looks as though the Spring season immediately ahead were going to prove very disappointing if not disconcerting. Dealers would be very foolish to anticipate to the extent they ordinarily do the buying power or inclination of the public six months from now, and manufacturers would be still more foolish to urge them to gamble on the possibilities.

The phantom of export trade is most alluring, but after all the "bird in the hand is worth two in the bush" and if our efforts to dispose of leather or shoes abroad means the demoralization of domestic trade the game will not be worth the candle. It ought to be well worth the consideration of those at the top whether concerted action should not be taken to prevent prices reaching a point when there would be a disastrous setback to the whole industry. Up to the present, prices, as far as the public are concerned, do not seriously interfere with retail business, but there are abundant indications that the unrest created by newspaper reports and talk of investigation is spreading and there is no doubt that the future will develop a spirit of economy that will result in a gradual tightening of the purse strings.

The coming winter, following strikes and the extravagance of those who should have given thought to the fact that the present period of prosperity cannot last forever, will undoubtedly bring a pinch that will make itself felt upon retail conditions throughout the country. On this account many merchants are already shortening sail and getting ready for squalls.

In the meantime the attention of investigation commissions should be centred upon the raw supply sources of the leather and shoe trades. The fact that beef has already practically reached the pre-war basis shows that there is absolutely no reason for the present high prices of native hides. As a matter of fact a vast number of "unfinished" animals were slaughtered during the past three months for the sake of their hides and not the beef, the latter being put into storage for canning purposes and the hides have been held in expectation of getting sixty or more cents a pound.

Three Decades of Leather and Shoes

A Look Back Over a Period of Wonderful Growth—Personal Reminiscences of Pioneers of the Trade—The Beginning of an Industry Which Has Become a Factor in National Development

WHEN the SHOE AND LEATHER JOURNAL made its first modest bid for the support of the shoe trade, thirty-two years ago, the factories and tanneries that made any pretence to importance in the Dominion might easily be counted on two hands. One of the largest manufacturers in Ontario, when shown the prospectus of the newspaper, folded it up and handing it back to the venturesome young editor, gave him the well meant advice to go home and put his money and brains into something more likely to yield dividends. In the opinion of that gentleman, as well as many others, it would be many long years before the industry in Canada would be able to maintain a journal of its own. Yet within ten years of that time the business of shoe manufacturing and selling had hit a pace that evidenced the fact that this country was by nature intended to be a leather and shoe producing centre. The history of the past two decades has demonstrated the fact that Canadian shoe and leather producers are able to hold their own with those of any part of the world.

It is not the object of this somewhat rambling review of the progress of the past thirty years to illustrate by statistics or otherwise the gradual

development of Canadian shoemaking to its present advanced position, but to take a backward look at the somewhat unpretentious beginnings and more particularly to refer to the pioneers who blazed the way for the present magnificent achievement. Men are always more interesting than figures or even events, and the present generation, as well as those of the past who remain with us will no doubt relish some personal references to those who have done their part and passed on to the great majority.

The seat of the fine goods trade thirty years ago was largely in Ontario, and many retailers will remember the position that the shoes made by Damer, King and Brown, followed by J. D. King & Co., occupied in this province at least. To say that a shoe was a "King" shoe was to pronounce the last word in a selling argument. The two Damers withdrew from the original concern and went into business on their individual accounts. John opening a retail store on King street and William Damer organizing a factory on Jarvis street. King and Brown, who had originally been travellers for a local cigar house, continued and built up a business second to none in the country. Charlie Brown, a little later, forsook the shoe business for the carriage trade, in which he was engaged for many years, while J. D. King continued until his death, perpetuating the fame of the "King" shoe. He was a man of few words and strong character who believed in quality first, and was one of those who nevertheless did not allow shoemaking ideals to run away with common business sense. He was one of the many who have demonstrated the fact that it is not absolutely necessary to be a shoemaker to make a success of the shoe game.

Cooper and Smith at this time did a large trade in staple lines and were amongst the outstanding houses of the western shoe trade. James Cooper, familiarly known as "Jimmie," was the practical man of the concern, his partner, Mr. Smith, attending to the financial end of the business, which was originally organized as Sessions, Cooper and Smith.



J. D. KING



W. B. HAMILTON



JAS. COOPER



JAS. McPHERSON



P. JACOBI



CHAS. KING



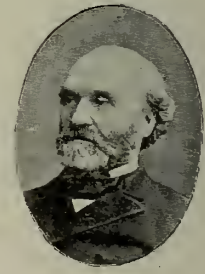
L. J. BREITHAUPT



GEO RUMPEL



S. STERLING



D. McLEAN

James Cooper, although he never lost touch with his employees, who to the last were always "shop-mates" to him, was quite a character and it is said could use his fists with any "lightweight" of his size in his time. He might be seen early every morning going down Bay street with a stride which lost little of its vigor even at seventy, immaculately dressed with a "top" hat and cane. He had always a good word of advice for those in his employ and usually sided with the men in labor troubles, to the annoyance of his confreres in the trade. It was characteristic that some years after leaving the shoe business he took considerable interest in the Salvation Army. He died a few years ago in Buffalo, N.Y.

Probably the oldest and best known man in the trade at this period was the late W. B. Hamilton, of the firm of W. B. Hamilton, Son & Co., formerly Childs & Hamilton. Mr. Hamilton was not only the dean of the western shoe trade until his death, but was considered in the business community as a man of high business ideals and unimpeachable integrity. His firm did a large general business in shoes of its own make, and as the production of staple shoes gradually became centred in the East, added a jobbing business to its own line of manufacture. The firm continued largely by the two sons, Chester B. and W. A. Hamilton, under the name of the W. B. Hamilton Shoe Co., Limited, is the only concern in Toronto doing business at the old stand. W. B. Hamilton was another of the illustrious shoe manufacturers who never was a shoemaker.

Amongst the other manufacturers of shoes at Toronto thirty years ago were F. J. Weston & Sons, John Taylor, Turner and Valiant and one or two smaller concerns. Outside that city there was the firm of John McPherson & Co., of Hamilton, an offshoot of Hyman & Co., of London, who built in 1887 what was then considered the first real shoe factory built specially for making shoes. It was at the time under the management of Mr. Jas. A. McPherson, who followed his father in his taste for the art of making shoes. "Jimmie" McPherson, as he was popularly designated, was a good shoemaker and was amongst the first who crossed the line and brought back samples of high-class American footwear and reproduced them, building up an extensive trade in specialties in both men's and women's high-grade footwear. He was an enthusiastic sport as well as a shoemaker and quite a popular figure in and outside the trade. Some of his striking advertisements on the back cover of the SHOE AND LEATHER JOURNAL will be remembered by our oldest subscribers. He had the gift of a

facile pen and wrote a number of sketches for the Journal under a nom de plume. Mr. McPherson has retired and is at present living in California.

Outside Toronto there were few important shoe factories, amongst them being Sterling Bros., of London, and Stevens, Glass and Clarke, of the same place, who operated the old Hyman plant. "Sam" Sterling is still in the ring and the firm is still making the Sterling staples so well known in Western Ontario. These were the only concerns in London. Kitchener, or Berlin, as it was then called, had two small leather shoe factories, one being Chas. A. Ahrens & Co., making principally slippers, and the other Armbrust and Oberholtzer. The former concern is still in business as a limited company with its president, Chas. A. Ahrens, still at the helm. G. V. Oberholtzer succeeded to the business of Armbrust and Oberholtzer and built up a thriving business, which to-day is represented by the Hydro City Shoe Co. The Dayfoot factory at Georgetown and the Hepburn factory at Preston were the only other shoe concerns in Ontario and they were small in size. Geo. Rumpel, of Berlin, conducted the Berlin Felt Boot Co., the pioneer concern in the felt shoe business in Canada.

Amongst the leather and finding establishments that made Toronto their headquarters thirty years ago was of course Beardmore & Co., of whom the head, Mr. G. L. Beardmore, was then alive, and both he and his son, Walter D., have since passed over to the majority. The late G. L. Beardmore was known for his large-heartedness and many a man owed his success in the leather as well as shoe business to a helping hand from the old gentleman. Walter Beardmore's bluff, brusque way made him seem formidable, but he was kind-hearted and above all was business from his toes to the top of his curly head. He was well liked by those who knew him best.

Charles Parsons, or "Charlie" as his friends used to call him, was a figure in the leather trade for over half a century preceding his death. Until well after his eightieth birthday he was at his desk every day. He had often the lion's roar but had a heart like a woman when it came to sympathy with those in trouble. His tender-heartedness cost him more than anyone knows but those near enough to have his confidence at times.

Philip Jacobí was one of those whose word was as good as his bond. He built up a large business on his straight business policy of selling nothing but reliable goods. He was brusque and somewhat fiery in temper, but was withal a kind-hearted man whose bark was said to be worse than his bite. From a



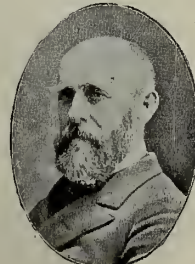
W. D. BEARDMORE



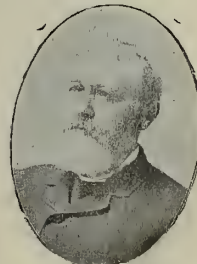
CHAS. KNEES



A. R. CLARKE



JOHN HALLAM



W. D. HEPBURN

small retail findings trade he built up a large wholesale connection throughout Canada.

Amongst the other leather concerns in Toronto were A. R. Clarke & Co., consisting of A. R., F. G. and C. E. Clarke, who later divided the business, the two younger brothers taking over the sheepskin end and running it as Clarke and Clarke. It is a sad fact that all three brothers died recently within a year of each other. The two concerns are still flourishing. All three were business enthusiasts who devoted such energy to their enterprises as to leave them many times larger than they were in 1887. Nevertheless they were each largely identified with philanthropic work of various kinds in Toronto. Mr. A. R. Clarke went down with the Lusitania and the brothers passed away the following year.

John Hallam and Daniel McLean were outstanding figures in the leather trade of Toronto thirty years ago, and both have been dead so long that their faces are no longer familiar to the trade.

Robt. M. and Geo. P. Beal were associated together in 1887 as Beal Bros., and were then known, as since, as aggressive business men. Geo. P. Beal has passed away and Beal Bros. is continued by his sons, while R. M. Beal is at the head of the R. M. Beal Co., of Lindsay, and although the snow of years has touched him to some extent in appearance he is as live a wire as he was a generation ago and an enthusiastic student of sociological questions.

Outside of Toronto the large leather concerns thirty years ago might be counted on one hand. There were L. J. Breithaupt & Co. and the Lang Bros., of Berlin, and Hymans, of London, Davis & Son, of King, Robsons, of Oshawa, King Bros., of Whitby, Lamb, of Omemee, Daville, of Aurora, T. J. Warren & Co., of Collingwood, J. & T. Grant, Woodstock, T. D. Craig, of Port Hope, Wickett & Co., Newton Bros., C. J. Miller, Marlatt & Armstrong, and some others. Of these the most of the original heads are dead and gone. Some of the concerns such as Newton Bros., of Richmond Hill, Chas. Lamb, of Omemee, J. T. Grant, Woodstock, J. D. Craig, have completely disappeared from the scene. The most of the other concerns continue in business. Charlie King, of Whitby, was one of the best known and most thoroughly respected men of the leather trade in his time. Many will also remember Charlie Knees who operated the first cordovan tannery in Canada at Milton.

The Montreal Trade

When the SHOE AND LEATHER JOURNAL began its career the principal shoe factories in Montreal

were about as follows, in the order of their size and importance:—Ames, Holden & Co., Jas. McCready & Co., J. & T. Bell, Jas. Linton Co., Pinkerton & Turner, Booth & Langan, Cochrane, Cassils & Co., Fogarty & Bro., Mullarky & Co. Henry Porter & Co., Geo. T. Slater & Sons, Thompson & Co., G. Boivin, P. Hemond & Fils, Jas. Whitham & Co., I. D. Thurston, A. Corbeil and a number of smaller French concerns. It will be seen that the business was largely in the hands of English houses, the trade of the French establishments being confined almost exclusively to Quebec. A glance at the list will afford an idea of the changes that have taken place in the shoe trade of Canada's commercial metropolis. The only concern in the list that remains the same in name as in 1887 is that of J. & T. Bell, but even in it the personnel has entirely altered. Of the men at that time in the forefront of the shoe business not a single man remains alive to-day. Both Mr. E. E. Ames and Mr. J. C. Holden, of Ames-Holden & Co., have died and Mr. Herbert B. Ames, son of the senior member of the firm, who had charge at the time of the manufacturing end of the business, is now Sir Herbert B. Ames, and has forsaken the shoe business for a perhaps wider sphere of usefulness. His father was one of the most honored and respected men in the shoe business then and since, and his name still stands for the best in personal and business worth. His son did full justice then as he does now to his father's high reputation. Mr. Ames was regarded by his confreres as the soul of honor.

Jas. McCready & Co. was represented by the late James McCready, a strange man in many ways, but one who thoroughly understood the shoe game. Even before his death, which took place about 1891, the management was practically in the hands of Mr. Chas. F. Smith, his brother-in-law, who was perhaps the most successful shoeman Canada has ever known. Mr. Smith was not a shoemaker, but became interested in the exhibition of shoe machinery and methods in the Centennial Exposition at Philadelphia in 1876. He came back to Montreal and commenced the manufacture of long boots, and Mr. McCready, becoming interested in Smith's venture, finally persuaded him to take charge of his factory. From the beginning his aptitude and liking for shoe production made a success of the McCready business and he soon became a partner. On the death of James McCready he took over the establishment, later moving the factory from the foot of St. Peter street to Maisonneuve. As a business man and as an open-hearted gentleman Mr. Chas. F. Smith has had few peers. He would take



E. E. AMES



J. FOGARTY



CHAS. F. SMITH



J.T. HAGAR

anybody, even a competitor, through his factory and show him all he had there, and would even exhibit his costs and go into details of his business methods with anyone who cared to sit down with him, for he was one of those who was never too busy to discuss things and chat with anyone on shoe-making methods. His passion for machinery and new methods was such that he never hesitated when he saw a machine that did work better or more expeditiously than it was being done. It was a common saying that he had more machinery scrapped in his cellar than would equip several large factories. These were the days before the leasing of shoe machinery.

John T. Hagar and John T. Stephens were the controlling spirits in the J. & T. Bell concern at the time under consideration. Later Mr. Stephens withdrew and Mr. Hagar continued with Mr. Bell, his uncle, as silent partner. Under Mr. Hagar's management the concern not only sustained but increased the prestige of the Bell name. He was a man of a peculiar temperament but an enthusiast on shoes and very jealous of the reputation of his product. He was strong in his personal likes and dislikes and it was only those who could get "next" him who could appreciate his sterling worth. He died suddenly when in the midst of his years and life work but his able lieutenant, Mr. Moles, who developed under his tutelage, is at the tiller continuing the Bell policy.

Few will remember some of the old concerns that are now out of business but the winning personality of such men as Whitham and Cassils, and the urbanity of men like Linton and Boivin were by-words. The latter, a fine courteous old French gentleman with a long flowing beard, always sporting a silk hat, was an enthusiast on the one-piece shoe idea, and spent thousands of dollars endeavoring to perfect it.

The Fogarty's, Jeremiah and Timothy, had a factory at the corner of St. Catherine and St. Lawrence Sts. They were both fine men. Jeremiah having charge of the business end of the concern which turned out a fine class of staples.

Mullarky & Co. were pioneers in the export trade and opened up business in Great Britain. Mr. Mullarky was a typical Irishman of great wit and unfailing humor, who was unfortunately most unsuccessful in his many ventures in the shoe business.

Henry Porter was quite a figure in the trade and made leather as well as shoes. Close and exacting in his policy, he made money in both branches of

his business. Thompson & Savage, which afterwards became Thompson & Co., was an offshoot from the Porter business and had quite a meteoric career. Thompson, who was a shoemaker, and Savage, who had been bookkeeper for Porter & Co., did not make a good team and the fact was demonstrated in their case that without a good executive head shoe manufacturing has considerable risk attached to it. Thompson became an alderman and the business suffered to some extent from this also.

James Whitham was a fine old gentleman personally, but was at the mercy of those who ran his factory, and the fact that his capital came almost entirely from outside tied his hands. He entered the insurance business some time before he died. He was quite a singer in his time and took much interest in church work.

The Pinkerton & Turner concern became afterwards Archibald & Turner, and Albert Turner was in the same position as Mr. Whitham with regard to capital, the concern being finally taken over by the Archibald interests, Mr. Archibald being in the tobacco business. Albert Turner, like G. Boivin, had the one-piece shoe bug. He left for the United States after withdrawing from Archibald & Turner.

Booth and Langan, who succeeded to the business of Robert McCready & Co., were only in business a comparatively short time on St. Peter street. Mr. Booth afterwards became accountant for J. & T. Bell during Mr. Hagar's regime. They made good shoes while they were at it but did not seem to make financial headway. Mr. Booth was well thought of by all who knew him.

Of the leather concerns of Montreal there were Shaw Bros. and Cassils, now the Anglo-Canadian Leather Co., H. J. Fisk & Co., Mooney & Co., E. Frank Morely & Co., the Galiberts, Jas. Wardlow, Dowker, McIntosh & Co., and McIndoe & Vaughan. Most of these names are unfamiliar to the present generation. Moseley and Mooney had large businesses for a time, which succumbed either to extravagance or faulty business methods, while James Wardlow was compelled to relinquish his business through lost mental health. Jim Wardlow and Harry Fisk were two of the most prominent and active leather men of the period, and both could tell many interesting tales of the happenings in the shoe trade when hides were running at three and a half cents a pound and when upper leather sold at from ten to twelve cents a foot and it was a fight to get business at these rates. Col. Whitehead was also



JAS. WHITHAM



H. J. FISK



JAS. WARDLOW



G. BOIVIN



COL. WHITEHEAD

a prominent figure in Lemoine street in the eighties and nineties.

Quebec Shoe Concerns

The big men in the shoe business of Quebec at this time were G. Bresse and O. Migner, who did a large trade all over Canada. Senator Bresse was an old bachelor who began business in a small way and for many years did very little in the way of bookkeeping. He did all his own buying and paying as well, and would often pull out a "wad" of considerable dimensions to settle a large leather bill. O. Migner was very similar in his characteristics, although more reserved or perhaps morose in his disposition. Both were "canny" buyers and good shoemakers and built up a large trade in staples.

John Ritchie was the most prominent English figure in the Quebec shoe trade and his establishment, known as John Ritchie & Co., was situated on St. Helen street, where, even at that time, he was turning out goods superior to anything made in the Ancient Capital. No man in the shoe business has enjoyed more of the respect and confidence of his confreres and the trade at large than Mr. Ritchie, who, although he takes little active part in affairs to-day, still keeps in touch with the industry. He is practically the "Nestor" of the shoe trade of Canada. His quiet office and his cheerful bon homie were always appreciated by visitors and customers.

J. H. Botterell was another prominent figure in the Quebec trade, but as he spent a good deal of his time in travelling the management was left largely to his accountant, Mr. Payne, a middle-aged Englishman of considerable bodily proportions and a beard which reached nearly to his waist. Mr. Botterell was a gentleman who, with his broad education and wide knowledge of the world, was well worth meeting. J. H. Botterell & Co. did a Canadian wide business.

Almost opposite the Ritchie factory was that of Henry Griffith & Co., presided over by that genial Irishman, long since gone to his reward. Harry Griffith was a genuine son of the Emerald Isle, and his rich brogue and witty repartee were always a feature of a visit to his busy little factory. Sam Woodley's place was on the same street and both he and Griffith came originally from Hamilton.

The foundation of the Marsh business was laid at this time, when W. A. Marsh formed a partnership with W. H. Polley and opened a small factory on St. Valier street. Mr. Marsh had been in the

retail shoe business and Polley came from the Eastern States and they made a good team from the start, rapidly building up a good connection on high class lines. Polley, however, took it into his head that he was the moneymaker of the institution and finally withdrew and started in business with his son. Mr. Marsh continued alone, assisted with some outside capital, and established what finally became the finest and best factory in Quebec. Polley failed later and died a few years ago in the States. He was a good genial soul, fond of a good story, but too easy in a business deal. He was a good shoemaker but an indifferent business man.

There were a number of other smaller concerns in business in Quebec at the time which was just beginning to make its influence as a shoe manufacturing centre felt. Quite a few of these were offshoots from the older concerns. Quite a number of "syndicates" were formed by operatives, who took it into their heads that there was big money in making shoes. Two or three years later there was an epidemic of failures which demonstrated that knowing how to make shoes is not the highest qualification for running a successful shoe factory.

St. Hyacinthe was another shoe centre in Quebec that took on rapid growth. The principal factory there was that of Seguin, Lalime & Co., who made high-grade staples which were in such demand that the concern ran to its fullest capacity. "Joe" Seguin was in charge of the manufacturing end and certainly turned out good shoes. J. B. Lalime had the office management and was known as a man of sterling honor and exacting business principles. They picked their customers, as do all who can sell more than they can make. The firm failed some years later in a period of stress in the shoe business.

Louis Cote & Bros. was another St. Hyacinthe concern that did a good trade in staples in those days. Louis Cote was a genius in his way and invented several machines and labor saving devices, still in use in shoe manufacturing. He withdrew from the business later to devote himself to his inventions and left his younger brothers, J. A. & M. Cote, to run the business, in which they have maintained the Cote reputation to this day. Louis Cote was a man well worth meeting, apart from his ability as a shoe manufacturer. He was a broad-minded, intelligent and affable gentleman of more than ordinary conversational ability in English as well as French.

The Duclos & Payan tannery was then at the beginning practically of its successful career and was in charge of the older members of the firm, who



J. H. BOTTERELL



W. A. MARSH



G. BRESSE



W. H. POLLEY

have since handed it over to the next generation for further development. The firm personally, as well as in a business way, has always stood high in the esteem of the Canadian trade.

There were other small factories scattered about through Quebec province, even thirty years ago, but they did not at the time figure largely in the industry. In the Maritime Provinces there were three outside the larrigan trade that stood out from the rest. These were the Amherst Boot & Shoe Co., of which the late M. D. Pride was the head, John Taylor, of Halifax, and Crosbys, of Yarmouth. All these have continued to the present, with several important additions which have since given the eastern provinces quite a position in the shoe trade. Mr. Pride, of Amherst, was a man of vision, but even in his most sanguine moments he hardly anticipated the developments of the past three decades in Amherst shoes, which sell to-day all over Canada, as do those of such concerns as the Hartt Boot and Shoe Co., Fredericton, and Clarke Bros., of St. Stephen.

In spite of its peculiar advantages of location and materials the Maritimes have never been a strong factor in the leather business. At the times we refer to a good business was done by Dicksons, of Woodstock, and the Logan tannery at Pictou, while John Palmer, of Fredericton, turned out a good deal of oil tan leather.

Over ninety per cent. of the men who thirty years ago figured largely in the shoe and leather production of Canada have "passed on" or are now out of the game and not even "looking on." The industry is to-day in the hands of strong, virile men who have all the advantages of past experience and a broader outlook to encourage them. Who shall say what the story of the next thirty years shall be or what this twentieth century of opportunity will bring to the shoe trade as well as to Canada as a whole? As Sir Wilfrid Laurier aptly put it, the twentieth century is Canada's, and the shoe and leather trades will undoubtedly rise to their opportunity.

The thirty years have witnessed some marvelous changes in both production and distribution. When there was only one or two jobbers in Montreal and none in Quebec, with one each in Toronto, Hamilton and London, and Winnipeg, there are now groups in each of the centres besides many scattered here and there throughout the various provinces. The difference in the shoes and shoe making methods is as marked as the difference in business practices, such as terms, packages and

transportation. There is no place in the shoe and leather trades for the croaker who talks about the former times being better than the present.

These haphazard recollections are but hastily sketched from memory and doubtless some of those identified with the industry a generation ago have been overlooked. In a later issue reference will be made to some of the retail shoe men who figured in the trade thirty years ago.

James Acton

SPRING STYLE FEATURES

In men's goods the brogue effect has a pre-dominance, especially in young men's shoes and oxfords. They are mostly in single colors with wing tips, foxings and imitation caps and fixings. Some are what is called harness stitched. They are made on English or broad lasts with a broad flat or square toe. The French toe is also popular in men's. Narrow toes are found in quite a number of extreme styles in men's goods and oxfords will be popular with circular vamps predominating. Blucher cuts on low shoes are a feature. Dark colors will not be popular, the tendency being towards lighter shades in mahogany and tan. Russia tan is very much in evidence. Cordovan or horse hide is increasing in popularity.

Perforations seem to be the rage and two-tone effects are plentiful, especially in low cuts, which are made with whole or three-quarter fixings and slightly longer vamps. Heel heights are about the same. Prices run from \$2.00 to \$3.00 ahead of those of last season.

Women's Lines

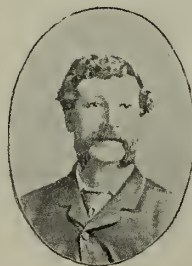
In women's lines the same tendency towards lighter shades is noticeable as in men's. Toes are much narrower and vamps longer. There is a tremendous variety in low cuts with all kinds of fastening devices; the one, two and three eyelet pumps are the most popular, followed by colonials and oxfords in order. Buckle effects are more dazzling than ever. In leathers kid and calf have the call in medium browns and beaver with black, of course, in the majority. Patent leather maintains its popularity. Louis heels with dull aluminum plates are used mostly.



J. SEGUIN



M. D. PRIDE



H. GRIFFITH



F. GOURDEAU



C. N. VROOM

Choosing Help —How I Pick *the* Good Kind

This is to Some Extent a Hit and Miss Proposition—Human Nature Cannot Always be Relied On—By an Employer

MY FATHER once told me that human nature was an undependable quantity. At the time, I put this down as one of father's eccentricities, for he had views that were a little different from the average run of people. However, since I have come to the position where I have to hire much help I have also come to the conclusion that father was something more of a philosopher than I had given him credit for.

In the matter of engaging help I have adopted many ideas and systems and find there are none that will cover all the exigencies that arise in this important matter. I try many rules and am forced to admit that I sometimes am disappointed, but now I rely largely on my intuition and then place the applicants on their own initiative and merits to make good and think I hit it in the majority of cases. But I still recognize that it is a sort of hit and miss proposition.

First of all I advertise for the help I desire. Possibly a number will call on the phone in such manner as this:—

"You were advertising for a salesperson?"

"Yes."

"Is the position filled yet?"

"Not yet."

"Well, what do you pay?"

"That will depend on circumstances and we would like to have an interview before doing anything in the matter."

"Well, it will depend on what you pay before I would consider the matter of making a change."

"That being the situation we suggest that you do not make the application."

So that will end that application, if you can call it an application. I have made it a rule to fix the matter of salary quite low at first until a test has been made and then when I can set a definite price I date the rise, if any, from the date of employment. This puts one on his metal and he will work. It also shows that my plan is to pay on the ability of the salesperson. I may say that I pay on a salary and commission basis, but as that is foreign to this article I shall not take it up here.

Another applicant phones. The conversation runs something as follows:—

"I seen your ad. in the paper for a saleswoman; have you got it filled yet?"

"Not yet."

"What's my chances if I apply?"

"That will depend a great deal on conditions."

(At the same time I am greatly prejudiced by the first question. I think in this day of good schools there is little excuse for poor English, and all things being equal, I prefer a salesperson who can use fairly correct language in ordinary conversation.)

"Well, how much is the job worth? I'm getting so much; if 'taint worth more'n that I don't want it."

"Well it is not worth so much as that on the start."

"Well I won't take it then." And that ends that application.

In a few minutes the phone rings again. "You were advertising for a salesperson. If the position is not filled I would like to make application for it."

"The position is not filled and you may apply."

"May I ask what the position is worth?"

"You may, but I cannot tell you. It will be worth one amount to one person and another to another person."

"All right, will you take my application over the phone?"

"I am sorry, but I make a rule not to do this. I insist on a personal interview. You may find me at the store between 11.30 and 2 o'clock."

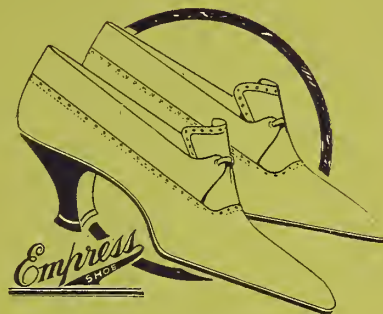
I always insist on a personal interview, even if the person lives out of town, if it can be arranged at all without much difficulty. To engage a salesperson by phone or letter, unless you know him, is a risky matter. However, this latter person has made an impression on me. Her tone of voice, her manner and the fact that she did not banter over the salary all had a good effect on me. When the meeting is arranged I size the person up. I presume every employer does the same thing; does it unconsciously. I do it consciously. Personal appearance and general bearing, manner, all of which go to make up that term, personality, are important as the first stone to lay in the employment of help. If a person is so unfortunate as to be repellant in any way I do not think they will make a good salesperson. At least, it is a handicap at first, if not at all times.

I then ask for references. Not as to their ability as a salesperson, for that may be hard to obtain, and does not matter; for one employer may have been quite satisfied with that which would not suit me. I ask for character references, also ask where the applicant has been employed and questions of this nature. The latter includes experience. This is what I term a general size up of the applicant.

I do not go strongly on so-called experts. Nor do specialists appeal to me. What I try to locate is a person with real good common "horse sense." That term to me includes a great deal. It includes a person of even temperament, one who will not "fly off the handle," to use that expression. One who will keep cool under trying circumstances. Mark, I say "trying circumstances," for anyone can keep cool under ordinary circumstances. I want a person who will take my place with a customer when that customer has a grievance. Too many employees, when a customer comes in with a grievance, are lacking in tact in the matter of handling that person. In the first place every cus-

(Continued on page 87)

IF ITS NEW
IT'S
THE
Empress
SHOE



Diversity of Style
that enables you to
appeal to the taste
of the most particu-
lar women, while
also meeting their
strictest demands for
Quality and Value.



The Walker, Parker Company, Limited

Progressive, High Grade Shoemakers for Women

TORONTO

Don't Wait

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for 1920 advertising.

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<i>Amherst Boot & Shoe Company, Limited</i>		
RETAIL DEPARTMENT. A. L. WRIGHT, Mgr.	HIGH GRADE SHOES EXCLUSIVELY WRITE FOR OUR CATALOGUES	PHONE 67 P. O. BOX 448
<i>Amherst, N. S.</i> AUG 2 1919		
Acton Publishing Co. Ltd.		
Toronto, Can.		
Gentlemen:-		
Permit us to congratulate you on the very artistic cover design for our new catalogue just received from you. We may say we also had designs and estimates from Ottawa and other Publishers but none of them as dainty and feminine and appealing as yours.		
We thank you heartily for your interest in the matter and hope to have many future seasons booklets to place in your competent hands.		
AMHERST BOOT & SHOE CO., Limited RETAIL DEPT Per <i>A. L. W.</i>		

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PRINTING DEPARTMENT
ACTON PUBLISHING CO., LIMITED

1229 Queen St. West

Toronto, Ontario

Leather and Shoe Trade Jottings

Street Talk on Leather and Shoe Conditions—The Market Steadying Perceptibly—Hides Weaken in Sympathy With Threatened Investigation and Apathy of Tanners—Leather Not Showing Much Weakness Although Showing Effects of Dull Season—Shoe Manufacturers' Prices Firm at Advances

THERE is not the least doubt but that for sentimental reasons there has been a wholesale weakening in domestic hides. Tanners have been holding off, refusing to make bids in keeping even with the modified ideas of packers, who show some fear of the results of the vigorous policy of the United States Government. There seems to be every reason to think that large stocks of hides have been accumulating in the past two or three months in anticipation of fancy prices. The tremendous kill that has been in progress in the past few weeks has been the result of high prices in hides rather than in meat, for the price of beef has gone steadily down until it is practically as low as it was in 1914. The demand for canned beef has so fallen that many carcasses intended for this purpose have had to be put in cold storage, and in spite of this the market has gone steadily down. Now the packers and other holders of hides claim that it is necessary that they be reimbursed in the prices at which they will have to sell hides. It is said that a decline of about fifteen per cent. has taken place in packer hide values and fully twenty-five per cent. in country hides. The dry hide market had also developed weakness. Nevertheless it is thought that there will be some reaction as soon as the season comes when tanners scramble for desirable hides.

Leather Conditions.—Trade is reported as dull on the other side of the line, and while the same does not apply as fully here, there is a steadying tendency noticeable. It is between seasons, when manufacturers are holding back until they see what spring trade will be like and therefore present conditions are hardly a criterion. Nevertheless the feverishness that prevailed a month or so ago seems to have subsided and everybody is looking for a more settled state of affairs. Of course the export demand continues to give strength to the situation, but if the buying for spring is not as brisk as it promised to be a few weeks ago the demand for leather will not be so insistent as to warrant further upward tendency. The easing of the hide market has helped to stay the upward current of prices, and although tanners claim that leather stocks are very low, there are reports of a more plentiful supply

of staple lines than there was some weeks since. Sole leather continues strong and there is the same difficulty in securing prime selections at reasonable prices. In light upper stock there is as much scarcity as ever and there does not seem to be any relief in sight for some months to come. Kid is particularly scarce in desirable grades and those who have contracted ahead seem to have more or less difficulty in getting their stuff delivered.

What of the Future?—The question of interest at the moment is, have we reached the top of hide and leather prices and will there be a further settling to more normal conditions? Indications would seem to point that way as far as this continent is concerned, but there are other considerations to be taken into account. While there may be a considerable hoarding of hides or even leather on this side of the world, one cannot but consider the fact that there is at least a European famine in leather and shoes that is bound to make itself felt in Canada and the United States. Just as soon as conditions settle in the belligerent countries there will be a reaching out after raw materials and hides and leather will be amongst those that will receive most pressing attention. We can hardly hope, in the face of the undisputed shortage of cattle and therefore hides, all over Europe, caused by the tremendous consumption of food and leather making materials through the war, that they will be able to go on without assistance from overseas. It would seem as though, for two or three years, this outside demand will maintain prices here on a strong footing. Already manufacturers of shoes and leather here could sell their production many times over if there were the facilities for doing business in Europe. There is little use encouraging the idea that we shall see either cheaper shoes or leather for a considerable time to come, apart from the unusual conditions that must continue to prevail in our own country from the effects of the war.

Talking of Shoe Fair.—In connection with the holding of the next annual meeting of the National Shoe Retailers' Association of Canada, at Montreal next summer, the Montreal shoe trade have been talking of holding a shoe and leather fair. There is also on foot a proposition to hold a gathering of shoe travellers at the same time for the purpose of co-operating in making the Shoe Fair as well as the Convention a success. A year or so ago a shoe show was mooted under the auspices of Mr. Walsh, of Boston, and the feeling was expressed at the time than an annual affair of this kind should be held at Canada's shoe centre. The meeting of retailers will afford the favorable opportunity to demonstrate the tremendous advance that has been made in shoe manufacturing in that city in the past few years. As one Montreal shoe manufacturer puts it, the affair will have the effect of drawing the Montreal trade closer together and give them an opportunity to demonstrate to shoe buyers of Canada that it is the hub of the shoe business in this country. Already arrangements are pretty well under way for the retail convention, which will undoubtedly be even more largely attended than the inaugural gathering in Toronto this year.

Window Displays for October

Limit Your Colors and Do Not Crowd Your Windows With Goods Nor Decorations

SOMETIMES it is possible to get too much into a window, especially when there is a special window whose decorations are numerous. An October window is one of this nature. If one shows the fruits and vegetables that are ripe at this season of the year, one may have more than will look well and cause the window to have a crowded effect that will detract from its beauty.

In the background shown herewith one will be able to limit the colors to two or three. And these will be in keeping with the season at that. The flowers are brown-eyed Susans and may be natural or artificial. The latter are preferable. The larger ones can be made easily out of felt. The circle can be made of wheat or oat straw with the heads still on, and bound with ribbons. The long piece of ribbon may be brown. The dominating colors for this window are brown and yellow. This wreath can be placed on a piece of wall-board and the board papered or whitened with some water wall finish. The head may be cut from a magazine or poster and the daisy at the side can be pasted on to the picture.

The back curtain had better be white, as it will contrast nicely with the brown and yellow tints of the ribbons and daisies.

The festoons are easiest made by cutting wallboard to the shape and size desired and pasting the flowers on very thickly. The larger flowers are to be used at the places indicated in the illustration. The small flowers can be made quite easily by cutting pieces of felt in round shape with ragged edges and the brown centres pasted in or caught in with a thread.

The large bow will look better and hang better if it has a wire sewn into it as it will then stand in place, as shown in the illustration. The wire can be obtained from the milliners or ordinary stovepipe wire will answer, for it will not be seen if sewn in around the edge.

Take the time to have the background in good shape. Do not let bits of straws be sticking out nor flowers off the festoons. Have everything neat and attractive. Drape the ribbon neatly and it will add to the appearance of the window.

This design can be arranged to fit into almost any size and shape of window. It is also advisable not to crowd the window with shoes. A few well displayed pairs will be more effective than will a crowded window.

For those who desire to make a grain window a few well chosen specimens of fruits and vegetables can be used. But care should be taken not to have too many nor to crowd them too much. Two or three of each variety well selected and washed and scoured with a hand brush can be used. The same number of fruits, except with bunches like grapes. But a window with these in should not be used with the background illustrated. A plainer design should be used. Small sheaves of grain can be used in the corners and centre of the back and one or two large vegetables can be used if the window is large enough to stand these without being crowded.

A SAMPLE OF THE COMPLAINTS

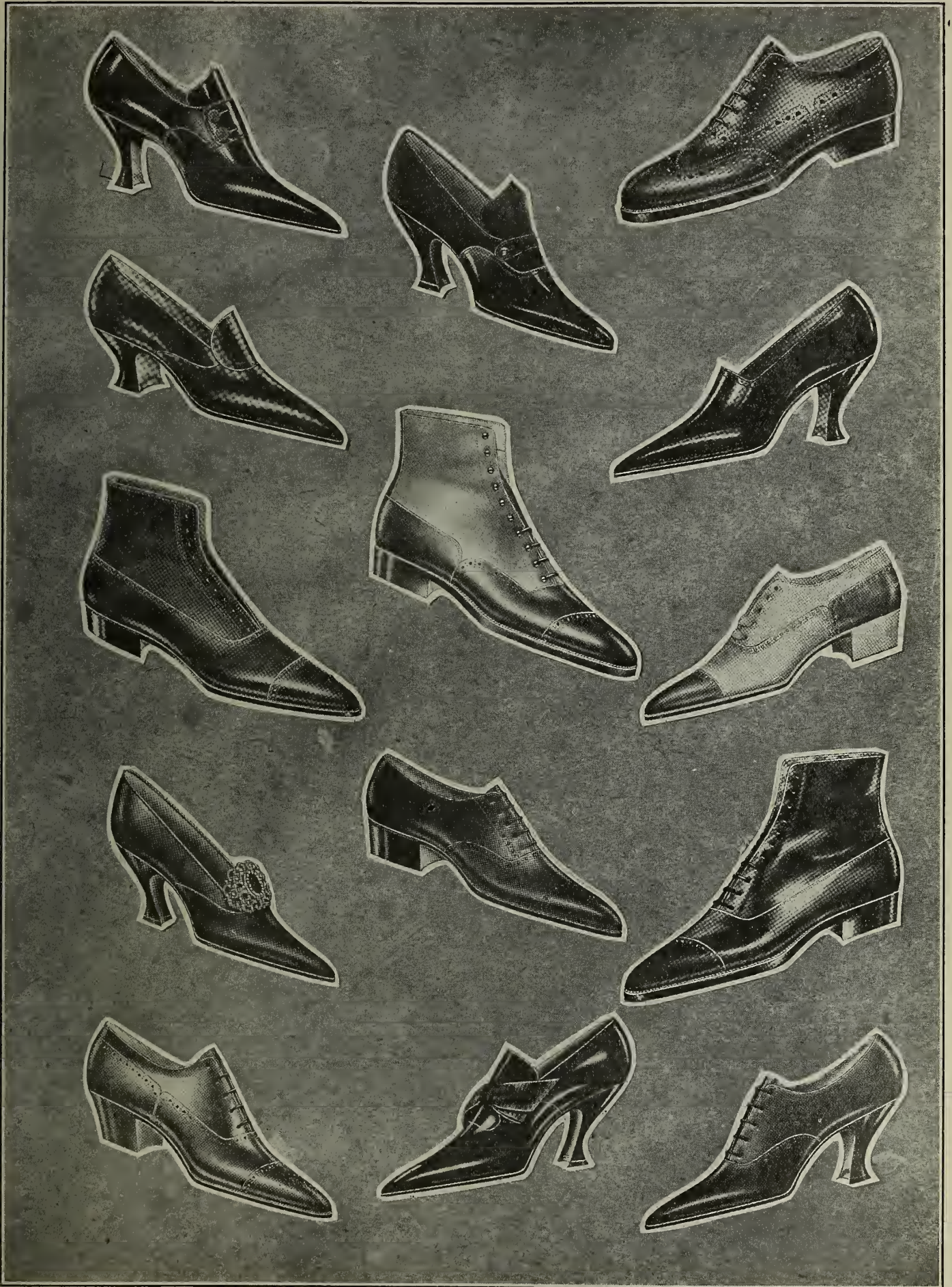
At the initial meeting of the High Cost of Living Commission, held at Toronto the other day, there were two complaints of "profiteering" on shoes that illustrate most aptly the foolish and unjust attitude of some buyers on retail prices.

One woman complained that she had bought a pair of shoes for \$6.50 and afterwards saw the same shoes marked down successively to \$4.50 and \$3.50. She wanted to know what profit must have been made in the first place when the goods could be subsequently sold at practically half price. Mr. O'Connor, the vice-president of the Commission, who said he had had previous experience in the shoe business, said that such practice was quite common and justifiable in the retail business. He said that undoubtedly the merchant had found the line unsalable and was taking a loss to clean it out and make way for more desirable goods. He pointed out that because a line was substantially reduced it was no evidence of previous "profiteering." A wise judge—a learned judge.

A man came forward with the plea that he purchased a pair of shoes for \$5.50 and when he came back to have them exchanged for a size larger they wanted to charge him \$8.50, as the price had gone up. On being cross-examined he naively admitted that he had purchased the shoes last fall and took them back in the spring to have them exchanged.

A pleasing October window background





Some natty American styles

A Champion of Canadian Shoes

Capt. Jas. T. Sutherland, of Kingston, Writes to an English Paper, Defending Canadian Shoes and Refuting an Article Detrimental to our Export Trade.

SOME odd things occur in connection with advocating an export trade from Canada. Here is a case in England that comes through a writer not being familiar with the shoe trade in Canada, beyond having lived here a short time and during that time wore a few pairs of shoes. When Canadian shoe manufacturers are trying to build up an export trade, it is unfortunate that such articles as this should appear in English papers as they give a very distorted view of the real situation and make a very bad impression. This writer is Mr. F. A. McKenzie, whose strong forte is a war correspondent and his writings are syndicated in this country very extensively; some of the Toronto papers are on the list. Now that the war is over, he is turning his pen to other subjects, and one of these is the trade situation between this country and England. Some things he writes are good, but others show a lack of knowledge of the true and actual situation. One of these happens to be the shoe industry, and there is just room to doubt some other things. For example, he says that moving picture operators in this country obtain \$50 a week. There may be a few who get this sum, but we are sure that the average will be quite a bit below this mark. Another statement is: "Here is a



CAPT. SUTHERLAND

land where the mechanic often earns \$7 a day and domestic servants about \$500 a year." This may give a wrong impression also.

Fortunately for the shoe industry, Capt. Jas. T. Sutherland, of Kingston, Ontario, who happens to be stationed at Buxton, Derby, England, took up the case and replied very effectively to Mr. McKenzie's article. It is well that Capt. Sutherland was there to take the matter up in the same paper in which the article appeared for it will in some measure correct the wrong impression it would convey: Capt. Sutherland has been good enough to forward to us a copy of the paper and his reply to the article, and which we are glad to publish. The reply follows:

Buxton Derby,

August 7th, 1919.

To the Editor "Daily Mail."

Sir: In your issue of August 7th, under the heading "Canada wants British goods," F. A. McKenzie, of Toronto, states: "Take the shoe trade, for example. Canada makes

factory-produced shoes in large quantities, but so far as my personal experience goes, these would not stand for a moment against the good class Leicestershire article, etc." In reply to that statement let me say that in my opinion, F. A. McKenzie, of Toronto, certainly does not know what he is talking about. The writer has had 30 years' experience in the Shoe Manufacturing business in the United States and Canada, and has also visited many factories in Leicester and Northampton, and I state quite positively, without fear of contradiction that the shoe factories in Canada have absolutely nothing to learn from our Leicestershire brethren. If any British shoe manufacturer started a plant in Canada and barricaded himself in behind the fortresses that our British brethren consider necessary, he would not certainly make "salt for his potatoes." Canada's shoe industry is so far ahead of many that I have visited in England that the only comparison I can think of is that of a highly trained thoroughbred race horse, compared to the slower, but no doubt reliable dray horse, such as we see being "led" about daily. It would have interested F. A. McKenzie, of Toronto, had he been around any of the Canadian Quartermaster's stores over here to have noted the tremendous popularity of the Canadian made Tommies' "service boot" over that of the British made article. The writer of the article mentioned above might then have been in a position to have written facts, although in some other respects Mr. McKenzie articles has its good points. Thanking you for space, etc.

"Canadian."

VANCOUVER NOTES

Rumors are current around the city of a further advance in price of sole leather, but no increase has yet been made, the last being on July 4th.

Whether the embargo placed on the export of hides and leather by the Government or the Commission that is sitting to enquire into the cost, etc., will have any material effect on the situation remains to be seen. Opinion is divided upon the matter here. Many with only local knowledge are expecting a decline in prices which has a tendency to hold them back from purchasing fall supplies, upon the other hand those with a wider knowledge of the situation assert that no government would have power to control and forbid the export of dressed or sole leathers to Europe. Under the present circumstances.

There does not appear to be any scarcity of leather for home consumption, its only a matter of price, and that with everything else, will right itself in the course of a few years.

The price of repairs is not inconsistent with the price of new boots and shoes and very little kicking is heard over the price charged for repairs. But there is a great and growing dissatisfaction with the purchasing public over the shoddy boots and shoes that are being placed on the market at the present day. It behooves manufacturers and the trade in general to see that good reliable and solid leather footwear is only made and sold. The tripe (using the trade definition of that class of goods) that is being produced and offered for sale to-day in all grades, is a disgrace to an honourable profession and will soon or later rebound on the whole of the Canadian shoe trade. It is only opening the door for foreign competition.

Mr. Wells, former Instructor of shoemaking and repairing of the Soldiers' Civil Re-establishment, 11th Regimental District Headquarters, Esquimalt, Victoria, has commenced business for himself and opened a repair depot at 18th and Main St., Vancouver.

Mr. W. Edgely, of the B.C. Leather & Finding, has returned from his vacation, looking much better for the change. Billy had a good time, part of which he spent touring Vancouver Island, and the remainder with the boys of the Y.M.C.A. Camp.

How Would You Mark Your Profits?

An Interesting Question Raised by a Retailer That May Be Puzzling Other Retailers at this Present Time.

A SUBSCRIBER has written us, asking how he should mark his goods at the present time. He cites three concrete examples asking which one would be best to adopt. This letter we submitted to a number of retailers and a manufacturer asking their opinion, and we give here-with both the original letter of inquiry and the answers of the various friends in the trade. The letter follows:

Dear Sirs: We would be pleased to have you give us some advice in the matter of marking goods. We want to be fair to ourselves, also to our customers with whom we do business.

There are a great many different opinions regarding the questions, which we are about to ask, as we have read the Shoe Journals and find there are different opinions.

Shoes have advanced to the present time, ladies' fine shoes \$7 to \$9.50, men's fine shoes from \$7 to \$11 according to grades.

Which would be the best plan to follow regarding stock, we have on hand which arrived this Fall, and was bought before the advance.

For example:

			Selling Price	
1st cost \$7.00	Advance \$2.50	50% of \$9.50		
2nd cost \$7.00	Advance \$2.50	50% of \$8.25		
3rd cost \$7.00	Advance \$2.50	50% of \$7.00	Meet customer half way	

A western shoe retailer says he has made the rule to add his regular profit percentage on to the cost price of the shoes he is selling. This he claims is the only way to do. He claims that when he goes into the market to buy he should pay the prevailing market price just as a man would do if

he were starting in business. He claims that if John Smith was to start into business two years from to-day, and shoes were \$3 a pair higher than they are to-day, he would have to pay that \$3 and would have no one to fall back on. It would be ridiculous for Smith to argue that the public should have paid him extra profits two years or a year before on something he did not have. Then why should a man in business to-day expect the public to pay him an advance price on shoes he bought at a certain price, merely to help pay for shoes he will buy a year hence at a higher price. In other words, suppose a dealer asks \$6 for a pair of shoes that cost him \$4. Why should he ask the customer to pay him \$7 for those shoes because he may have to pay \$5 wholesale for them a year from now? A man starting in business a year from now would have to pay the \$5 and would not have the opportunity of asking the public to pay an extra dollar to help him buy his stock.

The following letter is from an eastern retailer who has been in business for many years and has been exceptionally successful.

In answer to your letter, it is hard to answer as so many details enter into the question as No. of pairs in stock to No. of pairs bought also whether you are over-stocked in that particular style of shoe. In our own case we are not taking into our selling price to-day's cost, but the actual cost and we think we are playing fair to our customers, and it is to them we look for our business."

This letter is a manufacturer's view of the situation and corresponds largely with the retailer's views.

"Your letter received, and in reply would say that we think your correspondent is undoubtedly desirous of doing the right thing by himself and by his customer.

"During the past four years the practice of selling on a replacement value was pretty generally followed by the Retail Trade, we believe, and while theoretically this is absolutely correct it may have, in some instances, resulted in unnaturally large profits. Still we must not overlook the fact that during any rising market we must all prepare for losses which inevitably must come when the market is declining. However, it would seem as if during the past four years every retailer has had ample opportunity to make this preparation and while, at the present time, replacement values are extremely high, there is a pretty strong feeling

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Imposing front of Nickle's Boot Shop, Regina, Saskatchewan



"More Sizes or More Kinds"

Work to a Schedule and Hold Stock Down as Low as Possible

"THE old maxim 'Goods well bought are half sold' is true enough, but just *half* sold and that is all. I have always contended," said L. S. Abbott, of Canton, Ill., before the Illinois Shoe Retailers' Convention, "that a good buyer with a poor sales force might be superior to a poor buyer with a good sales force, though perhaps as a matter of fact there could be no difference under equally comparative conditions.

It is true that the good buyer with the right merchandise in popular demand could get along with a poor sales force, on the theory that the right stuff sells itself; also that a good sales force could do much to make up for the unfortunate buyer. We will all agree that it is not a very difficult matter to dispose of the first half of a lot of new goods, sometimes at three-quarters, the sales go right along, but the last quarter is difficult—due to broken sizes if for no other reason.

Take it right now in our stores selling is difficult because of broken lines, it being impossible to obtain sizes in desirable merchandise, while all of us have plenty of shoes in bulk, if we just had a magic wand to transform the sizes at will.

Fifty Per Cent. of Women's Shoes Sold on Three Sizes

It has been stated that 50 per cent. of women's shoes are sold on three sizes, 5, 5½, 6, leaving on a schedule of 12 lengths the other 50 per cent. to be sold on three lengths. These figures without doubt are conservative and nearly correct. It is doubtful if the average store could show better figures. I question if a merchant present will rise to say that he has purchased Fall lines with schedules of sizes balanced in proportion to his probable sales. It would take too much capital in the first place, or if he did so, it would show such a limited variety that he would be at a disadvantage with his competitor; yet, whatever view may be taken it must be admitted that sizes are of the first importance in making our individual sales of pairs of shoes.

For the woman who requires 3A it would not matter how many 5B's you have, but there is a large and main difference in the greater number of opportunities you would have to dispose of size 5B, thus laying aside any question of style or other value. Suppose you are buying a new last and pattern, would you cut off all end sizes just because you already had such sizes on hand—don't we usually ignore this when buying a new number?

Shoe Buying Unit Is Unit of Pairs

It is now generally coming to be conceded that the only proper unit in shoe buying is the unit of pairs, not dollars; some manufacturers and even our National Association advised against buying upon a basis of pairs, pointing out the capital requirements of increased prices. Yet no caution was needed, for no store will ever suffer financial embarrassment by figuring strictly on a pair basis. It's the pairs you put into your stock against the pairs that you take out of your stock that count. I can say with sincere truth that in all the years I have been a buyer I have yet to figure the amount of an order in dollars. If the salesman extends and puts the total on the copy it has no significance to me. In pairs, I know.

Now to get connection with this matter of kinds and sizes, it is most essential that we have this pair information. If we don't have it, we merely estimate and guess; with it we can look into our "pet" schedules that we get into the habit of using and often make needed revision. Suppose that we would go into a store and figure up its Fall orders on women's boots, finding there 40 styles to a total of 2,000 pairs ordered—an average of 50 pairs on each—this would give a base for figuring quantities that would provide for seven to eight lines 90 to 100 pairs and calling them base lines on which full and extended schedule of sizes be given, to be the backbone of the sales, to be re-sized early and not wait until the middle of season. While kinds and variety are necessary to attract, the idea suggested would be not to buy any medium or average sized lots, but rather buy either larger or smaller lots than your average.

Lay Out Your Schedule Along Correct Lines

In laying out size schedule along these lines you will always have certain shoes on which you are well equipped for business—as a black kid Louis heel boot, carried AAA—C, commencing at 5-4-3- up to 8½ on all lengths, a black Cuban heel the same way, what would be safer AAA to D? Same way in brown kid numbers. Ordinary help can sell this kind of merchandise, all they need to know is the proper use of the size stick. I also offer the conclusion that we don't need as many grades as we sometimes feel we ought to have, which would eliminate and avoid parallels and duplications, making it possible and easy to go stronger on quantities—taking grades where pair records show up strongest and play them hard. These are the lines on which to have your extremes in sizes and if confined there you won't get stuck, not meaning at all that they be bought in so-called "staples," in fact, on the contrary, your whole effort should be put forth to have these your best and smartest styles. The large increase in the style offerings by manufacturers the last few years has made it more difficult than formerly to discriminate in this matter of kinds; yet as each season rolls around the public "hops" into a few good numbers just the same as they always have.

Any plan, scheme or idea that will enable the cutting down of kinds and add to the sizes will not fail to accelerate and speed up a turnover that puts your money into the bank to stay. Turnover in relation of stock on hand in dollars, against cost of sales, does not always mean profits realized in cash. Turnover in relation to pairs on hand as against pairs sold always means profits realized in cash."

ADVERTISING BRINGS RESULTS

A well-known Ontario shoe man writes the SHOE AND LEATHER JOURNAL as follows:

Gentlemen:—

I am a subscriber to your JOURNAL, and I always enjoy reading its columns with pleasure and profit. It came to hand the other day, and in glancing over its pages my attention was attracted to its first pages upon which was a beautiful cut of a woman's slipper, just the line I wanted. I wrote to the firm advertising the shoe and received the goods ordered in my store on the evening of the following day.

Now the whole incident struck me so forcibly that I could not help writing you in approval of your efforts in publishing such a live and up-to-date JOURNAL and your methods of advertising and conducting it. I must not forget in writing to commend the wholesalers for their prompt shipment of the goods, evidently they too are awake to the advantages that accrues to them from using the space in such a well conducted and businesslike JOURNAL.

Fire Insurance As An Investment(?)

No Business Man Should Carry More Risks Than Possible—The Lower Your Amount of Insurance the Greater Risk You Assume—By an Inspector

IF THERE was ever a case of "Let George do it" it is with your insurance.

Whether fire insurance should be categorized as an investment is open to question. Whether any insurance should be considered as an investment is open to question. There is a sense in which endowment life insurance may be termed as an investment, just so much as it causes the insured to become provident and saving when, under other circumstances, he might not. And as a merchant may say, "I shall invest a hundred dollars in insurance," to some extent this may be classed as an investment.

But no matter by what term or under what category insurance may be classed no man in business can afford to ignore it. Of course in this advanced age there are few who are not insured to certain amounts, but there is every reason to believe that more should be carried by the majority of merchants and business men than is in force at the present time.

When a man goes into business he assumes certain risks. These may be capital, whether his own or borrowed, the rise and fall of the markets, and many others of this character. But there is one risk he should not carry and that is the risk of fire. There are other risks in some sections against which merchants should insure, but in many places these are so very small that little protection is taken. I refer to burglar, wind and floods. But the fire risk is ever present and should not be neglected.

It is now possible to insure to the full amount of one's stock but not everyone does this. If I were asked to advise how much should be taken I would say, on a ten thousand dollar stock, one should carry at least seven thousand, five hundred dollars. The cost of such insurance, compared with the satisfaction and peace of mind it will bring, is very small. I would say that on an average it will not run over two per cent. When a man has this, or a proportionate amount, on his stock he can go home at night and sleep, and sleep soundly, for he knows that should the demon fire visit his place he can collect every dollar of loss at its value on the day of the fire. "As the tree falleth there shall it be," is, in a measure, applicable here.

A somewhat paradoxical situation in the matter of placing insurance. In the cities and large towns, where fire protection is greatest or best, merchants as a whole are insured almost to the limit, while in the small towns and villages, where the fire risk is so much greater because of more frame buildings, less fire-fighting apparatus and equipment, and where winds have a fuller sweep because of more open surroundings, merchants are neglectful to protect themselves as do their city brothers.

I would say that in the cities where the buildings are more fireproof and the fire protection is up to the latest in modern devices, possibly 98 per cent. are insured up to from 80 per cent. to 90 per cent. of the full value of their stock, while in the small towns and villages possibly not more than 75 per cent. are insured, and not more than 25 per cent. are carrying adequate insurance.

The reason I ascribe for this is general business carelessness and indifference and the higher rate than that obtainable in the cities where better protection is extant. Then there are certain classes in the country districts who

have built what to them seems like fireproof buildings, forgetful that the bulk of fires start in the contents of buildings and not in the structural portion of the building proper. They also rest behind the feeling that they are very careful themselves and a fire can hardly be expected to start in their place because of their carefulness. As a rule these places under inspection are found to be among the worst risks. I remember of one case in point. I made my periodical inspection of a manufacturing plant, which by the way was a shoe factory, and when through I told the owner that his plant was one of the worst risks I had visited of late. I told him his fire doors were absolutely useless. I suggested changes. He flew into a rage; told me I did not know my business; that my report was an insult to the other inspectors who had passed his fire doors, and much more abuse of this nature. I presented the same report to the company without modification. A few days later the manager said to me that this man had cancelled his insurance. I replied: "Let him do it, we are better without it." In less than two years the manager called me into his office and told me my judgment had saved them quite a sum. A fire had occurred in this plant and because of the poor fire doors, had gone through the entire place, whereas better fire doors would have confined the fire to the department in which it started.

Another case with which I am familiar. Dennis Murphy had a fine hardware business in a little town. He had other lines as well. His store was a solid stone-walled structure, one that would not burn, he thought. Dennis had built up this business during a period of forty years. He was well known and well liked in the community. His family were well liked. He had three boys going to the collegiate institute. He was prosperous, having built the business through thrift and time and things looked bright to Dennis. But he could never be induced to carry more than \$2,000 insurance. He was careful, was always on the job; watched things very closely; had a fine stone building that would not burn. At least this was the way Dennis saw it. But the truth was, from an insurance point of view, he had a very risky place; oils and inflammables were all about. It was an invitation to fire at every turn, but Dennis would not see it that way, and he kept up his little \$2,000 insurance but no more.

One night there came a cry of fire in Dennis's little town. It was Dennis's store; and before the fire was out it had wiped out everything Dennis had accumulated in the past forty years. He was set back just where he was at the beginning, with most of his life behind him instead of in front of him. His boys had to be taken from school. A neighbor built a little one-storey shack for him near the scene of his old place and there he put in a small stock with the \$2,000 he had. But poor Dennis was practically a ruined man from a business point of view. The building was a total loss as well as the stock. He did not obtain a dollar of salvage.

In strong contrast with these two cases was a building situated in a small town. My inspection found the place in very bad order and I suggested many changes. The man looked at it from a business point of view and among the improvements I suggested was to put fire shutters on the windows, which he did, with the result that his rate was much lowered. Some time after, it may have been some years, I met him and he said that he had saved money by the lowering of the insurance rate, but better still he had saved his whole business, for a disastrous fire across the street was checked at his building by the fire shutters he had placed on his windows.

While I am advocating that one should insure to the limit, I also urge that one's duty does not stop there. Every precaution should be taken to prevent fire by keeping the premises as clean as possible and having such fire protection as lays within one's power to possess. Even if one is insured

(Continued on page 87)

Percentage System of Recompense

Some Practical Ideas That Have Been Tried in a Large Store, But Should Work as Well as in Small Ones

ANY system that will cause employees to take a more active interest in their work and result in more business is worthy of at least consideration. A manager of a large department store in Wisconsin has adopted a plan that has proven itself to be of practical value in his case, and will no doubt work with modifications in other stores. For the benefit of those who are interested in such plans, we give the plan as outlined by him. It should be remembered that no plan will fit every store in each little detail, but the general principles may be changed according to the conditions under which it will be operated. The plan as outlined is as follows:

"The first feature is the establishment of a basic percentage of quota of expense which represents the amount which the merchant considers necessary or desirable to expend for selling the goods. This figure is determined in the following manner: The cost of selling goods in a given department is estimated by taking the average payroll of the selling force in that department for a period of years. Thus, if the salaries of the clerks in a certain section equaled 5 per cent. of their sales in 1916, 3 per cent. in 1917, and 4 per cent. in 1918, their average selling expense for the three-year period is 4 per cent. This would appear to be a reasonable amount for the women's ready-to-wear department in the ordinary store. Should it not be equitable, however, the merchant makes such adjustments as his judgment and the experience of other merchants may indicate as being necessary and fair.

"Now, obviously, this basic percentage cannot be uniform throughout a store. It varies in the different departments. For instance, it costs less to sell \$100 worth of furs or draperies than to sell \$100 worth of notions or toilet articles. But while the basic percentage varies in different lines, the method of computing it is identical in all cases.

"The basic percentage established, each individual clerk is expected to sell a sufficient quantity of goods so that her regular weekly salary will at least equal this percentage of her sales. In other words, again taking the women's ready-to-wear department as an example, a clerk who is paid \$10 a week is expected to sell \$250 worth of goods, which is called the quota. If she does not exceed this, she is considered to have earned her salary and no more.

"Right here is where the systems differ in various stores. In some, the selling quota is the same throughout a department, regardless of whether the salaries of all the clerks are the same or not. In others, each clerk has her own individual quota, depending upon the salary she receives. Thus, in our ready-to-wear example, a clerk drawing \$10 a week has a \$250 quota; a clerk drawing \$12 a week, has a \$300 quota and so on.

"The significance and practical working out of these quotas will be further discussed in connection with the second feature of the commission, namely, the payment to the salespeople of an extra compensation for all sales above their quota. The amount of this extra commission varies considerably in different stores. Some pay their clerks half the basic percentage for all overage in sales, and it works out this way: If a \$10-a-week clerk in ready-to-wear sells \$400 worth, she has exceeded her quota \$150, and is there-

fore paid half her basic percentage, that is $\frac{1}{2}$ of 4 per cent., or 2 per cent. on this extra \$150, making an addition of \$3 to her regular weekly salary.

"Other stores pay the same percentage for excess sales as for quota sales, as 4 and 4. Still others pay 4 and 3, or other intermediate amounts. Personally, I feel that an extra compensation of half the basic percentage is too low, and that the basis of equal percentages is more nearly correct. In fact, it would seem to be no violation of the principles either of logic or good business in making the extra rate even higher than the basic rate, say 4 and 5, or 4 and 6. It would be an added incentive to speed up sales just as the premium system in factories speeds up production. And what is of equal importance, the percentage of overhead expense of the department would not be increased thereby. Investigations reveal that the total cost of doing business in the coat and suit department of the average store is between 20 per cent. and 25 per cent. Of this amount, only 4 per cent. is for the salaries of the selling force, a surprisingly low proportion of the total overhead when we consider that labor is ordinarily the largest single item of expense.

"Now, obviously, any increase in sales decreases the percentage of overhead. A higher compensation rate on excess sales unquestionably increases selling expenses and likewise increases total overhead, but it also increases sales and thereby reduced the percentage of overhead; and the percentage of decrease in overhead is bound to exceed the percentage of increase in selling expense.

"In short, money paid out in salaries where it produces the immediate, substantial and direct results which it does under the commission system is perhaps the least expensive method of increasing business which is at the merchant's command.

"To refer back to the subject of the rate of commission to be paid. In those stores where the clerks in a department are paid different salaries and where the commission rate is smaller than the basic percentage, an unjust situation develops which can be best explained by an example.

"A \$10-a-week clerk whose quota on a 4 per cent. basis is \$250, and who sells \$400 worth, exceeds quota by \$150. If she is paid 2 per cent on overage, she received a commission of \$3 or a total income of \$13. A \$12-a-week clerk whose quota on a 4 per cent. basis is \$300, and who also sells \$400 worth, exceeds her quota by \$100. If she is paid 2 per cent. on overage, her commission is \$2 and her total income is \$14. Both clerks sell the same amount, \$400, but the one gets \$13 and the other, \$14. This is manifestly unfair, but the injustice is easily overcome by raising the salary of the one girl from \$10 to \$12 if her sales from week to week warrant it.

"In those stores or departments where the basis of equal percentages exists, as 4 and 4, the situation just mentioned does not arise. To illustrate: A \$10-a-week clerk whose quota on a 4 per cent. basis is \$250, by selling \$400 worth, has an excess of \$150. If paid 4 per cent. on excess also, she receives a commission of \$6, making her total income \$16. A \$12-a-week clerk whose quota on a 4 per cent basis is \$300, by selling \$400 worth has an excess of \$100. If paid 4 per cent. on excess, her commission amounts to \$4, and her total income also amounts to \$16. Wherever the basis of equal percentages prevails, the salespeople receive the same amount of compensation for selling an equal amount of merchandise, regardless of what their fixed salaries may be.

"In my opinion, the most satisfactory plan, however, is that of one uniform selling quota throughout a given department. With only a single quota to deal with, it is immaterial whether salaries are the same or not, and whether the percentage of commission equals the basic percentage or not. It is by far the simplest plan and at the same time it provides equal rewards for equal results. The selling quota is determined on some equitable basis, for instance



Blachford
Shoe Manufacturing Company.
Limited
Toronto



*Onyx and Georgina Shoes are being worn by
Canada's discriminating women*



by the showing of the average clerk, whose salary we will presume is \$12. On a 4 per cent. basis all sales must therefore reach \$300 a week. Suppose that in one department there is also one girl with a fixed salary of \$9 a week and another of \$15 a week. Suppose, also, that each of these clerks sells \$500 worth and that the commission percentage is only 3 per cent. (Notice that the basic and commission percentages are not equal.) How are their incomes affected?

"Each of the girls receives 4 per cent. on the first \$300, or \$12. They also receive 3 per cent. on the excess of \$200, or \$6, making the total income \$18 for each of the three, the first receiving in addition to her salary a commission of \$9, the second, \$6, and the third, \$3. The only difference between them is that those with the higher salaries are assured of a higher fixed income all the year round.

"By this time the question has undoubtedly arisen in your minds as to what is done in case a salesperson does not sell a sufficient quantity of goods, as determined by the basic percentage, to earn her salary. This brings us to the third feature of the commission system, namely, making deductions for failure to reach the required quota of sales.

"It operates as follows: Suppose a \$10-a-week clerk whose quota is \$250, sells only \$150 worth. Her sales then are \$100 below expectations and she has incurred a loss for her employer of \$4. She receives her \$10 salary at the end of the week, nevertheless, but the \$4 are charged against her; and she must make good all losses of this nature before she is again paid a commission.

"This feature operates as a powerful incentive to the salespeople to put forth their best efforts at all times, even during the dull season, when it is more difficult and sometimes impossible to maintain the volume of sales. Knowing that they will not receive any commission again until all losses are made up, they will strive to prevent their sales from falling any lower than they can help.

"Commissions, by the way, should be paid at frequent and regular intervals, preferably every week, or at least once a month. If payments are made at longer intervals—quarterly, semi-annually, or annually—the effectiveness of the system as a stimulator of sales is largely lost. Salespeople, like everyone else, want results that are direct and immediate as well as substantial; and it is a fact not to be denied that a crisp new bank-note in the hand is worth, not twice, but many times its amount in credit on the books.

"Even under the wholly unusual conditions prevailing during the six months during which we have been operating on the percentage system it has been demonstrated to our entire satisfaction that the plan is a decided success. Our records show that in those departments where it has been tried, the salespeople increased their sales to such an extent that they received total incomes of 13 per cent to 70 per cent. more than they would have received on the straight salary basis. The story of the success of the system is not told in figures alone. Our department managers report that since the system was introduced, the clerks are more active and alert, that they solicit prospective sales outside the store by telephone, by mail and in person, that they approach customers more promptly, show more goods, send fewer goods out on approval, close more sales, and in all respects, exercise better salesmanship. Take all in all, we are very well satisfied with the commission or percentage system of paying salespeople and are continuing it on a scale that will soon cover our entire business."

DISSATISFACTION WITH THE U.S. COMMISSION

There seems to be a very great deal of dissatisfaction with the report of the Commission appointed by the United States government to investigate the high cost of living and its bearing on the retail shoe business. That the sell-

ing of shoes is very different from other retail businesses has been time and again demonstrated by dealers and retailers all over the country. But this fact does not seem to sink into the minds of any one but those directly connected with the shoe retail trade. The trade of a small town merchant cannot in any way be compared with that of a city dealer. Nor can there be set up any one standard for all. The difference of trade between one man's store and another may be even greater than that of two different businesses. The various styles and models and sizes and a hundred and one other things that enter into the shoe trade between a standard or staple article and that of a high grade fancy novelty shoe for some fashionable woman in no way enters into the detail of any other business of which we can call to mind. Yet it seems that the commission based its report for all shoe retailers in the United States, no matter what their class of trade nor their location, on a very few prices of ordinary staple lines.

As a result of this report and possible action on the part of the government the National Shoe Retailers' Association have appointed a committee to go at once to Washington to render any assistance necessary to the government, and at the same time safeguard the interests of the retailers of the country. Counsel has been engaged to look after the interests of the shoe retailers before any committee that may be appointed by the government and should the N.S.-R.A. deem that the retailers were not obtaining fair treatment from congress, this counsel will act for them in opposing any bills they consider detrimental to the trade. The committee appointed is composed of the following well-known shoe men: A. H. Geuting, Chairman; A. C. McGowan, Philadelphia; Kenneth Chisholm, Cleveland; Otto Hasel, Chicago; Harold F. O'Neil, Boston; Joseph Strasburger, Washington; John Slater, New York; Jas. P. Orr, Cincinnati and Julius Goldberg, Chicago.

EARLY CLOSING IN MONTREAL

The city council in Montreal has passed a by-law in which early closing is now compulsory four nights a week. These are Monday, Tuesday, Wednesday and Thursday. On Friday the hour is nine o'clock and Saturday evening eleven. The eve of holidays is an exception to the above ruling. There are certain exceptions in the law out of deference to Hebrew merchants who presented a petition in this regard. The by-law as passed reads as follows:

"Except as otherwise hereinafter provided, stores in the city of Montreal shall be closed at 7 o'clock in the evening on Monday, Tuesday, Wednesday and Thursday of each week. and at 9 o'clock in the evening on Friday and at 11 o'clock in the evening on Saturday, and shall remain closed until 5 o'clock in the morning the following day. The said stores may, however, remain open until 11 o'clock in the evening on the hereinafter mentioned days:

- (a) The day preceding the following holidays: Epiphany, Good Friday, Immaculate Conception Day, Empire Day, Dominion Day, All Saints' Day, Ascension Day, and Thanksgiving Day.
- (b) The last days of the month of December of each year from the 15th of said month inclusive;
- (c) The days of the week preceding Easter Day;
- (d) The day before the eve of the following holidays of the Jews: the first day of the year, Atonement Day and Passover Day."

The amendment seemed to meet the objection to the by-law as contained in the petition presented by Ald. Jacobs on behalf of the Hebrew residents, and was approved unanimously, the mayor specifying that he favored the amendment but insisted on being recorded as dissenting because the barbers were not included.



Stray Shots From Solomon

*Wisdom crieth without;
she uttereth her voice in the street.*

Soap is better than perfume. Artificial sweetness is a poor substitute for a wholesome body or pure heart. What some people need more than a sweet smile is a clean conscience. The outside of the platter is clean, "but the inside is full of extortion and excess." It takes all some men can give to the church and for charity to keep down the odor that arises from an evil life, or a mean disposition. They break their box of ointment with sanctimonious impudence and cunning design, in hope that the aroma will drown the noxious vapors of their unwashed fetid souls. Make the inside clean, old fellow. If you have to take spiritual skin off with the soap of repentance and the water of regeneration, get clean inside before you don the garb of pure religion or put on the mantle of philanthropic charity. Keep your "alabaster box" until you are sure its fragrance will not afford a background for the skunk nature that lurks under your spiritual clothes. "A good name is better than precious ointment." A man as poor as a church mouse, with a clean heart and a wholesome life is worth all the rich hypocrites that ever built churches or endowed orphan saylums. A laboring man with the fear of God in his heart and the love of his fellows expressed in his daily life, does more for Christianity than all the loud-mouthed, open-handed, self-loving professors of religion that ever smote golden silence into brazen hypocrisy.

* * *

Most of us will pass as fairly good looking if we can only keep the street between us and others. Close contact plays havoc with the enamel and brings out all the marks of the crow's feet. You have to sleep with people to know them, and nine times out of ten either party will discover that the other is not worth knowing after the experiment is tried a few times. We are a job lot, and the bargains in the bunch are as scarce as hen's teeth. The man who values his friends and wants to hold his own self-respect will keep much to himself. The fellow who thrusts himself eternally upon his friends is sure to be dumped on the rubbish heap of boredom. We appreciate the people who know enough to leave us alone. The fellow whose nose is eternally pushed into our sorrows and joys, and who invades the privacy of our home as persistently as the freedom of the store, becomes an insufferable nuisance. Give your neighbor a chance. He will come after your friendship, if you do not make it too cheap. "Withdraw thy foot from thy neighbor's house, lest it be weary of thee, and so hate thee."

An old darkey preacher used to say that he never dared to preach hell as a place of fire and brimstone, or all the old rheumatic sinners in his congregation would want to go there the first cold snap. Just now it looks as though there would be some inducement this winter to follow the advice of the hot-headed individual, who is constantly inviting those who do not agree with him to emigrate to a warmer climate. The fuel question at this particular time certainly has the floor. All kinds of experiments to atone for the absence of the anthracite are being advocated. Just here it may be pertinent to remark that a certain kind of coal that is just as cheap and effective as ever, will be available throughout the next six months. No combination or strike can affect the supply of the coals that Solomon recommends as a top dressing for the heads of enemies. "If thine enemy be hungry, feed him; and if he be thirsty, give him water to drink; for thou shalt heap coals of fire upon his head and the Lord shall reward thee." All the conflagration of hell cannot create a corner or shortage in this brand of fuel, and the more you use the more you have.

* * *

Don't stick to money like a burr to a cow's tail when other people have a legal or moral claim on it.

There is an old farmer down east who rides into town on the rear seat of the trolley, so as to hang on to his fare until the last possible minute. There are plenty of men in business just like this old screw, who carry around in their pockets or hold in their banks money that does not belong to them. The man who knowingly keeps money a minute longer than it belongs to him is a rogue. What business have you to compel a man to ask again and again for what is his? By what law do you compel a man to run after his own? By all rights the borrower is servant to the lender, and instead of the latter seeking repayment the borrower should seek him. "Say not unto thy neighbor go and come again and to-morrow I will give thee, when thou hast it by thee."

* * *

The surest way to social, business, and moral death is the way of the "strange woman." The petticoat has tripped many a great man into hell. Names that might have been written high in the honor roll of history are to-day uttered with contempt or whispered in shame, because of the spell which lust cast over their bearers in an evil hour. Beware of the siren! When once the fatal music is heeded, it needs more than the immortal flute of Orpheus to save the listener from the paralysis wrought by the seductive strains. "Neither take they hold of the paths of life." The wise man knew from too sad experience the fatal results of tampering with the ways of the woman in scarlet. The wretched collapse of his grandeur and influence may be traced to the fatal words in the opening verse of the eleventh chapter of the First Book of Kings: "But King Solomon loved many strange women."

A Test in Selling \$5.80 Shoes

**Do People Want Low-Priced Shoes?—
Here's a Test Made by a California Shoe
Retailer**

OUT in San Francisco, Frank Werner is a very successful shoe retailer. He recently adopted a most ingenious plan to determine exactly if people really wanted shoes at \$5.80 or preferred to pay the higher prices. This is the way he tested it in his advertisement:—

"How much do you pay for your shoes? Why?"

"I am looking for information, and am paying for this advertisement in the hope of getting it! And I am going to show you how you can get good shoes for men at \$5.80 a pair.

"A San Francisco paper (The Call) inferred editorially last week that men's shoes cost \$30.00 a pair.

"Frankly, I do not believe any man in San Francisco is paying any such price. Certainly it is not necessary to pay \$30.00—or half of \$30.00—a pair for good shoes.

"The highest priced men's shoes in my stores—the Walk-Over Shoe Store and the Werner Shoe Den—are \$16.00 a pair! And they are as fine shoes as can be procured! I have men's shoes in my stores selling as low as \$7.00 a pair!

"And I sell more high-priced shoes in a day than I do \$7.00 shoes in a month!

"Why? I want to know!"

"I want to know if you want \$7.00 shoes—and to make sure of getting a straight and quick answer I am going to offer every pair of these \$7.00 shoes at even a lower price—5.80 a pair!

"If you are not satisfied with the prices you pay, come forward and show you mean business. I do!"

"I want to find out for myself just how the people feel on this question! I want to know if they want high-priced shoes or low-priced shoes. Because I want to supply the kind of shoes they want to wear!"

"That is what is meant by service. A store to succeed must reflect the tastes, desires and habits of the community. It must sell the kind of merchandise the community demands. And it must sell that merchandise at the most reasonable prices possible, as has always been my practice.

"Now, man to man, do you want these \$7.00 shoes for \$5.80 a pair? Or, because you are earning more money do you insist upon spending it to secure the very best in style and fancy leathers the market affords?"

"Don't come here expecting the smartest novelties at \$5.80. These shoes are not that kind. They are good, sensible, durable shoes; Blucher style; with round, roomy toes; wide across the ball of the foot; made of coco tan leather; designed and expressly built for me. (Not heavy, not too light, not Walk-Over shoes.) And—I will personally stand sponsor for every pair!"

"They are a standard style that has always been in demand—up to now. My stores used to sell 300 to 400 pairs of them every week. In the past two months we have sold only 40 pairs! And it is simply for the reason, as stated above, that you are demanding the higher-priced shoes.

"I bought 1,000 pairs of these shoes for the Fall season. I am offering the remaining 960 pairs for \$5.80 a pair! They would cost \$7.50 a pair wholesale if I were to duplicate the order to-day! But until there is some indication that the people will have low-priced shoes I am not going to continue ordering them!"

"It appears to me that the standard of living has been raised to a higher plane—that what was wanted a year ago is not wanted now—thrt nothing but the very best and most stylish apparel will suffice! And, of course, the people will have to pay for style, difficulty of manufacture, choicest and most carefully selected leathers, and other extras, as they always have paid for them!"

"If I am not correct, I want you to tell me so! That is why I am paying for this advertisement, and that is why I am willing to sacrifice \$1.20 a pair on these 960 pairs of shoes.

"These shoes are to continue on sale at \$5.80 a pair until the entire lot is disposed of to those who are willing to buy low-priced shoes. But they will not be advertised again. You know now that you can get them. If my plan is a success, and customers can be taught to ask for cheaper shoes, I will conduct the same kind of a test with women's shoes!"

"The 960 pairs of men's shoes went on sale to-day!"

"At the Walk-Over Shoe Store, 874 Market Street, and 26 Powell Street, and at the Werner Shoe Den, 81 Ellis Street. Both stores are in the Flood Building!"

"Not more than two pairs to a customer!"

"Positively none will be sold to dealers!"

"No refunds, no returns, no credits!"

"If you don't want them, don't buy them—but remember this:—

"Reputable dealers are trying to give you just what you want! As a shoe dealer of 30 years' experience, I do know that!"

"FRANK WERNER."

R. C. TYLER

Mr. R. C. Tyler has sailed for England, where he will represent the Blachford, Davies Co., Limited, of Toronto. He will be located in Leicester, his old home. Mr. Tyler has been in Canada for about ten years with the exception of the last three, which he put in overseas with the naval flying corps. Since coming to Canada he has been with the



MR. R. C. TYLER

Slater Shoe Co. and the Ames-Holden-McCready Co., in Montreal and Winnipeg. He was also with the Christie, Grant Co., of Winnipeg. This experience has given him a good knowledge of the Canadian shoe trade and he is well conversant with the demands of the English market. His territory will cover Great Britain. Mr. Tyler sailed on the Minnedosa Sept. the 16th.

They that show more than they are, raise an expectation they cannot answer; and so lose their credit, as soon as they are found out.

Early Closing for Stores in Outlying Districts

The Measure of Excuse for Stores so Located is Fast Passing Away—It is Simply a Case of Educating the Public

THE subject of early closing is one that will stand a great deal of consideration. That shorter hours are coming for the merchants and salespeople no one will doubt. The big stores in the big cities are alive to this fact and have been the pioneers in the matter of early closing. Now someone will immediately say that the big stores can do things in the matter of early closing and shortening hours that the smaller stores cannot do. To this we readily agree. But this fact must not be overlooked. Big stores hire human help the same as smaller stores. This human help soon learns of the shorter hours of the big stores and the humanness in them sets them thinking and the small store employer of help soon finds himself in competition with the big store in the matter of hours that his help shall work.

The next to follow the lead of the big stores were the retailers in the down-town districts in the larger cities. It was no particular hardship, for them, for that section is pretty well deserted by shoe shoppers after six o'clock. For those in the outlying districts is was a different question. They, from habit, feel they are forced to keep open because the public in the outlying districts have been accustomed to shopping after six o'clock. Such a thing as educating the public in these sections to purchasing before six o'clock has never occurred to very many. The majority of retailers have accepted it as an unalterable fact that the public must have things as they have been in the habit of having them during all the years that have passed.

But, strange as it may seem, those merchants who at first opposed the early closing plan are the loudest in its praise after it has been adopted. This has been the experience wherever it has been tried. Ottawa is possibly the most advanced in early closing of any Canadian city. All the stores there close at 6 o'clock, even on Saturday nights. We wrote to Mr. J. W. McElroy, whose store is not in the down-town section, and asked for his opinion of the early closing by-law. He said in part that despite the fact that he was not situated down town, but in a residential part, where it was generally understood that stores should remain open evenings, he would not willingly go back to the old method of keeping open after six o'clock. His trade had in no way decreased, but on the other hand had increased. This, of course, he did not attribute to the new order, but it was proof that the new order had not caused his business to fall off. On the other hand, the greater portion of the week's selling was done in the first five days of the week and Saturday was not a rush day as heretofore. In fact Saturday's trade was necessarily smaller than under the old order, but the week's business was always ahead.

It is just a matter of educating the public, Mr. McElroy contends. He lives in a residential section where his trade is largely with women and children, and his customers quickly adjusted themselves to the new regulations.

With the new hours the entire selling staff are on the job right up to six o'clock, which means the store is not "half-manned" between five and seven as formerly. This, of course, means better service during the rush hours between five and seven. Mr. McElroy feels safe in saying that the

merchants would not voluntarily return to the old system of keeping open nights.

In another city, where the system is carried out in a partial way by mutual understanding between a number of merchants, those who have entered it are well satisfied with the results and would not return to the old way, irrespective of the fact that other merchants in their territory keep open. It seems to be largely a matter of education, or getting the public accustomed to that with which they are not accustomed. And it is surprising how quickly they will fall in with the new ways. Here is an illustration. One of the stores in the ring of mutual agreement mentioned above was called upon by a lady customer on one of the evenings it closed at 6.30, and asked if such a shoe and size were in stock. She was answered it was. She replied she would be down that evening for it. The retailer told her he was sorry but he would not be open. She did not know they closed early. The retailer explained that a number of the retail shoemen had engaged to close early on certain evenings and he was sorry that evening happened to be one of those chosen. She said she was sorry for she was going away in the morning on the train. He expressed his regrets but told her he would not like to be the first one to violate the agreement. She asked could he not send them out. As it was then 6.25 and he had an engagement at seven he could not do that. Then she asked what time he opened in the morning and was told at 8 o'clock. She replied that she would try and get down in the morning and risk getting the train at 9 o'clock. She did so and reached the train in time.

This incident shows what determination will do. There was apparent excuse on the part of the merchant to sell this one pair. This was a regular customer and she was going away next morning. The circumstances were extenuating and he could use that as an excuse did the others object to his selling the shoes. But despite the fact that there were other stores within a few blocks of her place, and his store was two miles from her home, he would not yield and he neither lost the sale nor the customer. In all probability the customer honored him for his stand. And he did not lose his standing with the other merchants in the ring.

Now, this woman is a fair example of the public, so if there were a by-law closing all stores there would be little difficulty in soon having the public falling in with the new order of things, and there will be just so much business done in a community if so many hours are devoted to all in which to do it; no one will suffer.

MR. G. B. CLARKE'S BOATS WINNERS

Mr. G. B. Clarke, of the A. R. Clarke Co., patent leather manufacturers, Toronto, is a motor boat enthusiast. He owns three boats that are not only very fine in their appointments, but very speedy. They are Leopard I, II, and III.

The motor boat races held in connection with the Canadian National Exhibition every year always furnish opportunity for Mr. Clarke's speedy water hounds to demonstrate what they can do and this year was no exception. On Labor Day, when the races were held, Leopard I had no difficulty in winning the coveted prize, the Prince of Wales Medal. This was over a twenty-five mile course, and the Leopard defeated quite easily the Helden and another contestant.

On September 9th the Toronto Motor Boat Club held its annual tourney and the International Gold Trophy Cup was in competition. Mr. Clarke entered both Leopard I and III and the latter won this splendid prize, with Leopard I in second, defeating Miss Toronto and Arab IV. This was over a thirty mile course and had many thrills. It was during this tournament that "Miss Toronto" took fire, and while efforts were made to ram and sink her to save her splendid engines, the attempts were unsuccessful and she became a total loss.

Mr. A. Smith ran the winning boat, Leopard III, and Mr. Clarke drove Leopard I to its victorious second.

Art in Selling Shoes

Affability, Courtesy, Tact and a Knowledge of Human Nature Will Work Wonders in Shoe Selling

THIS very interesting incident in shoe selling, sent us by a traveller down east, while not being applicable in every case, has a principle that is worthy of consideration. One thing this salesman appealed to that the traveller does not mention was his appeal to the customer's vanity. There was just a tinge of flattery, too, that sometimes acts like oil upon the troubled waters.

The letter follows:—

"The communication of M. H. W. in last issue I read with interest. It brought to my mind a somewhat similar illustration of the troubles, trials and tribulations of a shoe salesman.

"Being a shoe traveller on the road for many years, I am in close touch with shoe clerks and the selling and fitting of shoes quite a lot and agree with M. H. W. that the shoe clerk of to-day has his share of T., T. and T. His shoe salesman did not have the tact or talent for selling shoes that a shoe clerk had in handling a fastidious customer as seen by myself.

"'Twas away 'down east,' in a pretentious town. I was talking to the manager; the clerk was busy 'fixing up.' A lady entered—she was apparently of the 'well-to-do class' (rather over-dressed for a.m. shopping). The manager gave me a nudge and in a stage whisper said, 'watch this.' The clerk, who, by the way, had a very courteous manner, asked the usual question. 'She would like to look over some nice H. C. shoes, 3½ AA.'" The manager gave me another nudge and whispered, 'we don't have anything narrower than C width and he knows it.'

"He must have shown her a dozen pairs—she seemed very fussy; finally she was persuaded to let him fit her. The first pair did not 'fit at all'; the same verdict was passed on each pair tried on. Poor clerk, he had my sympathy, but he was game. He had 'just one other pair he would like to try,' and brought forward to her another pair; this he slipped on and said he would just lace it to the 'crown of the instep.' She did not object; he seemed to be gaining confidence, or perhaps measured up his customer. Having laced about ten eyelets he drew her attention to how beautiful it fell 'in' to the 'arch of her instep,' and how perfectly it fitted the 'waist' and 'ball' of her foot. He paused as it were to let her

take in the beauty. She asked him to lace it 'quite up,' which he did, observing as he laced that she had a very high arch and instep. Having laced it up, he smoothed the 'quarters'—of the shoe—as a lady will smooth her gloved hand with the other: having thus done he drew her attention to the 'smooth, clinging fit,' saying that the model of last was made on perfect standard lines and fitted the contour of her foot and the swell of her ankle better than he had ever seen before.

"The customer looked from every angle and said 'it was not her intention to buy to-day, but they fitted so well she would have them.' The manager gave me another nudge and a S. W.—'Darn if he didn't sell them, and the first pair he tried on.'

"Mr. Editor, there is an art in selling shoes, but the average shoe clerk has much to learn. I do not say that this case was safe, but the clerk showed good judgment of human nature and made the sale where most others would have lost it; he did not overdo it but, as it were, 'overawed' his customer by showing her he knew his business and was courteous as well."

"NEMO."

MISS ESTER EDWARDS' MARRIAGE

Miss Ester Edwards, sister of Mr. W. S. Edwards, of Edwards & Edwards tanners, of Toronto and Woodbridge, was married on the 8th of Sept. in the Timothy Eaton Memorial Church, Toronto to Major Homewood Proctor, of Toronto. Major Proctor saw much service overseas with the Flying Corps. He was attacked by ten enemy machines on one occasion and after bringing one down, landed safely behind his lines, but as he was leaving his machine a plane swooped down on him and he was wounded severely. He is in the diamond business in Toronto with his father and brother.

ROBT. SIMPSON COMPANY'S PICNIC

The staff of the Robert Simpson Co.'s shoe department held their annual picnic and games one Monday evening recently at Centre Island, Toronto. They all went direct from the store and on arrival supper was prepared, which every one more than enjoyed, because of its excellent quality and splendid service, all of which was due to the committee appointed to look after these details. After supper a number of games were run off, amongst which was a game of baseball in which the ladies took part as well as the men. This was a good game, but someone remarked it might have been better had the young men been a little more gallant and permitted the ladies to have a little more opportunity at the bat. The various races were entered into with great zest and the winners were certainly to be congratulated, for the prizes were well worth the competition.

That happy bunch of the Robt. Simpson Company on annual picnic.



How I Choose Good Novelty Sellers

A Successful Shoe Retailer Tells How He Chooses His Novelties.—It is Easier to Buy on a Rising Market than on One that is Falling

YOU have asked me to tell you how I buy my novelties. Let it be understood, then, that this is **my** way of doing and it may not be the way others will do it and it may not be so good as are other ways practiced by other men and other buyers.

Before taking up the matter of buying the higher priced lines or novelties, let me say a word or two about staples, or the more popular selling lines. First of all, I do not sweat myself about the condition of the market as you hear so many people talking about it these days. I sort of adapt myself to the market rather than try to make the market come to me and my way of thinking. For example, any sane shoe buyer these days should find no difficulty in buying what I call staple lines, or the lines which any shoe-man knows will sell well. After he knows his requirements for a term of months he should immediately place his order. Not for an over stock, however, but for sufficiency to carry him for at least six months. This will give him ample time, or rather the manufacturer ample time to have the goods made in time for almost prompt delivery. As every indication is towards a rising market for the spring trade, or for lines made within the next six months he is perfectly safe in placing his order for this term. That is why I say it is easier to buy on a rising market than on one that is coming down.

Included in this staple line will be blacks, whites and tans and in some localities there may be something else that will be classed as a staple. One is perfectly safe in placing on these. But he should not be reckless and over buy. Buy enough but not too much. By too much I mean more than you can finance easily and more than the season will need. It will be better to pay a higher price later and make your customers pay for it than to over buy and run the risk of having some on your hands and may be a little out-of-style effects even with these what I call staples. And don't forget your discounts when placing. Discounts are a healthy feature of your business. They are good to take and good to think about when buying and act as a sort of ballast or steadier to any man who is in business to make money.

Now, when it comes to novelties it is a harder proposition. It is a sort of bit and miss game. There seems to be no set rule that can be laid down to be followed by everyone. What may apply in one store or one locality will not or may not apply in another. So it is wisdom to go cautiously. First of all, do not overload. I have always made it a rule to not buy a second "crop" of novelties. I will place a line and as soon as it is done I will procure another line. I have found this safer than to repeat and get left with a number of the repeat order on my hands to be slaughtered in price, which does not have a good effect in my estimation.

Then, too, I find it is best not to carry too many varieties in novelties. Two or three real live sellers are much better than a conglomeration of six or seven lines. At least this has been my experience. One way I get at the bottom of the novelty situation is to watch the magazines on the subject of styles. Then I ask my salespeople how such and such lines are selling and compare how the sales tally or check up with the magazines. If they do not correspond then I cut out that line or do not order heavily in it. For example, I ask the clerks how browns are selling, and from the reports can tell whether to order heavily in browns. If greys are to be the style for the coming season I may adopt the plan of having a number of pairs rushed from the factory and test them out. If I find they are going to be good sellers then I hurry in my order and offer some little inducement to have the balance rushed so I can obtain a quick turnover with them.

As intimated above, my plan may not be applicable to all stores and the smaller ones may not be able to adapt the plan so well as larger ones, still I feel the principles I have tried to establish can be worked to some advantage in any store, large or small.

Another thing I have always tried to do has been to keep cool in all my buying. I do not allow exciting reports to run away with my coolness and judgment. For example, the newspaper reports of \$20 shoes have never gotten me excited for a moment. I have not rushed to stock up on any lines simply because of these reports. Anyone who knows anything about the shoe business at all knows that shoes cannot go to that price by Christmas, for the orders have long since been placed for stocks that will be selling at Christmas time and no one thought of such prices. So with a little common sense woven into your buying plans there seems no reason to me why every shoe retailer should not be able to make his placings for novelties and staples in such a manner as will give him good profits and not leave him with over stocks on his shelves.

Mr. Feetham, of the Eaton Co.'s mail order shoe department, has just returned from Atlantic City, where he was holidaying with his wife. He had to return sooner than expected, as Mrs. Feetham took ill there and made their return home a necessity.



When the Toronto Street Car Strike was on Mr. J. Merner, Assistant Manager of Robt. Simpson Shoe Department, bought a new Sedan, and as he buzzed about he was besieged with young ladies who thought he was running a jit. One young woman said he looked like a lovely manikin in a glass show case.

FUNERAL OF MR. JOHN LENNOX

The long and anxious strain on the relatives and friends of the late John Lennox, of Hamilton, Ont., through the non-recovery of his body, came to an end on September 4th, when two fishermen made the discovery in Hamilton Bay. It will be remembered that Mr. Lennox took workmen on April 23rd to do some repairing to his summer cottage at Burlington Beach, near Hamilton. After giving them necessary instructions he went out in a boat to fish and later the workmen noticed the empty boat. The alarm was immediately given and search for the body began. This was kept up for many days and much dynamite was used to try to bring it to the surface. As many as ninety charges were used in one day, but without success.

When the body was found Mr. Lennox's signet ring was still on his finger, his watch in his pocket and a diamond tie pin was still in place. He also had on a fur-lined coat.

The funeral was an impressive one and the many floral tributes told of great esteem in which Mr. Lennox was held in the community.

The honorary pall bearers were Sir John Gibson, Thos. C. Haskett, K.C., Rev. Canon Dan, Robt. Hobson, J. P. Bell and Adam Zimmerman. The acting bearers were John McCullough, J. W. Millard, J. D. Climie, Chas. Murton, F. R. Waddell and Geo. W. Robinson.

Amongst those from a distance who attended were: J. A. McLaren, Toronto; Chas. A. Davies, Toronto; John Hawthorne, Toronto; A. E. Marois and son, Quebec; Narcisse Gagnon and son, Emile, Montreal; James Muir, Montreal; S. H. Parker, Preston; J. S. Ashworth, Toronto. W. H. Garrick, Dr. Reid and Fred. Henry, also of Toronto, were also present. The funeral took place on Saturday, September the sixth, at Hamilton.

FIRE INSURANCE AS AN INVESTMENT

(Continued from page 79)

to the full a fire will cause him loss, for there will always be loss of time in re-establishing and there will be distress of mind that cannot be measured by any monetary consideration.

After relating these stores and placing this matter before you for consideration from a business point of view, I will now leave it to you to decide whether fire insurance is an investment or not. Technically it may not be, practically it looks quite like it—and should you have a fire, to you it will feel like it.

Fire insurance should be the first charge against a business, even before rent.

CHOOSING HELP—HOW I PICK THE GOOD KIND

(Continued from page 70)

tomor who has a grievance comes in in a state of mind bordering on fight. At least they expect to have a controversy. That is an unnatural state of mind, and it is difficult to handle a person when in an unnatural mental condition. The average salesperson is liable, when confronted by such a person, to immediately become in the same state of mind, and friction will result. The salesperson, too, may be desirous of making a hit with the boss by showing that he or she came out on top. Now that is just exactly what I do not call horse sense. Horse sense will immediately direct the salesperson to disarm the customer by removing the abnormal state of mind. This is done by at once expressing regret at the annoyance to which the person thinks she has been subjected. Having disarmed her she will be easy to handle.

Now it may be the request is unreasonable, still I would rather lose from a financial point of view than to lose the goodwill of that customer. That is, I would rather let the customer put it over me than to have that customer go

away disgruntled. The percentage of those who will take advantage is too small to count in comparison with the good advertising they will do.

I have learned to select persons with this horse sense, and one way I test them is to try to nettle them a little in an interview and the tact they use with me is evidence of that they will use with a customer.

I do not allow age to influence me. I have gray-haired saleswomen who are the best in my store. The same with men. And this is how I pick the best employees.

HOW WOULD YOU MARK YOUR PROFITS?

(Continued from page 77)

that the top has been reached, and it would seem as if a conservative policy in the matter of pricing goods would be the best policy.

"While different people will hold different opinions, the writer's opinion is, that if he were a Retailer, he would base his selling price for the coming season on the actual cost of his goods. If he had to, later on, pay higher prices he would base those goods on their actual cost. If when the same line of shoes came in at a higher price and we had a few pairs of a similar style left over from our last purchase, it would seem to be absolutely fair to re-price that entire style on your last actual purchasing cost.

"Trusting that this information may be of some assistance to someone,."

AMES-HOLDEN-McCREADY CO. PAY DIVIDENDS

After a meeting of the directors of the Ames-Holden-McCready Co., recently it was announced that the regular quarterly dividend of 1 $\frac{3}{4}$ per cent. on the preferred stock had been declared, payable October 1 to holders of record September 19.

The directors took no action concerning the payment of the 30 per cent. arrears on the preferred stock, but state that plans for such an action are receiving their consideration.

During the discussion of the affairs of the company, T. H. Reider, the President, stated that the leather business was far ahead of last year both as regards volume and profits, and that the outlook for the next year was exceedingly bright. Conditions were such, however, that the company has decided to do no selling ahead for next spring.

It is understood that the company has big plans for the future, about which nothing definite could be elicited.

After the meeting it was announced that Sir. Herbert Ames had retired from the board, owing to his duties with the Peace League at Geneva, where he will take up his residence. W. A. Black, Vice-President and Managing Director of the Ogilvie Flour Mills, was elected to fill the vacancy caused by the retirement of Sir Herbert.

At the meeting of the Tire Company, Mr. Reider's report of conditions was to the effect that the plant was finished, and that the company would be selling tires next spring.

Good progress was reported in connection with the Mount Royal Rubber Company.

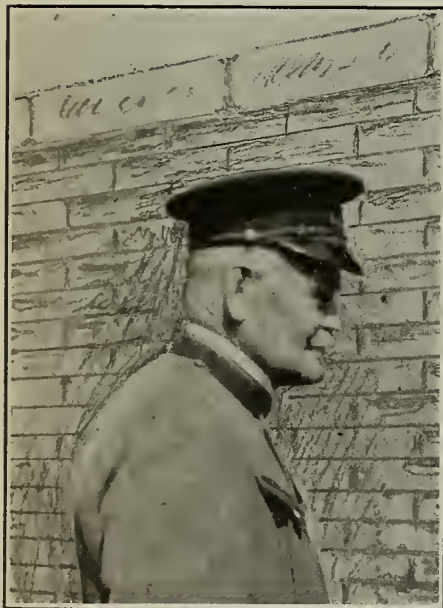
MR. EMILE GAGNON MARRIED

Mr. Emile Gagnon, son of Mr. Narcisse Gagnon, of Montreal, was married recently to Miss Juliette Lessard, at the Church of Notre Dame de Grace in Montreal. The young couple took an extended wedding trip, coming from Montreal to Toronto by boat, where they remained a few days, then proceeded to Hamilton, Niagara Falls and Windsor, and from Sarnia took the boat for the upper lakes trip and on to Winnipeg. They returned by Chicago and went on to New York, then home to Montreal. The many friends of Mr. and Mrs. Gagnon offer their best wishes for a long, happy and useful life.

Anglo-Canadian Leather Com- pany's Band

A Musical Organization of More Than Ordinary Character—A Band in the Professional Class

AT THE Canadian National Exhibition last year the Anglo-Canadian Leather Co.'s band gave the management and visitors the musical surprise of their lives. This year the surprise was gone, but everyone looked forward to the band's appearance with pleasant expectation. No one was disappointed. The band more than fulfilled its last year's impressions. A year ago last spring Mr. Herbert L. Clarke was engaged as instructor of this band, so that at the exhibition last year he had not had sufficient time to bring the members to that state of proficiency so much desired by a man of his musical ability. In fact quite a number of the players had not touched an instrument before Mr. Clarke took the band. Having a year more with them he has brought them to a place in the musical world that any band leader will envy. Their reception this year



Mr. Shaw is opposed to posing for a picture but our photographer caught him as shown here just as he was leaving the band stand after one of the concerts.

was simply wonderful. Encore after encore was called and time would not permit for response in every number.

This splendid organization is worthy of special mention, for it is so closely connected with the labor situation to-day. Mr. C. O. Shaw, the vice-president and general manager of the Anglo-Canadian Leather Co., is one of very few successful business men who is a practical musician. Just in this connection it will be interesting to note that Charles Schwab, the steel magnate, plays the piano well, and it is understood that he is a wonderful exception in this accomplishment.

In Mr. Shaw's young days, back in his little home town in Maine, he played a cornet in the local band. He played it well too. Then he became so engrossed in business after coming to Canada that he laid it aside for twenty-five or more years. But as some of his employees in the Huntsville plant started playing a few band instruments, Mr. Shaw's

old interest revived, and the present organization is the result. He has several soloists who are musicians much above the average, included among whom are the following: Edmund C. Wall, clarinet; Edwin A. Franklin, flute; Chas. G. Shaw, son of Mr. C. O. Shaw, saxophone.

Mr. Shaw gives the men who play in the band every encouragement to become proficient on the various instruments, with the result that the sixty-five members now compose a band of which any community may well be proud. He also knew that to bring the band to that state of proficiency he desired would require a conductor of high standing, so he secured the services of Mr. Herbert L. Clarke, who has reached the top of his profession as a cornet soloist. Mr. Clarke attributes all his success to persistent and hard work, and in addition to being a clever cornetist he is a com-

Messrs. Shaw and Clarke playing cornet duet.



poser of great ability. He has travelled the world with such bands as Sousa's and has an international reputation as one of the cleverest musicians and bandsmen in America.

Their rendering of some of the most difficult selections of the classics while at the exhibition showed their wonderful ability as a musical organization, and their encore numbers were rapturously received because of their appeal to the popular ear. These were some of the old-time melodies and even hymns were played in a style that held the large crowds

C. G. Shaw playing a saxophone solo.



spellbound. Mr. Shaw and Mr. Clarke rendered cornet duets at each concert.

Too much credit cannot be given Mr. Shaw for the interest he is taking in his help in this musical way, for it is sure to have the best results, for wherever music is cultivated its elevating influence is always felt.

Spring and Summer Nineteen-Twenty



When the Robin Returns

the fancies and tendencies in Women's Footwear will have altered and advanced as is natural and customary with the progress of the seasons.

To know what those fancies will be, and the proper Fashions and Styles with which to cater to them, the progressive shoe merchant has but to study the range of Classic Shoes for Spring and Summer Nineteen-Twenty.



Getty & Scott

Limited

Galt, Ont.

CLASSIC SHOES



The New
The Beautiful
The Exclusive
The Practical
In Footwear
For Women



Getty & Scott, Limited, Galt.

FOR SPRING AND SUMMER



FEMININE Fashion is ever whimsical. Always in her Spring and Summer fancies she is particularly elusive.

But Fashion, it can be truthfully said, has been captured and her Style Ideas faithfully represented by Classic Shoe Designers in the Classic Creations for the coming Season—a varied, high-grade range, complete in all the latest modes in Oxfords, Colonials, Pumps and High Cuts.

The woman of dainty tastes who asks for loveliness in her footwear, and the particular woman who puts durability before all else, will alike be appealed to and well satisfied with Classic Shoes.



Makers of Fine Shoes for Women and Children

CLASSIC Tru-Trod



The great interest and extreme care that people take in their children's welfare causes them to search out THE VERY BEST in providing them with shoes. "Classic," "Tru-Trod" and "Classic Foot Trainer" are lines of Children's Footwear that fully respond to that exacting demand. In their designing and making every feature is emphasized that makes for Comfort, Durability and the proper development of growing feet.

The leading line in your Children's Department should be Classic Shoes for Children.

Getty & Scott, Limited

Galt, Ontario

Makers of the "Classic" Shoe for Women



TETRAULT GUESSING CONTEST GREAT SUCCESS

The Tetrault Shoe Manufacturing Co., Limited, of Montreal, have just completed their third annual guessing contest. The contest was to guess the amount of Tetrault's year's business, the year ending August 31st, 1919, and all guesses had to be in by 12 o'clock midnight of September 10th. Over one thousand members of the shoe trade tried for the big money and there were many very close guesses.

The total sales amounted to \$4,732,366.75 (goods actually delivered) for twelve months. There were six prizes, from \$125.00 to \$10.00, and as there were six other guesses outside the winning circle that were within \$1,000 of the correct amount the company decided to award them a special prize of \$5.00 each.

Everything in connection with the contest was run in a very business-like way. Even the Tetrault's themselves were not allowed to know what the last two weeks' business amounted to. The auditors took charge of the books during this time and on the morning of September 11th, at 10 a.m., they handed the correct amount in a sealed envelope to the committee appointed to decide the winners. This committee consisted of Mr. H. Gibbons and Mr. F. X. Lasalle, of Montreal, and Mr. J. C. Acton, of Toronto.

Among the guessers there were some pessimists as well as optimists, guesses ranging from \$4,000,000 all the way to \$15,000,000. One man even went so far as to enclose a cheque for his account along with his guess. Fortunately his guess was not in the running and the committee therefore did not have to take any definite stand on the matter.

The prizes were awarded as follows:—1st—\$125.00, won by Mr. H. S. Leckie, of the firm of J. Leckie Company, Limited, Vancouver, B.C.; guess, \$4,732,217.00. 2nd—\$75.00, won by Mr. W. Carlyle, of the firm of Waterbury & Rising, Limited, St. John, N.B.; guess, \$4,732,534.13. 3rd—\$35.00, won by Miss Maisie Sibley, of Smith's Shoe Store, Truro, N.S.; guess, \$4,732,099.53. 4th—\$20.00, won by Mr. H. Shifler, of the Regent Shoe Store, Montreal, Que.; guess, \$4,732,069.69. 5th—\$15.00, won by Mr. Monroe Rovins, of the firm of M. Mendelsohn, Montreal, Que.; guess, \$4,732,708.70. 6th—\$10.00, won by Miss Agnes Biegerzahn, of the firm of Archie McGillis, Fort William, Ont.; guess, \$4,732,834.06.

The total sales for the year ending August 31st, 1919, were \$4,732,366.75, and special prizes of \$5.00 have been awarded to the following whose guesses were within \$1,000 of the total sales:—Miss. M. Mendelsohn, of the firm of

M. Mendelsohn, Que.; Mr. J. Ernest Priest, of the firm of J. W. Priest, Pictou, N.S.; Miss A. I. McNeill, of A. D. Ingraham Company, Limited, Sydney, N.S.; Mr. H. Panelhoff, of the Regent Shoe Store, Montreal, Que.; Mr. Hugh J. Reilly, of the firm of C. H. Reilly, Welland, Ont.; Mr. A. H. Hicks, of the firm of M. & J. Chisholm, West Toronto, Ont.

HURLBUT CO. OUTING

The employees and their families of the Hurlbut Co. stirred up a lively time for themselves at Waterloo Park on Saturday, the occasion being the peace year picnic. The program consisted of games and races, and after supper the pavillion was crowded with dancers, music for which was furnished by Ed. Roth. The committee responsible for the successful day's outing were: Miss Edna Roth, Miss Josephine Caskenette, Miss Ada Gopsel, Miss Melinda Siam, Mr. A. Underhill, Mr. N. Shoenau, Mr. G. Snider and Mr. A. Pfeiffer.

The following were race winners: Boys 9 years and under—Ernest Underhill and Stanley Shoenau; Girls, 9 years and under—Hilda Schiedel and Dorothy Clemens; Girls, 10 years to 14 years—Kathline Gibbon and Florence Schiedel; Boys, 10 to 14 years—Mick Bettke and Alfred Hillborn; Boys, 15 to 18 years—Arthur Pfeiffer and Jack Newlands; Girls, 15 to 18 years—Beatrice Schiedel and Bessie Kress; Married Women's Race—Mrs. Shoenau and Mrs. Underhill; Girls' inspection room—Bessie Kress and Beatrice Schiedel; Girls' fitting room—Vera Schwartz and Louise Brown; Men, open to all—Roy Pfeiffer and Clarence Hillborn; Thread needle race—Edna Roth and Margaret Caskenette; Men's sack race—Clarence Hillborn and Norman Shoenau; Married men's race—Harry Gatehouse and G. Snider; Girls' hammer nails—Violet Schiedel and Melinda Siam; Men's 3 legged race—Roy Pfeiffer and Arthur Underhill, Norman Shoenau and Charlie Avenall; Girls' 3-legged race—Reta Hillborn and Beatrice Schiedel; Irene Jones and Doris Walters; Mixed wheelbarrow race—Beatrice Scheidel and Arthur Pfeiffer; Basil Ramsay and Doris Walters; Boys' eating biscuits and whistling—Roy Pfeiffer; Tug-of-war—A. Underhill, H. Gatehouse, A. Pfeiffer, J. Bullock, C. Hurlbut and A. Snider; Girls' balloon race—Kathline Gibbons and Edna Roth; Girls' committee race—Melinda Siam, Ada Gopsel, Josie Caskenette, Edna Roth; Men's committee race—G. Snider, Art Pfeiffer, Art Underhill, N. Shoenau.

The Hurlbut Shoe Company's employees and friends on annual picnic.



THE MENIHAN COMPANY, ROCHESTER, N.Y., U.S.A.

Fashion's Smartest Shoes for Women



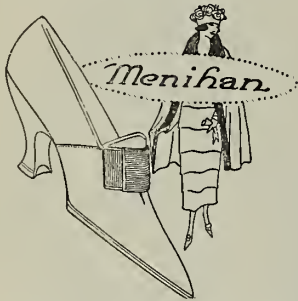
"Menihan" Styles that Reflect the Spirit of Approaching Spring.

Individual designed features in Menihan's Footwear produce grace and comfort not found in other lines of shoes.

THE MENIHAN COMPANY, ROCHESTER, N.Y., U.S.A.

THE MENIHAN COMPANY, ROCHESTER, N.Y., U.S.A.

Smart New Shoes



THIS Menihan Colonial Pump is fairly representative of the latest arrivals in distinctly styled New Spring Footwear now ready for your critical inspection.

Slender toes, long vamp effects, turned and light welt soles and Louis heels are the mode.



C. A. McKIMM

Will take pleasure in calling on the trade with a full line of the

MENIHAN COMPANY SAMPLES

WE are prepared, as usual, with the first and finest products of nation-famous designers of fashions in footwear. Exquisite and wonderful creations born to the world of fashion as we emerged from the great world war.



Agents for the DOMINION OF CANADA

Geo. E. Boulter

WHOLESALE SHOES and RUBBERS

Specialty Jobbers

3 Wellington St. East

PHONE M. 5833

TORONTO, ONT.

THE MENIHAN COMPANY, ROCHESTER, N.Y., U.S.A.

Shoe Retailers Exonerated

Fair Price Committee on Clothing and Shoes Says Present High Prices Do Not Show "Profiteering"—Cause Almost Entirely Due to High Cost of Production

IN an interim report to Arthur Williams, head of the Federal Food Administration of New York District, Colonel Michael Friedsam, Chairman of the Fair Price Committee on Clothing and Shoes, says:—

"There has not been found any indication of deliberate profiteering; on the contrary, these surveys show that both manufacturers and retailers are working on a closer margin of profit than ever before, and this, despite the extreme uncertainty of the present business conditions. More than in any other lines, it is true of the retail industries this committee is investigating, that widespread and keen competition tends to narrow margins of profit, and make so-called profiteering unprofitable.

"It is inevitable that with the cost of production of raw materials and of labor at their present high point, retail prices should have increased accordingly.

"Even so far as the sub-committees have proceeded to date, it is evident that a saner buying policy on the part of the general public will tend to meet the problem of high prices. The committee investigations so far have shown that there are available opportunities for the purchase of all necessities in wearing apparel at what are, under present conditions, reasonable prices, provided the buyer purchases with an eye primarily to service rather than style.

Regarding Shoes

"With respect to shoes, in which industry the preliminary surveys have to date gone farther than in other lines, the following excerpts from the reports of Messrs. Emil Weil and John Slater confirm the statements made above as to the increase in production costs.

"Previous to the war, France, England and Germany made the shoes for the entire world with the exception of this country. Beginning the early part of 1915, the European shoe factories were only permitted to produce 25 per cent. of their output for civilian purposes and 75 per cent. for army purposes.

"The style of the civilian product, termed a Liberty shoe, in these countries consisted of a black boot and a low shoe. Four years of this naturally produced a vacuum of shoes throughout the world except in this country. From the day that the armistice was signed and the shoe regulations of the European countries lifted, an immediate rush was made to the United States for all the finished leather that was available. This immediately caused a great shortage of leather in this country, which, naturally, forced the prices to where they are at the present time.

Leather Up 500 Per Cent.

"The shoe men report that for leather of the top grade, in 1914, the average price was 30 cents per square foot, as against the price of \$1.50 a square foot for the same grade of leather to-day. The skins from which this leather is made come from India, China, Russia, Africa and South America.

"Owing to the lack of shipping since the armistice was signed, their report continues, 'we have not been able to get enough raw skins into this country and Europe owning most of the shipping, naturally gets a larger quantity of raw materials. . . . Paris to-day is retailing shoes at \$40 per pair which can be purchased on Fifth avenue for \$15

per pair. The price in London for the same shoe is \$30. . . . If more sanity was displayed in the buying of shoes by the consumer instead of vanity, a noticeable depreciation in price would immediately be felt.' "

C. A. McKIM JOINS GEO. E. BOULTER'S STAFF

Mr. Geo. E. Boulter, Toronto, had been successful in securing the agency for the well known Menihan Shoes of Rochester, N. Y. These lines are very well known in Canada and Mr. Boulter considers himself fortunate in securing them. Mr. C. A. McKim has joined Mr. Boulter's selling staff and has gone east on his trip. Mr. McKim is well known in the trade throughout Ontario and is a good fellow, with long experience in the shoe business and knows shoes from sole to thumb pull and should do well on his new territory.

LIVING IN THE PAST

Either some practical joker has been using our junior contemporary as a butt or its editor has been indulging in a Rip Van Winkle snooze, according to the following item which appeared in the last issue of Footwear:—

"Regarding proposed free trade with United States a number of shoe manufacturers in Quebec have circulated the following statement: "We, the undersigned shoe manufacturers in Quebec, are opposed to the proposed reciprocity treaty with the United States, and are of the opinion that if this treaty passes it will be the ruin of the shoe industry in Quebec and in Canada, and will bring about the closing of the factories in Quebec." (Signed) J. A. Duchaine, President of the Shoe Manufacturers' Association; The W. A. Marsh Co., Limited, J. M. Larochelle; J. B. Drolet & Cie; J. M. Stobo; The C. E. McKeen Co.; The Louis Gauthier Co.; Rock Shoe Manufacturing Co.; The James Muir Co.; O. Goulet; Tourigny & Marois; Lachance & Tanguay; Gale Brothers; Picher & Cie.; Elie Jobin, Limited; Eugene Thivierge; J. B. Lamontagne; The John Ritchie Co., Limited; J. E. Samson; The Poirer Shoe Co.; P. C. Lachance; The Solid Shoe Co.; J. S. Beaulieu."

This document dates from before the Dominion elections of 1911, when the Reciprocity question was up and it will be easily noticed by anyone familiar with the trade that several of the concerns have been defunct for some years and that at least three of the signers have grass growing over them in the cemeteries.

In view of a homily in the same issue of Footwear on "living in the past" the item is funnier than ever.

ARROWSMITH'S TORONTO BRANCH

The Canadian Arrowsmith Co., Limited, Niagara Falls, Ontario, have opened an office and warerooms in Toronto at 57 Queen St., East. The company's business will all practically be done from this office instead of from the Falls as heretofore. The reason for this is that Toronto is more central and many of their customers when visiting the city will have an opportunity to make personal calls which they do not have now. All the shipping will be done from this office as well as the executive business. The office will be in charge of Mr. Murdock, who is a practical foot specialist. There will be an advantage to the shoe retailers if the city of Toronto and immediate sections in the location of the new offices, for there will be a specialist in fitting always at the new place and should a retailer have a special case he does not like to fit he can send the customer to the office and the sale will be credited to him the same as if he had made it himself. The manufacturing will still be carried on at Niagara Falls, but, as stated above, the executive offices and shipping department will be located in Toronto.



Opening Season

— for —

Canvas Footwear



Outing
 TRADE MARK
 G. P. & R. LTD.



Order Your Full Lines NOW

All Orders Placed Previous to Dec. 1st, 1919
 Are Subject to an Early Order Discount of 5%.

Outing Brand Canvas Footwear has been on the market for many years, and each year has seen some little improvement in the lines, either in the material or in the style. Many retailers affirm that their best sellers are the "Outings," and we advise all retailers to go in strong for Outing Brand Canvas Footwear for next season. By ordering early—you get a special discount. The salesmen will give you full particulars.

"Outing" Brand Canvas Footwear has Always Been a Genuine Quality Product.

Salesmen from the Jobbing Houses are now on the Road.

Keep Your Biggest List for "Outing" Brand.

Gutta Percha & Rubber, Limited

HEAD OFFICE AND FACTORIES: TORONTO

BRANCHES: Toronto, Halifax, Montreal, Ottawa, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria

RUBBER SHOE TRADE NOTES

The regular rubber season is now over with manufacturers who are all busy preparing for fall deliveries. There has been a little more doing on retail business on account of the wet, cold weather, but taking it altogether the past spring and summer season have been most unsatisfactory from a retailers' standpoint. Most of them are, however, getting their left-over stocks in shape to bring up for fall business, which, if the law of averages holds good, ought to prove more promising than usual.

Raw Rubber Conditions.—There has been quite a recovery in plantation rubber, which, during the month, has advanced somewhat to meet Para. Latex pale crepe is quoted about 50c., as against up river fine Para at 54c. Notwithstanding the easy position of the raw rubber market the cost of rubber shoe manufacturing seems to be upward in tendency, although not in the proportion manifested by some other lines.

Tennis and Sporting Goods.—The new list on the other side of the line shows an advance of somewhere between twelve and fifteen per cent. In Canada the new lists average about ten per cent. net over those of last year, taking it all around, and a five per cent. discount is given for early orders. The new lines which are just being shown to the trade are in advance in many ways upon those hitherto shown. There are many improvements in lasts, styles and materials and some very natty effects are seen.

ARMY SURPLUS LEATHER TO BE SOLD

Leather valued at over \$800,000 was sold at public auction under the direction of the Surplus Property Division at the Zone Property Office, Army Supply Base, Boston.

The sale commenced at 10 a.m., September 18th, as follows:

Black harness leather racks, lbs.....	16,000
Black harness leather sides, lbs.....	93,000
Russet harness leather backs, lbs.....	27,000
Russet bridle leather sides, lbs.....	115,000
Russet strap leather sides, 5-7 oz., sq. ft.....	4,000
Russet strap leather sides, 7-8 oz., sq. ft.....	121,000
Russet strap leather sides, 9-10½ oz., sq. ft.....	80,000
Russet strap leather backs, 3½ oz., sq. ft.....	27,000
Russet strap leather backs, 6-7 oz., sq. ft.....	10,000
Russet strap leather backs, 7-8 oz., sq. ft.....	228,000
Russet strap leather backs, 9-10½ oz., sq. ft.....	38,000
Russet strap leather bellies, sq. ft.....	50,000
Russet strap leather bellies centers, lbs.....	10,000
Russet shoulders and scraps, lbs.	7,000
Russet bag leather sides, sq. ft.....	8,000
Latigo leather sides, sq. ft.....	62,000
Latigo leather backs, sq. ft.....	15,000
Sole leather backs and hends, lbs.....	36,000
Smoked Elk leather sides, sq. ft.....	17,000
Rawhide calfskins, sq. ft.....	62,000
Sheepskins (jerkin leather), sq. ft.....	67,000
Shearlings, sq. ft.....	100,000

Under the conditions of sale, the leather will be offered by tannage. No bid will be received for less than 500 pieces (unless quantity is below that amount). Said bid will carry an option for the entire tannage of lot offered, which must be immediately exercised. Foot leather will be sold according to marked footage as accepted by the Government. Pound leather will be determined at time of delivery, making an allowance of one pound per roll for wrappings, if wrapped in paper. No claim will be allowed without recourse as to quality, grade or designation. The Government will not guarantee the tannage.

The Allied Council Color Card for Spring 1920

Issued as a Guide by the U.S. Allied Shoe Trades Council and to be Used in Connection with the Spring, 1920, Style Programme

KID COLORS—MEN'S AND WOMEN'S SHOES

- Dark Havana Brown, of a shade similar to New Castle's No. 1, to be known as "A. C. COLOR No. 100"
- Dark Golden Brown (the red tint now common in brown kid is to be eliminated) to be known as "A. C. COLOR No. 101"
- Neutral Medium Gray, similar to Grisson's 96, with the blue and pink tints eliminated, to be known as "A. C. COLOR No. 102"

OOZE LEATHERS, INCLUDING BUCK AND SIDE BUCK, FOR WOMEN'S SHOES

- A Brown; similar to Lawrence's L Ooze, to be known as "A. C. COLOR No. 200"
- Beaver Brown, similar to Rauh's overgaiter box cloth No. 2, to be known as "A. C. COLOR No. 201"
- Neutral Gray, to match as nearly as possible "A. C. Color 102," to be known as "A. C. COLOR No. 202"

CALF LEATHERS FOR MEN'S AND WOMEN'S SHOES

- Dark Brown, similar to Trostel's 33, but with a little more red in it, to be known as "A. C. COLOR No. 300"
- A Lighter Shade of Brown, similar to Gallum's No. 4, to be known as "A. C. COLOR No. 301"

It will be noted that all kid colors start with No. 100, ooze and buck leathers with No. 200, and calf leathers No. 300, thus making it easy for tanners, manufacturers and retailers to classify the different kinds of leathers by number.



TO realize that Regal Merit and Regal Value really mean something to the public you have but to note the healthy trade that ever springs up around the Regal Line. In this Regal Trade is represented the shoe buying of a very large number of the most particular women—those whose patronage can only be secured by giving them the Footwear Style, Quality and Service embodied in Regal Shoes for Women.

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

REGAL SHOES





SHOES that make an immediate appeal because of their attractiveness, that sell on their merit and their reasonable prices, and that give complete satisfaction in Fit and Wear, are GOOD shoes for the retail trade to handle. Such are Regal Shoes.

Men choose Regal Shoes REPEATEDLY because every pair of "Regals" repeats the same story of SATISFACTION IN SERVICE.

We want every shoeman to see the complete Regal Range, in Men's and Women's lines, for Spring Nineteen-Twenty.

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

REGAL SHOES



WHITE

SHOE COMPANY, LIMITED

TORONTO.



W H O L E S A L E S H O E D I S T R I B U T O R S

Our Range for Spring 1920

Is one that will maintain the White Reputation
for high-grade reliable Footwear

In Men's and Women's Lines

It features all the latest lasts and patterns,
goods that are appealing in Styles and in Value,
popular and profitable sellers.

For Your Misses' and Children's Trade

We are offering lines of exceptional saleability
—shoes that will give splendid service.

We are showing a splendid assortment of

WHITE GOODS

A wide variety of up-to-date lines in Oxfords,
Colonials and Pumps and a full range of

SPEED KING TENNIS

and OUTING SHOES

Wait for the White Representative. See his Samples.

White Shoe Company, Limited

Wholesale Shoe Distributors

9 Wellington St. West

:

TORONTO

MR. OLIVER EATOUGH HONORED

The many Canadian friends of Mr. Oliver Eatough, chairman and managing director of Sir H. W. Trickett, Limited, will be glad to know that he has been honored by



OLIVER EATOUGH

being appointed a county magistrate. In this country the office of justice of the peace is more or less an honorary one, distributed for political reasons, while in England it is decidedly a mark of esteem and invariably given for public service. Mr. Eatough was recently honored by the denomination to which he belongs by being appointed to the highest office within its gift, that of "moderator," and now Lancashire sets upon him the seal of its approval as a public-spirited citizen.

Mr. Eatough has had a most remarkable career. He has risen from the ranks in the Trickett establishment to be its executive head and has won out by sheer ability and downright hard work. When he used to visit Canada he was designated the Yankee Englishman, as indicating his restless energy and indomitable enterprise. It was through his personality quite as much as Trickett's goods that the latter obtained such a hold upon the Canadian trade. The Canadian representative, Mr. J. S. Ashworth, states that the new season's samples are on the way and will be in the hands of jobbers at an early date.

A NEAT CATALOGUE

One of the smartest catalogues that have reached the office in a long while is that of "Miner's Greyhound Canvas Shoes" for 1920. It is tastefully designed in colors with a handsome cover in blue and brown. The illustrations are high class and whole shows a care and artistic sense in keeping with Miner ideals. Amongst the new lines shown are the "Aero Balmoral," a white canvas with tan foxing and heavy double sole and heel. Another is the "Every day" pressure cured with heavy brown duck upper and white tire tread sole and heel. A feature of the season's goods in "Greyhounds" is the pressure cure process which doubles the life of the shoes.

LONDON, ENGLAND, SHOE AND LEATHER FAIR

The International Shoe and Leather Fair which had been held for a number of years in London, England, up to

the commencement of the war, will be resumed this year and held on Oct. the 6th to 11th inclusive. This fair was established in 1894 and was an annual event of great importance to the shoe and leather industries. It is good to know that it will have its place now that the war is over and we congratulate the management and shoe industry on its re-establishment.

AMES-HOLDEN-McCREADY HOLD CORN ROAST

The indoor staff of the above firm (Toronto Branch) held a corn roast on the evening of Sept. the 10th and had "some time." The party journeyed by motor to Humber River, and corn and jokes and "hot dogs" and buns, and songs and "soft drinks" made the evening fly away before the joyful party realized it. Not satisfied with this roast they arranged another a week later and had equally as enjoyable time as was had at the first one. About thirty people were on hand and Mr. and Mrs. Pearson were there enjoying the the fun and seeing that others did the same, and did not allow a dull moment to pass. The only regret seemed to be that Milt Keener did not have his dear little "Yaller pup" there, the one he bagged in Kitchener at the Style Show.

NEW CATALOG OF POLISHES

The Robert Ralston Co., of Hamilton, Ontario, have issued a new catalog of their celebrated polishes. It is certainly an excellent piece of work from a printer's point of view. It is the standard 6x9 size with a heavy cover and is "Loose Leaf," bound permitting the discarding and adding of leaves at will. In addition to their tremendously large stock of polishes there is listed various lines of findings. Also infants' soft soled shoes, Insoles fitting stools, Button Machines, repaid outfits, tap soles and heels, and many other things of interest to the shoe retailers and repair men. If you do not have a copy of this useful catalog send at once and have one come to you without charge.

But make not more business necessary than is so; and rather lessen than augment work for thyself.

PLAYING DOG

Our junior contemporary, "Footwear," just because the SHOE AND LEATHER JOURNAL originated the Shoe Retailers' Convention, played "dog" with the proposition from the start and wound up with a snarl at the new association, which it said was "organized upon a doubtful basis."

If it had not been for the slur upon the retailers who had planned and executed one of the best conventions of business men ever held in Canada, we would have let the matter pass, as the convention itself was the best answer to Footwear's childish attitude.

It is now throwing mud at the SHOE JOURNAL for mildly calling attention to its "dog" policy. The best evidence of the "breadth" of our sleepy contemporary's mind. The accusation may be found in the fact that in its account of the Convention Banquet, while giving a complete list of those at the guest table, it eliminated the name of the chairman, Mr. James Acton, of the SHOE AND LEATHER JOURNAL, who had been unanimously requested to act as toastmaster.

Fall and Winter Sorting

The cold weather season is "just around the corner." NOW, before it gets here, is the time for the shoe merchant to see that his stock is sufficiently complete in SEASONABLE lines to satisfy the varied demands of his customers. And after it gets here, when your cold weather lines begin to move steadily, and frequently with a spurt, it is worth a great deal to you to be able to KEEP those lines complete from a dependable wholesale stock.

Our Range of Seasonable Goods—

large, varied and carefully selected, covers every footwear requirement in all lines. The products of the most reputable manufacturing houses are represented. Their reputation and our recommendation as an assurance of their saleability.

Cold Weather Specialties

English Felt Slippers	Sheep Lined Moccasins
"Superior" Brand Canadian Felts	Oil Tan Shoepacks
Horse Hide and Moose Moccasins	Lumbermen's Knit and Felt Sox
Hockey Boots	

Men's Fine Leather Slippers, Turns and McKay Sewn, in Brown and Black Vici Kid in Romeo and Everett patterns

INDEPENDENT RUBBERS

In the following Brands

Kant Krack,	Royal,	Bulldog,
Dreadnaught,	Dainty Mode,	Veribest

We are prepared to give you the best of SERVICE and good Values in handling your sorting orders for Leather, Felt and Rubber Footwear in all our popular and reliable lines.

RUSH ORDERS, whether through salesmen or by letter or wire, will be given the attention that will please and satisfy.

McLAREN & DALLAS

Wholesale Shoe Distributors

30 Front St. West

- TORONTO

For Spring and Summer 1920



The shoe wholesaler, to be of real assistance to the retailer, must read the "signs of the times" in Footwear Fashions and tendencies with absolute precision. The Retailer, to be successful, must be progressive—right up-to-date in all lines at all times. **PROGRESSIVENESS WITHOUT SPECULATION**—to be up-to-date without taking a chance on stocking unprofitable lines, makes his success all the surer and greater.

Our Samples For the Coming Season

as usual, mark the progress in shoe production with finest accuracy. They feature those lines that are of **KNOWN QUALITY** in material and workmanship, and of **KNOWN CHARACTER** in Style and Finish.

In Leather Lines

your needs have been carefully considered and provided for in the lines we are showing—complete in every way. **THE VARIETY** will make your choosing easy; **THE QUALITY AND VALUES** will make it safe and profitable.

Our special lines—"IMPERIAL," "MAPLE LEAF" "LITTLE CANADIAN"—have made themselves favorites with dealer and wearer everywhere.



In White Footwear

we are offering goods that will be real sales creators in this popular line—Dainty Styles in Oxfords, Pumps, Strap Slippers and High Cuts, in Goodyear Welts, Turns and McKay Sewn.

Speed King

Outing and Sporting Shoes

The recognized leader in Outing Footwear. A complete range covering all requirements of old and young.

We would urge you to go over these samples when our traveller calls. We are confident they will interest you and help you in your **SPRING AND SUMMER PLACING**.



McLaren & Dallas

Wholesale Shoe Distributors

30 Front St. W., Toronto, Ont.

“SAFEST FOR LEATHER”



LION BRAND POLISHES

ARE MADE RIGHT

The finest materials, skilfully combined, make LION BRAND SHOE POLISH exceptional,— a polish which you can offer unreservedly to your customers as a product of the highest grade.

LION BRAND BLACK OIL DYE

Produces a permanent black on all leathers, and it positively will not rub off.

LION BRAND BROWN OIL DYE

Transforms shabby shoes, and makes them a beautiful, even mahogany color. Convince yourself by a trial.

MANUFACTURED BY

THE LION POLISH CO., LIMITED

525 King St. West

Toronto, Ontario

SISMAN'S HOLD ANNUAL PICNIC

The T. Sisman Co. have for many years held a picnic for their employees and friends. This year it was held at Bond Lake, and the weather helped to make it a very enjoyable event. Everybody let loose for a good time, and this year, as in the past, oceans of fun was had by every one there. Every kind of game almost was provided. Racing for the little people, for the skinny people, for the fat people



The model plant of Sisman Shoe Company, Aurora, Ont.

and every other kind of people were provided with suitable prizes. Then a most delicious supper was also arranged, and partaken of by the big crowd. Following this the married men were challenged by the single fellows to play a game of base ball. It turned out that the single men may be able to play marbles, or possibly a street piano, but as for playing baseball they will need much practice and coaching before they will be able to hold the old married fellows in their places. The score of 34 to 8 in favor of the men with wives tells the tale. There can be no doubt but the permission of Raymond Gravlin, of the White Shoe Co., to play on the married men's side helped pile up the score. Raymond is an old-timer, but somehow his hand has not lost its cunning in a game of ball.

One very fine feature of the day was to see Mr. Sisman, Sr., and his two sons taking such an active part in every proceeding, and when he walked about the grounds scattering kisses (candy ones) for a hundred or more little folks to scramble for, it showed the human nature part of him and

the splendid spirit that exists between employer and employee in the Sisman plant.

GETTY & SCOTT MEN OUT

Among the earliest birds to make their appearance this season are the boys from Getty & Scott, Limited, Galt, Ontario.

They have their trunks filled with the finest range of samples ever turned out of the Classic Factory.

The line of Classics for Children are particularly worthy of note, and never were they presented by a more enthusiastic lot of boys.

D. R. Holly (Bob) is on his way through Eastern Ontario and Montreal.

F. R. Delafield is covering North Western Ontario.

Wm. Edwards is in Toronto.

W. E. Young is in London and Western Ontario.

W. A. Kearney covers Quebec and the Maritimes.

T. A. Cosford will cover Northern and Eastern Ontario, while the West will be well looked after by P. R. Logan, W. A. McDonald and L. S. Walden.

AHREN'S EXHIBIT AT THE LONDON FAIR

The Chas. Ahren's Shoe Co., of Kitchener, Ontario, had a very attractive exhibit of their "Chums" and other shoes at the London Fair which took place immediately after the Toronto Exhibition. We show an illustration of display but regret that the picture does not do the booth justice. The exhibit was in the hands of Mr. D. J. Tallant, who represents the firm in Eastern Ontario, did all the decorating. Mr. Tallant says the booth was a center of attraction not only for shoe men but the general public. He also adds that "Chums" are becoming a household word with buyers of children's shoes. The firm was awarded a diploma for their exhibit.

From time to time there come reports of hides being stored in foreign countries. Russia, especially, has been mentioned, and until transportation can be bettered, these hides must remain where they are. Now comes assurances from China. A Mr. Gulby, a Frenchman, was in Toronto recently, and is arranging for the exportation from China of millions of cow and buffalo hides which are piled in the former enemy warehouses there. He says the difficulty is one of exchange, for the Chinese must have their money in teals, a silver standard of exchange, and the exchange has advanced from 57c to \$1.31 in two years.

Booth of Chas. A. Ahren's "Chums" display at the Western Fair, London, Ont.



"JOBBER'S ONLY"

I have the following samples for your inspection;

RENA FOOTWEAR CO., Montreal, Que.
Women's, Misses' and Child's McKays

WAKEFIELD SLIPPER CO., Sanbornville, N.H., U.S.A.
Women's White Canvas and Satin Turns, Covered Heels

MILTON SHOE CO., Milton, Ontario
Men's, Boys' and Youths' Standard Screw Staples.

HARRY E. THOMPSON

MANUFACTURERS' AGENT

10 VICTORIA ST. - MONTREAL, QUE.
Mappin & Webb Building

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

27 Front Street East
Toronto

Tanneries

Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

DO SHOE CUTTERS RECEIVE \$120 A WEEK?

There have been reports in the press that the grand jury of Suffolk, Mass., discovered in their inquiry regarding the high cost of living that shoe cutters in the vicinity of Boston received \$120 a week. It hardly seems reasonable that any class of workmen about a shoe factory would receive so much money as a regular wage. To circulate a report of this character without more definite information is hardly just to the trade or the workmen connected therewith. The secretary of the United Shoe Workers' of America makes reply that no such wage is paid that he knows of, but that during the rush season, which includes overtime, some skilled men make \$75 a week. But this was not regular. And he continues that when lost time is deducted during the slack season this amount lessens on the average. A better basis for making comparisons between the increase in shoe factory hands' wages and the advances in the prices of shoes to consumers, he believes, is the actual difference in figures. Women's welt shoes, which he says are the standard grade, that formerly sold for \$4 and \$5 per pair, but now retail for double that price and more, yielded the workers 55 cents per pair two years ago, and at present 90 cents, a difference of 35 cents. This, he points out, is by no means sufficient to explain the advance of 100 per cent. and more in the cost of shoes to consumers, or what the secretary calls "skyrocketing," for which he declares factory workers refuse to accept any responsibility.

It is said that Italy proposes to increase the duty upon imported footwear, particularly of the cheaper class.

Brockton, Mass. shoe cutters' demand for a dollar an hour and a 44-hour week has been refused by the manufacturers. The present price is \$35 a week for a 48-hour week.

The Shoe Repair Man

HAMILTON REPAIR MEN PICNIC

This year, contrary to the usual custom of picnicing with the Toronto repair men at Niagara Falls, the Hamilton boys held their annual outing at Wabasso Park, just across the bay from Hamilton. There was a larger crowd than was anticipated and the day was everything to be desired. The committee having the arrangements in hand had everything in splendid shape so that from the moment the people landed there was something doing and the sports were gotten under way very rapidly.

There were tug-of-war events, races, jumping and other real live sports. But the novelty race of eating three biscuits dry and then drinking a bottle of pop created the most amusement. Twelve members entered but only five survived. It was a wonderful task. The west end repair men pulled the east in the tug-of-war and the east did all the pulling, the west end fellows just holding the rope a little while. The shoe retailers played against the repair men in a game of baseball. The retailers ran the score up to 11 while the other side dug up 5. But this is easily accounted for. The retailers were short several men so the repair men loaned them the extra men and the repair men made 9 out of the 11 runs. The repair men have been courtmartialled for disloyalty to their association for not playing rotten ball and allowing the repair men to win.

Another novelty race was a soap race. Thirty-six cakes of soap were distributed over the course; the woman picking up the greatest number of cakes was the winner. The difficulty was that empty cartons were also distributed as well as those with soap in. Mr. Tebbs was the ice cream vendor and Messrs. Wilman and Thornton were the "booze vendors." They do not belong to the union.

President Jarvis did everything to make the day a happy one. F. Revell won the old man's race. Secretary Wilton was all over the lot at one and the same time and worked himself tired. Geo. Llewellyn was the megaphone artist and was hoarse for a week after. Kids from the civic employees' picnic butted in and cleaned up on ice cream cones. Arthur Butterworth, the happy treasurer of the Toronto Association, went over and spent the afternoon with the boys. The day ended as happily as it began, and no one had a kick but the football players.

TORONTO REPAIRMEN'S ASSOCIATION

The Toronto repairmen have been doing some good work of late at their meetings. They have been discussing ways and means for big things this fall and winter. There will be various social evenings to be arranged for, including euchres, dances, and other events of this nature. The last meeting was taken up almost entirely in settling up picnic finances, prizes, etc. There have also been considerable discussions of late as to ways and means for the bettering of trade among the members. There is always an inclination for any organization to become somewhat laxidassical, or to get the spirit of "Oh, let it go." It is to forestal this that the executive feel some action should be taken. In these days when prices are going high it remains for the repair men to stick closely together if they desire to reap the best results. It is also felt that many of the members do not keep themselves well enough posted on market conditions and are possibly too indifferent in the matter of conduct-

ing their business. They feel that if they are doing so many pairs of shoes a day they know what they are making. But this is not true. Every shoe repair man should take stock every six months in order to know accurately where he stands from a financial point of view. So the association is doing all in its power this fall to obtain these good results for its members, and it can only be done by the members taking hold and helping the officers and executive committee in all their undertakings.

ON KEEPING YOUR WORD

A good many shoe repairers, in their eagerness to corner all the business they can, make promises to deliver goods when they know it is impossible to get the work done within the time required.

This is a mistake. It is better to be frank with a prospective customer, telling him exactly when you really discomplete a job for him, than to take the work and then can appoint him.

Even if the customer goes to another repair shop, and you lose that particular job, you have gained the respect and confidence that will be remembered. He will also be impressed with the fact that the volume of your business was so great that you could not take his work. Naturally this will make him realize that your shop turns out good work, and is prosperous.

When you do take a job, and promise to finish it at a certain time, keep the promise. The keeping of one's word in business is equivalent to the investment of many dollars.

INTERESTING ITEMS

An attempt to raise the price of shoe shines in Chicago to 15c has failed.

India has placed an export duty on raw skins of 15% to all countries excepting Great Britain and her colonies. Spain has also put an export duty on goatskins. Canada ought to benefit from this preference given on the India skins.

The Swift Co., of Chicago, have announced that they have segregated the tanning and leather business from their regular packing business and the business will be known as the National Leather Co., and has been incorporated under the laws of Maine. The capital stock is \$30,000,000. Headquarters will be at Boston, Mass.

A Record of production as kept by the Council of National Defense of the United States shows "the production of boots and shoes for the first quarter of 1919 was reported as about 60 per cent. below the production for the last quarter of 1918. Plants were practically closed and in some cases it is reported that machinery was returned to the shoe machinery company. In all there were 75,000,000 less pairs of shoes produced in the first quarter of 1919 than in the last quarter of 1918."

NEW TRADE MARK

The Canadian Shoe Findings and Novelty Co., of Toronto, have just adopted a new trade mark, which is a map of Canada with an arrow pointing to the city of Toronto, the home of the company. The map indicates that the business of the company extends from ocean to ocean and from the lakes to the farthest points north.

HIGH CLASS LEATHERS

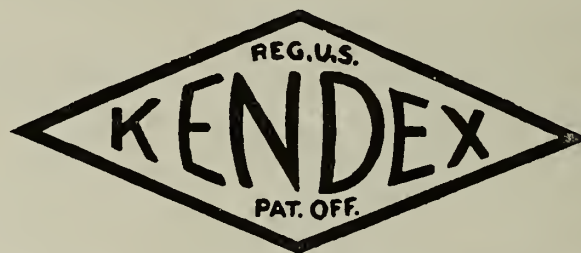
BAG — CASE — STRAP — BELTS
RAZOR STROPS — BOOKBINDERS' — BRIDLE

SPLITS OF ALL KINDS

Our Oiltan Larrigan Leather known
wherever Larrigans are made in Canada.

WRITE FOR PRICES.

Wickett & Craig, Limited
TORONTO, CANADA



INSOLE STOCK

Made in white, oak and black colors. All weights from 2½ to 8 iron. It is absolutely fast color and a non-conductor; put up in sheets or rolls; uniform thickness and flexibility. An excellent insole for McKay or welt shoes, also for middle soles. Cuts and finishes to a clean edge.

SEND FOR SAMPLES

KENWORTHY BROS. CO. **STOUGHTON**
MASSACHUSETTS

Represented in the Province of Quebec by HORACE D'ARTOIS, 224 Lemoine St., Montreal



AMONG THE SHOE MEN.



Mr. E. P. J. Smith is showing samples at the Queen's Hotel, Toronto.

Mr. C. Sterling, of London, Ont., spent a few days in Montreal recently.

Mr. Balstone, of Hamilton, was in Toronto one day last week on business.

Mr. F. McKillop, of Calgary, Alta., recently visited Montreal on business.

Mr. P. Higgins, of L. Higgins & Co., Moncton, N.B., recently visited Montreal.

Mr. G. H. Ansley, of the Perth Shoe Co., was a business visitor in Toronto last week.

Mr. Chas. Ludlow, of Brantford, has been in Toronto, placing orders for his spring trade.

Mr. J. Grieve, of Fraser, Grieve & Co., Pembroke, was a business visitor in Toronto last week.

It is reported that H. D. Wing, of Parry Sound, has sold his Midland branch to Norris & Boyce.

There is a new shoe store started at the corner of Victoria avenue and King street, Toronto.

Mr. J. E. Pare, representing Regina and Star Shoe Companies, was in Toronto last week on business.

It is reported that a Boston firm has gone into the manufacture of wooden soled shoes on an extensive scale.

Mr. Frank Lock, of the T. Eaton Co., Winnipeg, has been on a buying trip to Montreal and other eastern points.

Mr. Wallace Waller, of the Robert Simpson Co., Toronto, was in Montreal recently on a buying expedition.

Mr. Bond and Mr. Murphy, of the Robert Simpson Co., Limited, Toronto, have been on a buying trip to Montreal.

Mr. J. C. Budreo, Toronto's advocate of early closing, has been spending a week or so in Ottawa visiting his relatives.

Mr. Collin Case, of the Sample Shoe Store, Edmonton, Alta., spent several days in Montreal calling on the manufacturers.

Mr. R. L. Savage, representing Clark Bros., St. Stephen, N.B., has his samples displayed at the Queen's Hotel, Toronto.

Ed. R. Lewis, leather merchant, of Front street, Toronto, has been looking up his customers in the Peterboro district last week.

The foundation of the Ames-Holden-McCready tire plant at Kitchener is now completed and ready for the superstructure.

Mr. J. J. Kilgour, of Winnipeg, has been east looking over the market for the spring trade. He visited Montreal and Toronto.

Mr. Harvey Graham, of Marsh Bros., Quebec, is at the Queen's Hotel, Toronto, showing the splendid lines of his company.

Mr. Geo. Finlay, of Hamilton, has been a visitor in Toronto during exhibition week and doing some buying at the same time.

Mr. H. C. Clarke, of Dundas, was a business visitor in Toronto recently. Mr. Clarke says business is good in the valley city.

Mr. J. D. Hawthorn is taking a few weeks' holidays on account of illness. A needed rest will restore him to his usual health again.

Mr. E. C. Scarrow, of Owen Sound, took advantage of

exhibition week and came to Toronto, and placed some real nice orders for spring.

Mr. A. L. Johnston, of Montreal, took a quick trip to Winnipeg and other points west on business and has now returned to Montreal.

Mr. J. W. Muir, vice-president of the Blachford, Davies & Co., Toronto, has gone to Winnipeg and points west on a business trip.

The Ames-Holden-McCready Co. are opening branches in Saskatoon and Regina. L. B. McGiveren will have charge of the latter branch.

Mr. J. C. Moreau, of the Yale Shoe Store, Edmonton, has been east on a buying trip. He visited Montreal and Toronto during his itinerary.

Messrs. Davies and Collins, of the Blachford, Davies & Co., Toronto, made a trip to Montreal and other points in the east buying for their firm.

Messrs. C. A. Davies and Norman Collins, of the Blachford, Davies Co., Limited, Toronto, has been in Montreal recently on an inspection and buying trip.

Mr. Wallace Waller, manager of the shoe department of the Robert Simpson Co., of Toronto, has been on a buying trip to Montreal and other eastern points.

Mr. A. E. Marois dropped off at Toronto and called on some of his customers, on his way from Hamilton, where he attended the funeral of the late John Lennox.

Messrs. A. C. Carey and W. M. Lawson, of the Carey, Lawson Co., Chatham, have been in Toronto on a buying trip. They report business to be good in their city.

Harold Johnston and his brother John were charged in the sessions court, Toronto, with assaulting a shoemaker named Wm. Henderson. Harold was sentenced to three

WANTED—A good live shoe salesman to carry line rubber samples as side line with shoes. Apply the J. D. King Rubber Company, 130 Wellington street west.

WANTED—Good retail shoe business wanted in live town or city; have money to invest in good proposition. Box 859, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED—Old established business houses, as district agents in Canada, for the sale of Boot Polishes, Inks, Stains, Waxes, etc., for the boot and shoe trade. Apply, The Magic Polish Co., Limited, Leicester, England. Established 1891. Government Contractors.

WANTED—By traveller with good connection and thoroughly conversant with the western trade of Saskatchewan and Alberta, lines to handle on commission basis. References furnished. Address M. M., c/o SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

BOTTOMING ROOM FOREMAN WANTED—A Montreal manufacturer has opening for man thoroughly experienced in Women's Fine Welts. Good wages and permanent position to man who gives proof of ability. Do not reply unless you have held similar position in good factory. Address Box 860, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

OUR TRAVELLERS ARE NOW ON THE ROAD
WITH A COMPLETE LINE OF

Globe Pillow Welt and Baby Walk
SHOES

ALSO A FULL RANGE OF

URNS AND McKAYS

In Infants, Childs, Misses, Growing Girls, Boys, Youths
and Gents

Our complete selection will enable you to secure your wants for immediate requirements
and to secure your Spring order without delay.

L. H. Packard & Co. Limited
Montreal

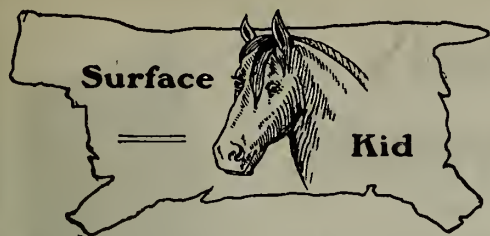
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**We Originate
Others Try to Imitate**

Known all over the world as being the Best
COLORED CALF made, and acknowledged
by everyone as the finest manufactured Calf
Leathers for fashion's favorite shoes.

COLLIS POPULAR BROWNS
Numbers 2 and 3

Collis Leather Company, Limited
Aurora, Ont., Canada



SURFACE KID

GLAZED KID
SHEEPSKIN
CABRETTAS

Shoe Jobbers! When placing your order for goods made of Glazed Horse, be sure and insist on **SURFACE KID**, as it has the nearest appearance to Kid of any other similar stock on the market.

It is smooth, soft, pliable and durable, possessing all the qualities of genuine Kid.

GLAZED DULL and GUN METAL

MADE IN BLACK AND COLORS

LUCIEN BORNE

Quebec Office: 491 ST. VALIER ST.

Montreal Office: 225 LEMOINE ST

months, but the brother was let off. They are returned soldiers.

Mr. Briggs, who has a tannery in east Calgary, opposite one of the schools, has been asked by the city commissioners to move it. A petition of ratepayers claims it is a nuisance.

Mr. Warren T. Fegan, president of the National Retail Merchants' Association, has been spending a couple of weeks at Atlantic City. Mrs. Fegan accompanied him on this trip.

Mr. R. B. Russell, of the Blachford, Davies Shoe Co., Limited, who went to the hospital for an operation for appendicitis, is now sufficiently recovered to be at his home.

Mr. H. B. McGee has been showing Perth shoe samples at the King Edward Hotel for the last few weeks. Mac says business is always good when Perth samples are on the table.

Mr. John Climie, of Hamilton, was in Toronto on business recently. Mr. Climie states that while business is good with him, the present price of shoes is one to make retailers do some thinking.

Mr. C. Shannon, of Shannon & Grant, Hamilton, has been placing some real substantial orders for their spring business. Mr. Shannon says Hamilton is a good place in which to sell shoes.

It is stated that Montreal stands at the head of the shoe manufacturing business in Canada with an annual production of twelve million pairs out of the twenty-five million pairs made in all Canada.

It is stated that the United States sold more than \$2,000,000 worth of leather by auction recently in Chicago and that the price was more than was originally given for the products in many cases.

Mr. Ed. E. McIntyre, who carries the Brandon samples, is out now on his territory. Ed. says business is going to be extra good this fall with his lines. He likes the idea of the Brandon plan of advertising.

Mr. C. A. Davies, of the Blachford, Davies & Co., expects to take a trip to the west about October 15th. He will visit the principal cities and go right through to the coast. It will be a business trip.

Mr. W. A. Black, vice-president and managing director of the Ogilvie Milling Co., Montreal, has been elected to the directorate of the Ames-Holden-McCready Co., because of the retirement of Sir Herbert Ames.

Mr. Allen Case, of the Sample Shoe Store, Edmonton, has been in Toronto on business for a couple of weeks. Mr.

Case says that in his western city there is no cause to complain of the business his firm is doing.

Col. Michael Friedman, chairman of the United States fair-price sub-committee on dry goods, clothing and shoes, blames a large part of the high price of these commodities on the extravagance of the consuming public.

C. F. Rannard, the big shoe man, of Winnipeg, has taken a motor trip from Winnipeg to Quebec, and claims to own the first car that ever made the trip. He did business in Toronto and Montreal while on the trip.

Mr. Peter Doig, sales manager of the Tetrault Shoe Co., Montreal, paid Toronto a visit for a couple of days last week. Mr. Doig says the interest in the guessing contest of the company passed all expectations this year.

Mr. Jas. Heffering, who represents the Tetrault Shoe Co. in Western Ontario, says he does not have time to sharpen his pencil between orders, they are coming so fast. Tetrault Welts seem to have a stronghold in Jimmy's section.

The Allied Trade Council of the United States is to meet at the Astor Hotel, New York city on Aug. the 28th, to consider conditions affecting the hoe and leather industry and to also consider various measures before congress that are looked upon as being unfair to the shoe trade.

The Miner Rubber Co. have issued a very attractive circular illustrating their well-known Pressure Cured Greyhound Footwear. They have also changed the name "Monarch" to "Invincible," so that in future the word "Invin-



OUR McKAY and 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 Black and Beaver Brown Box Kip.

Your Jobber will quote you prices, or write us direct

A. A. COTE & SON LTD. Successors to

St. Hyacinthe Soft Sole Shoe Co., Limited
St. Hyacinthe, Quebec

W. H. Staynes & Smith,

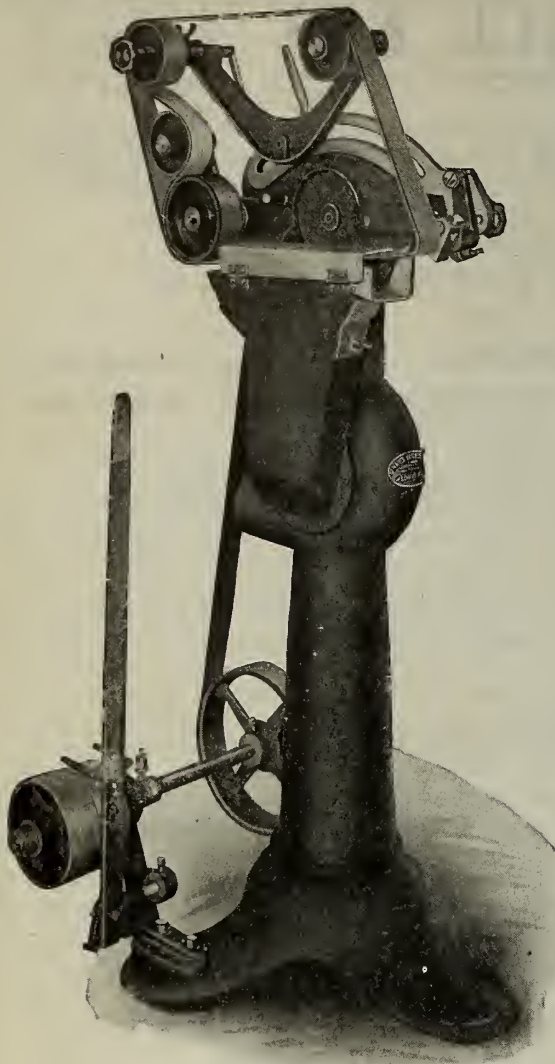
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Cable "HIDES" Leicester

and at Kettering, Northampton
Bristol, and Norwich.



For Scouring Vertically Breasted Heels

of any kind, High or Low, Special or Plain, the best machine you can employ is the

Universal Heel Breast Scourer

It is the most reliable machine of its kind—gives the finest kind of a line to your Heels, a smooth breast and operates at a much less cost for abrasive materials.

Where these machines are installed they are giving absolute satisfaction in every way—in Quality of work, in Speed and in Economy.

The Louis G. Freeman Co.
Cincinnati, Ohio, U.S.A.

Canadian Representatives:
INTERNATIONAL SUPPLY COMPANY

Kitchener, Ont.

Montreal, Que.

Beal's Shoepacks for Rough Work



The leather used is our own tannage, carefully chosen and fashioned into footwear in the best manner that skill and brain can conceive to get the maximum of resistance to wear and weather.

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

The "Perfect" Counter

OUR COUNTERS

Excel in Fit, Durability
Appearance and Price

They are made from selected fibre of the finest grade and will positively outwear the shoe. This is our guarantee.

WE know they are the Best Counters obtainable. We want YOU to know it. A trial will convince you.

A NEW LINE

We are now manufacturing a high grade pliable genuine waterproof Innersole to be known as the

"Perfect Innersole"

Ask to see them.

Perfection Counter Limited
699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, Montreal

cible" will appear on all cartons containing "Invincible" goods.

There is a change reported in the business of Nathan Cummings, Montreal.

Here's the way a newspaper puts it: "Unemployment of returned soldiers is a problem easily solved. Almost any returned soldier, we should think, could open a shoe store for a few days, sell a dozen or so pairs of shoes, and then he wouldn't need to work any more."

In Manilla twenty-four years ago a shoe merchant opened a store there it took 5 years to sell a Filipino a pair of shoes, but to-day many natives wear them and they are becoming very popular with the native people, especially the women. Some wear high heeled shoes with their native costumes.

Kansas shoe dealers are inaugurating an educational campaign to inform the public on retail profits. In recent investigations held at Topeka, sensational statements were made claiming that retailers were making thirty per cent. net on their sales.

Many superstitions are connected with shoes. It is thought unlucky to put either shoe on the wrong foot. Because Augustus Casar was nearly assassinated by a mutiny one day when he put on his left shoe first, a saying has arisen that the right shoe must be put on first, unless its owner wishes to court misfortune.

George St. Leger, Jr. has recovered from his recent operation, and is progressing favorably. He has just returned from a very interesting trip up the Saguenay, in the course of which he visited Montreal and Quebec. In both places he heard a great deal of the success of the National Shoe Retailers' Convention at Toronto.

Mr. Chas. Betournay, formerly Maritime representative for Mr. J. A. McCoughan, Montreal, is now representing Scheuer Normandin & Co., in Montreal City and district, replacing his brother, Mr. Geo. H. Betournay, who has resigned as representative for this firm, and has opened up a factory in Montreal to manufacture women's McKays.

A newspaper man, says Outlook, writes from Berlin that real leather shoes are kept in glass cases in the shoe store there and labeled "250 marks" (about \$62.50). He says that when he saw these prices he understood why he had seen this sign in the rooms of every German hotel: "Do not put your shoes outside the door for polishing. Give them personally to the hausliener."

Anyone who thinks there is a scarcity of shoes should take comfort from this newspaper clipping.—"the statistical division of the U.S. War Department estimates that there will be on hand in September 17,599,000 pairs of shoes and 8,812,000 pairs of leather gloves and mittens. A sufficient supply of the former on the basis, of an army of 500,000 would last for over five years, and enough of the latter to last for over seventeen years."

It is reported that among other discarded material of war, huge quantities of army boots, high rubber boots, Canadian canvas shoes and boots, U.S.A. boots and leggings, etc., are being sold to the public in London by direction of the Disposal Board, Ministry of Munitions. From this it is apparent that quite a number of the citizens of the world's metropolis are to be strongly and comfortably shod this coming winter, and for some time after.

Mr. W. S. Edwards, of Edwards & Edwards, has just returned from an excursion that extended nearly to James Bay. He was accompanied by Messrs. Ludger and Armand Bastien, of Quebec, and others. They left and went 240 miles north on the Transcontinental then canoed 200 miles more. This year they were the only tourists to go through that country. They fished and shot a few ducks for the table, but the trip was largely one of travel and exploration.

According to New York reports the U.S. Rubber Co.

Phone Main 5237



**ILLUSTRATIONS
FOR
YOUR SPRING ADVERTISING**



**222 CRAIG STREET WEST
MONTREAL**

announces that common shareholders will be given the privilege to subscribe \$36,000,000 new common stock to be issued on or before October 1st at par, \$100, for an amount of increased common stock equal to the amount of their holdings on September 13, 1919. Subscriptions for new stock will be payable in cash either in full on or before October 9 or in four equal instalments on or before October 1, November 10, December 22, and January 31, 1920.

A San Francisco dealer has hit the novel plan of taking a referendum on shoe prices. He put a large ad. in the daily papers urging that people would not buy cheap shoes and offered to sell men's shoes that he formerly retailed at \$7.00 for \$5.80, telling the public that he was now paying the manufacturer \$7.50 for the line. He said that he could not sell cheap shoes, and had a large number of this line left on his hands.

Robt. D. Ayling, well known to the shoe trade in Canada, has just returned from a three months' stay in England. While there he booked about \$250,000 worth of orders for Canadian shoes in three weeks. Mr. Ayling represents several English firms in Canada, among which are Church & Co., Northampton; Howlett & Whilte, Norwich, and H. Cahen & Son, the latter making shoe trimmings, buckles, etc. These he sells to jobbers and manufacturers only. He is also buyer in Canada for the Bon Marche, of Liverpool, but will buy only high grade lines of women's and children's shoes.

The big Glasgow House, Regina's great department Store, has made some important changes recently. Mr. R. H. Williams, president of the company, has sold the building to the company, which insures a permanent home for the firm. Mr. Williams will still retain the presidency and Mr. J. K. R. Williams will continue the managerial duties. The capital of the company has been increased from \$500,000 to \$1,000,000. Mr. R. H. Williams established this business



HOCKEY BOOTS

Every Jobber should inspect our range of Hockey Boots for next Season. We specialize in these shoes and are able to give you exceptional values. With their good Quality and moderate prices they will command wide sale.

Our Heavy Footwear

fills the demand for strongly made, comfortable, well finished Work Boots. They are good sellers and Profit Makers.

J. E. SAMSON, Reg.

20 Arago Street - QUEBEC, QUE.

CLARKE & CLARKE Limited

Established 1852

Manufacturers of SHEEPSKINS

Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

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252 Notre Dame St. W., Montreal

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RICHARD FRERES, Agent

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

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Rubber Cement Factory
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OMER CLEMENT

Leather, Chemicals, Dye Stuffs

Hematine and Nigrosine Crystals
Sicily Sumac, Turmeric Ground

Representing National Oil Products Co., Harrison, N.J.

Manufacturers of Moellon Degras,
Sulphonated and Soluble Oils for
Leather and Textile Industries

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CHAS. E. ROY & CO.

(REG.)

DEALERS IN

New and Second-Hand Machinery

Leather and Shoe Findings

Let us know your requirements

We may have what you want

31 Colomb St. QUEBEC CITY



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.**

thirty-one years ago. This is the fourth time since the the business was incorporated in 1916 that the capital has been increased.

QUEBEC ITEMS

The tannery of Lucien Borne was damaged by a recent storm in Quebec.

Hides have made a jump of 10 cents per pound—calf is selling at 80 cents flat on the scale and the other hides vary from 50 to 60 cents a pound.

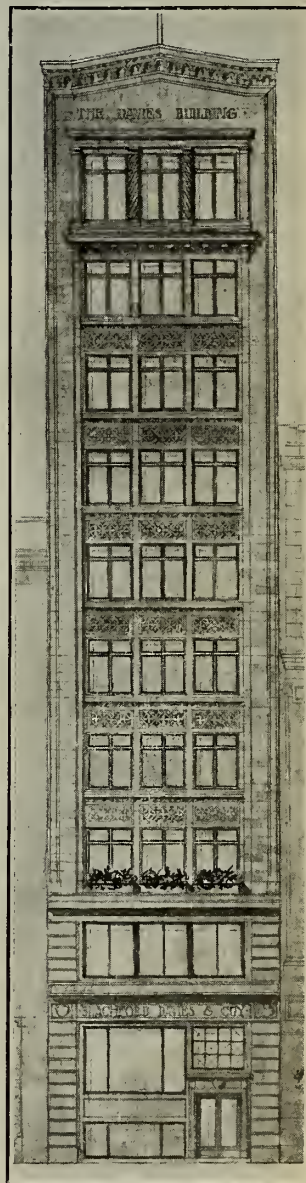
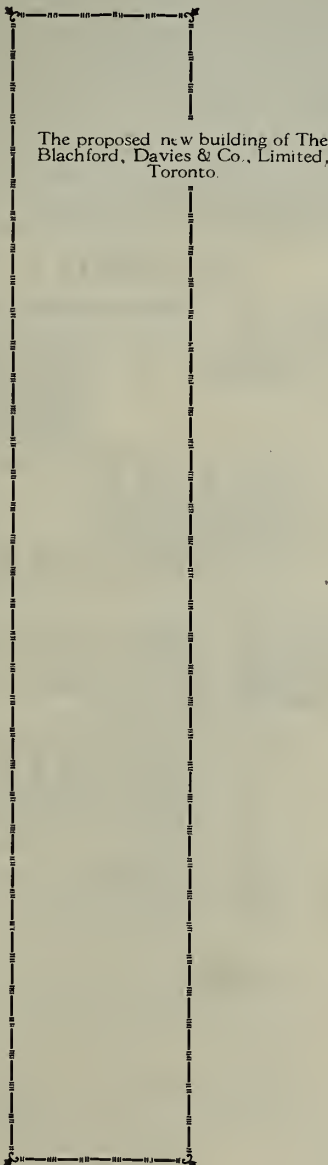
Dupere & Garant have been appointed agents for the Messrs. Henderson, Allan & McPherson, of Toronto, who are the Canadian representatives of Lindsay, Thompson & Co., Limited, Belfast, Ireland, manufacturers of linen thread.

The repairs to the building formerly occupied by Cyr. Falardeau, tanner, and bought by Mr. J. E. Samson, Reg., are finished and workers are installing new shoe machinery. Mr. Samson will manufacture his heavy shoes in this building and the present factory will be operated for their fancy shoes only.

The following have been registered at Quebec hotels recently: E. A. Jones, of E. A. Jones Co., Brockton, Mass.; T. Auger, Canadian Polishes, Limited, Hamilton, Ont.; R. Ruelland, of International Supply Co., Montreal; H. Hurtubise, of Panther Rubber Co., Sherbrooke; L. St. Arnaud, of Independent Silk Limited, Montreal.

ENLARGING THE PREMISES

The great growth of the business of the Blachford, Davies & Co., Limited, has necessitated their making some important changes in their office room and staff. The staff has been doubled within the last year and more room was needed for the executive offices, and the illustration shows the proposed new building for the firm which will be erected on Bay Street a few doors noth of Front St. The illustration is made from the architect's drawing and shows a very imposing structure which, when completed, will be a splendid home for the firm. Some changes, too, are being made in the selling force. Mr. M. D. Fauman will look after the Maritime Provinces and Mr. L. B. Lloyd will cover Manitoba.



ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.
 Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS
 OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
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International Hide Merchants

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"We deliver what you buy"

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An Up-to-date Plant and Expert Die Makers
enable us to make prompt Delivery.

WE SPECIALIZE IN DIES FOR THE SHOE MANUFACTURING TRADE
ALL ESTIMATE WORK FREE. SEND US YOUR PATTERNS.

United Shoe Machinery Co. of Canada, Limited
MONTREAL

TORONTO
90 Adelaide Street West

KITCHENER
179 King Street West

QUEBEC
28 Demers Street

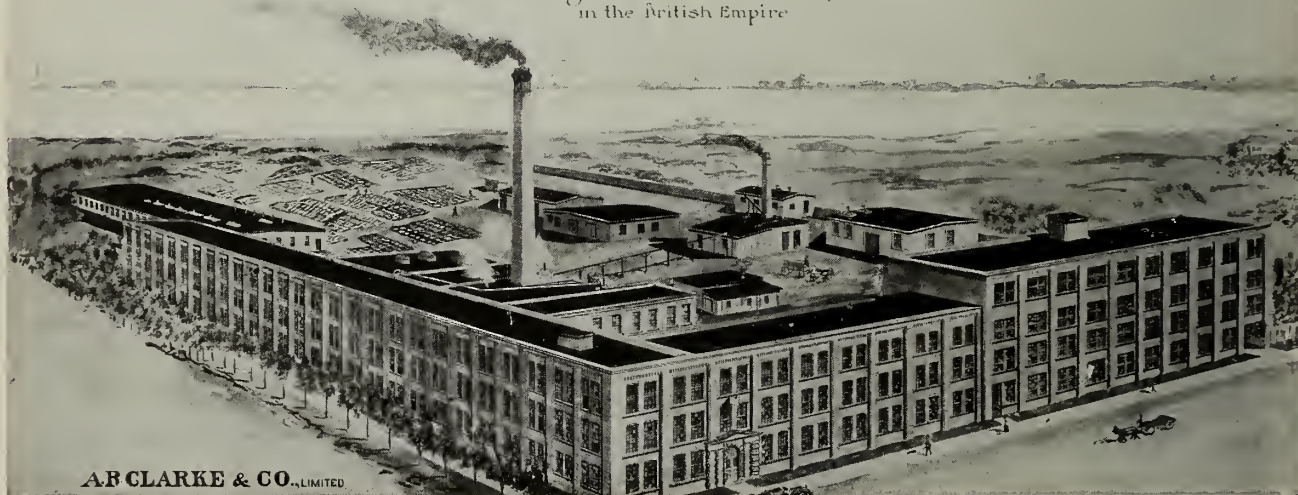
Clarke's Patent Leather



Is a guarantee of durability and endurance in Patent Leather Footwear. Insist on your shoes being made with CLARKE'S PATENT for Spring.



Established 1852
The Largest Patent Leather Factory
in the British Empire



The SHINY LEATHER SHOE will be the popular shoe for the coming season, especially in low cuts. Provide for the inevitable demand by ordering liberally, and protect yourself and your customers by specifying CLARKE'S PATENT in your orders.

Largest Producers of Patent Leather in the British Empire.

A. R. Clarke & Company Limited

Toronto

Branches at Montreal, Quebec



THE
SHOE & LEATHER
JOURNAL

Features

Selling Children's Shoes



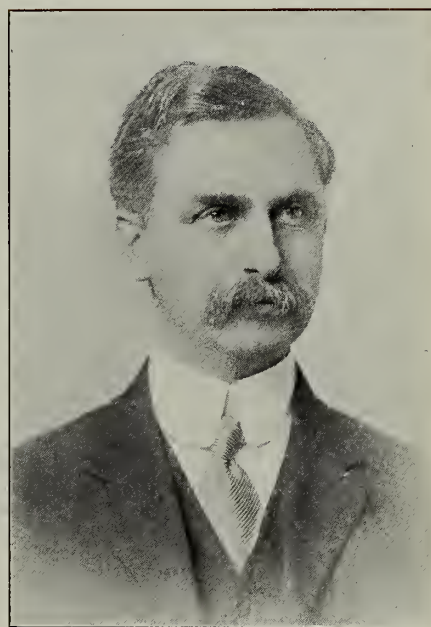
October Advertising



A \$7.95 Shoe Sale



How I Would Advertise if I Were a Shoe Man



HUGH WHITE

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO

PRICES

It is very rare indeed that we find it necessary to discuss prices with our customers. We have always believed in emphasizing quality and uniformity.

Those who have done business with us, however, know very well that we have always sold our leather at a reasonable price. During the past six months, they know that in many cases we have sold it for less than we could get, in some cases for considerably less.

This is in line with our policy of never trying to get the utmost for our goods, and of giving to our customers part of the benefit of our favorable raw skin purchases.

It has proved to be good business, and we shall continue to pursue that policy. We have increased our production to 1,200 dozen daily, and we are still increasing.

Vode, the brand name for the better grades of Standard Kid, is being advertised nationally.

STANDARD KID MFG. CO.

MANUFACTURERS OF BLACK AND COLORED GLAZED KID AND PATENT KID

207 SOUTH STREET, BOSTON, MASS., U.S.A.

NEW YORK OFFICE, 610 TRIBUNE BLDG.

Factories, Wilmington, Delaware.

BRANCH OFFICES

NEW YORK, PHILADELPHIA, ROCHESTER, CINCINNATI,
CHICAGO, ST. LOUIS, MONTREAL.



SERVICE BENNETT

TRADE MARK

DEPENDABLE COUNTERS



SERVICE must be "*built-in*".

You may camouflage but time will tell.

Service *alone* brings repeat orders.
Repeat orders add prestige to your brand.

A good counter adds to the service of your shoe. Use the BENNETT and *be sure*.

They must make good or we will.

BENNETT LIMITED
MAKERS OF SHOE SUPPLIES

ONTARIO OFFICE
28 King Street East
Kitchener

CHAMBLY CANTON, P.Q.
CANADA

SALES OFFICE
59 St. Henry Street
Montreal

· *Made in Canada by the largest shoe fibre makers in the British Empire*



It is the **LONG-LIVED SHOE** that commands continuous sale. Unsound soles limit the life of your shoes by giving short wear themselves and by causing the break-down of the uppers.

BREITHAUPT SOLE LEATHERS

Hemlock Union Oak

are actual Shoe Life Insurance. Shoes soled with these leathers live out their full time and die only after long and honorable service.

Your best Sole Life "Policy" is to insist on Breithaupt's.

The Standard of Canadian Sole Leathers



The Breithaupt Leather Co. Limited

SALES OFFICES

Kitchener

Toronto

Vancouver

Montreal Quebec

TANNERIES AT

Penetang

Hastings

Kitchener

Woodstock



Dominion Calf

MADE IN CANADA



FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co. Limited
NEWMARKET ONTARIO



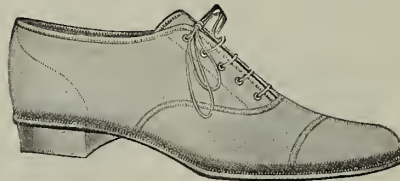
GO STRONG ON SPEED KING

FOR 1920



Each season the Speed King Line of tennis and outing Shoes comes out a winner in every test of *Selling* and *Wear Service*. The Speed King Range for Nineteen-Twenty is right up-to-the-minute in Styles and Models and right up to their regular high standing in Quality and Value.

You will find it a real trade promoter in outing Footwear. You are safe and wise in placing orders early. Any of the Houses listed below can take care of all your requirements.



INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.
Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.
Amherst Central Shoe Co. Limited	-	Regina, Sask.
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.
James Robinson	- - -	Montreal, Que.
Brown, Rochette, Limited	- - -	Quebec, Que.
T. Long & Brother, Limited	- - -	Collingwood, Ont.
Dowers Limited	- - -	Edmonton, Alta.



The Independent Rubber Co., Limited
Merritton - Ontario



Bell's Shoes

The Character and Quality in Bell's Shoes is the result of an effort in Shoemaking that calls for the utmost in experience, knowledge, skill and integrity. Such effort is amply rewarded in the great number of men and women who invariably make Bell's their choice when purchasing footwear.

The Bell range for Spring Nineteen-twenty now being shown by our representative.

J. & T. BELL

LIMITED

MONTREAL

Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.
C. E. Fice, Representative

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

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes

**ANCHOR SCoured OAK
SOLE LEATHER**

SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

THE

LANG TANNING COMPANY

LIMITED

KITCHENER - ONTARIO



There may be many ways of getting people to come to your store, but only one way to get them to *COME BACK* repeatedly—by giving them sound Footwear Value and complete Footwear Satisfaction.

That is the "Just Wright" Way. There are no "come backs" in "Just Wright" Goods, but there are unlimited numbers of "come backs" in "Just Wright" Customers.

Make your store headquarters for the "Just Wright" Line and the best footwear trade will come to you, and keep coming.

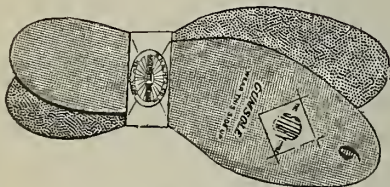
*"Just Wright" Samples for Spring
Nineteen-Twenty now being shown.*

E. T. Wright & Company, Inc.

St. Thomas, Ont.

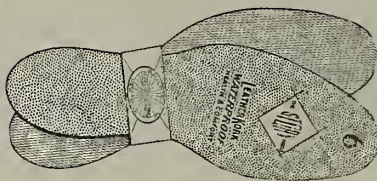
INSOLES

FOR EVERY PURPOSE



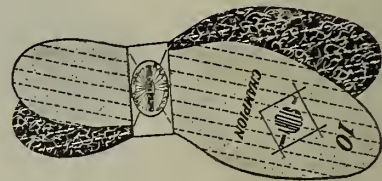
GUM SOLE

A popular Cork Insole
Gummed on one side.



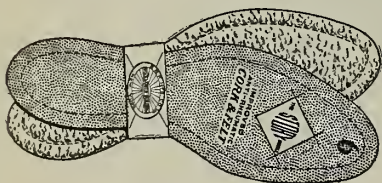
LEATHER KORK

A reversible Compressed Leather and
Cork Insole.



CHAMPION

Washed quilted goat hair, and a special
heavy, pliable red paper.



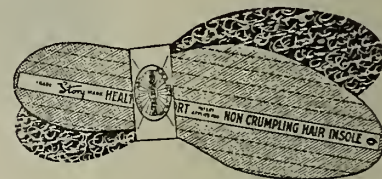
CORK AND FELT

Anti-Rheumatic White Felt and Cork
Insoling. Very well made.



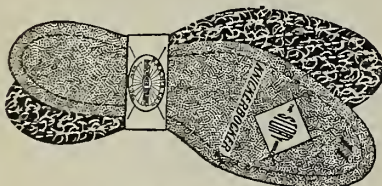
YANKEE INSOLES

A flexible compressed Cork Insole with
Oil Cloth backing.



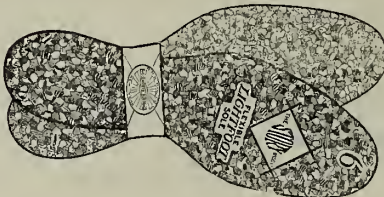
NON-CRUMPLING

Washed quilted goat hair and heavy
drab-green buckram. Braced with special
heavy stay, ends protected and double
stitched.



KNICKERBOCKER

Washed quilted goat hair and water-proof
sheet fibre to represent leather.



LIGHTFOOT

A Thin Compressed Granular Cork
Insole for close fitting shoes.



ROUGH RIDER

Washed quilted goat hair on two sides,
with heavy, pliable red paper filler.

PREPARE FOR WINTER
Order Your Supply NOW

WRITE FOR PRICES

United Shoe Machinery Co. of Canada, Limited
MONTREAL

TORONTO
90 Adelaide St. West

KITCHENER
179 King St. West

QUEBEC
28 Demers Street



REGAL—

WHAT'S in a name? —————

Just whatever there is of real worth in the thing named.

The merit embodied in Regal Shoes imparts to the Regal Name a value in shoe merchandising that can hardly be over-rated.

Naturally, the worth of that name is shared by every Dealer who takes advantage of the Regal agency plan.

See the Regal Range for Spring.

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

REGAL SHOES





These Are Different Days

In the days of five years ago the making and marketing of shoes was a simple operation, or a series of simple operations, as compared to conditions now. To-day it's different. Leather is scarce, prices are high and fluctuate, quality is uncertain, deliveries are slow. But the

OLD RELIABLE HOUSE OF ROBINSON

with its tremendous stocks and efficient facilities brings you back nearer to those pre-war days, so far as supply service is concerned, than any other thing. And now, as then, the values we offer are the very best that prevailing conditions permit and that extensive buying power can make available.

*PLACE YOUR ORDERS NOW
AND WATCH US MAKE GOOD*

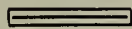
James Robinson
Montreal



A Work Shoe

that wins the appreciation of Men whose appreciation is worth winning.

Because of the QUALITY built *into* it there is exceptional VALUE placed *upon* it.



TILLSONBURG SHOE CO., LIMITED

-- MAKERS OF --
Men's, Boys', Youths', Lads' Medium
and High Grade Staple Shoes.

TILLSONBURG

ONTARIO

INTERNATIONAL SUPPLY CO.

IMPORTERS
MANUFACTURERS



JOBBERS
SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

EASTERN BRANCH
401 CORISTINE BUILDING
MONTREAL

MAIN OFFICE AND FACTORY
37 FOUNDRY ST. S.
KITCHENER

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

Lynn Wood Heel Co.,
Keene, N.H.
Wood Heels and Die Blocks.

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.

H. S. & M. W. Snyder, Inc.,
Boston, Mass.
Kids, Cabrettas and Horse

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.

SHOE LACES

MADE IN CANADA BY

TEXTILE MANUFACTURING COMPANY, LIMITED
TORONTO, ONT.

The most Complete Line of LACES to be found in Canada. ROUND LACES, RIFLE LACES. Finest cotton yarn—plain or mercerized. A thoroughly up-to-date plant with large equipment ensures PROMPT DELIVERIES. We are supplying most of the large users. *How about You?*

WE SELL MANUFACTURERS AND JOBBERS ONLY

UNITED STAY COMPANY

CAMBRIDGE, MASS.

MANUFACTURERS OF

SHOE TRIMMINGS

IN LEATHER, IMITATION LEATHER AND CLOTH

TOP FACING, all colors, any width, plain edge or single or double fold. PULL STRAP, folded drill. VAMP STAYS, complete line, all materials, styles and colors. WELTING FOR SEAMS, all Kinds. SKUFFER WELTING, the largest manufacturers use our Welting because it is strong and economical.



SPAULDING'S FIBRE COUNTERS

The original guaranteed Counter.
Perfect fitting, highest quality.

SPAULDING'S OAK TANNED INNERSOLES

Used extensively by manufacturers
of McKays and Poole Process Welts.

J. SPAULDING & SONS COMPANY

N. ROCHESTER, N.H.

After Seeing the WESTON Lines

You can then safely judge as to what will be the most popular Styles and Models and the most saleable lines in footwear when the Spring and Summer season, nineteen-twenty, comes around.

*OUR NEW CUSHION SOLE SHOES FOR
"LITTLE PEOPLE" ARE NOW IN STOCK*

Values Your Customers

Will Appreciate



Character and Quality—
Tasteful and Serviceable

Lasts and Patterns that embrace the latest ideas in footwear designing—Shoemaking and Material that ensure complete satisfaction in wear service—Variety that enables you to cater to every taste.

THE ALBANY for women and THE IRONCLAD for children are WESTON LINES that hold a forty-year reputation for Reliability.

Weston-Made Shoes, and the best productions of other manufacturers, will be shown you shortly by our representatives. It is a range worth waiting to see.

F. J. WESTON & SONS

53 Wellington Street West

TORONTO

No Matter Where You Are— No Matter What Your Requirements—Canada's Largest Footwear House is At Your Service

The AHM System offers to Canadian Retailers a complete service in every variety of foot covering. No matter where you are located—no matter what the particular requirements of your trade—the AHM Branch Stock is at your elbow, ready with prompt and dependable service in



Leather Goods, Rubbers,
White Canvas, Tennis and
Outing Shoes, Felt Footwear



It is needless to emphasize the convenience and economy of concentrating instead of scattering your purchases. More than 5,000 Canadian retailers already appreciate the importance of this—the advantage of dealing with a house which can give prompt and dependable stock service in *all* varieties of footwear.

AMES HOLDEN McCREADY

LIMITED

"Shoemakers to the Nation"

T. H. RIEDER, President

HALIFAX ST. JOHN QUEBEC MONTREAL OTTAWA TORONTO LONDON
WINNIPEG REGINA SASKATOON CALGARY EDMONTON VANCOUVER



Only
BOYS', YOUTHS', GENTS'
in
GUN METAL AND BOX KIP

LAST MONTH we asked the Retailer to see **ROCKO** samples with their Jobber. A great many live merchants did.

THIS MONTH they are busy selling them.

NEXT MONTH your competitor will have them.

EVERY MONTH we get more busy making them.

Rocko

Office:
64 Wellington St. West,
TORONTO

Factory:
96 Rue St. Malo,
QUEBEC

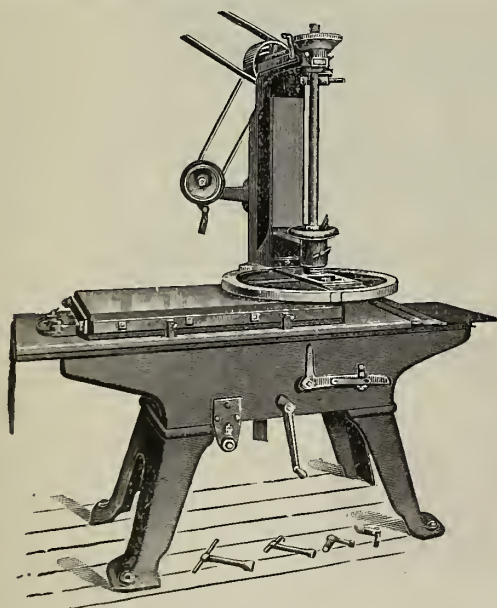
COTE QUALITY *means* DEPENDABLE WEAR

Shoemaking that is thorough and conscientious in every detail, material that is carefully selected for its reliable quality can always be counted upon in all shoes bearing

THE YAMASKA BRAND

The manner in which these shoes *stand up* under hard strenuous wear wins for them the admiration of those whose demands are most exacting as regards wear service. You will find your "Yamaska" customers figure largely in your repeat sales.

LA COMPAGNIE
J. A. & M. COTE
St. Hyacinthe - Que.



Manufactured by

The Louis G. Freeman Co.
CINCINNATI, OHIO, U.S.A.

Canadian Representatives:
INTERNATIONAL SUPPLY COMPANY
Kitchener, Ont. Montreal, Que.

Improve the Quality
of your Cutting, and
Raise the Capacity

of your Cutting or Sole Leather Room by installing
one of our

OPEN SIDE BLOCK PLANERS

It will keep your Cutting Boards and Blocks in perfect condition. You will save money in Dies and in Time, and the Quality of your work will be all that good cutting equipment can make it. This is the only satisfactory machine made for Planing Boards and Blocks in the Shoe Factory.

It is fitted with CHIP AND DUST HOOD, which can be attached to exhaust—has COUNTER SHAFT and FRICTION PULLEY and LOCKING LEVER to START and STOP—AUTOMATIC FEED in either direction.

“Peerless”

Glazed Kid

“Ruby”

Glazed Kid

**Finish, Texture, Strength,
Economical Cutting —**

these qualities as possessed by

EVANS KID

give to your range of kid shoes a superior MERIT by which they look well, fit well, wear well; and a superior VALUE by which they sell well and profitably.

EVANS KID always makes good in every Manufacturing, Retailing and Wearing test.

JOHN R. EVANS LEATHER CO.

OF CANADA, LIMITED

Specialists in Glazed Kid and Upper Leathers

214 Lemoine Street

- -

MONTREAL



FOR ALL
THE
PEOPLE
ALL THE
TIME



Union Stamp shoes alone are acceptable to all the people all the time.

They not only appeal to the average customer, but are the only shoes acceptable to the Union man and his family.

Do not fail, Mr. Retailer, to stock Union Stamp footwear for 1920 and meet the demand that is knocking daily at your door.



Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - Boston, Mass.

COLLIS LOVELY - General President
CHAS. L. BAINE - General Sec'y-Treasurer





SPRING

1-9-2-0

RETAILERS

Before doing your

SPRING PLACING

be sure to see

AIRD SAMPLES At Your Jobbers.

Variety and Value in

POPULAR PRICED FOOTWEAR

WE SELL TO JOBBERS ONLY

AIRD & SON (*Registered*)
MONTREAL

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



“Temporary Economy” in Children’s Footwear is “Future Extravagance”

In these days of extremely high prices it becomes still more necessary for the Retailer to secure for his customers a High Grade Shoe, made from choice materials and representing sound value—a shoe he can conscientiously recommend as one productive of Long Wear and Satisfactory Service. This particularly applies to Children’s Footwear.

All these qualifications are embodied to an exceptional degree in

THE ECLIPSE LINE of Growing Girls’, Youths’, Misses’ and Children’s Turns, McKays and Stitchdown Welts

Eclipse Shoes are constructed from High Grade, Carefully Selected Material. Eclipse Shoemaking is all that widely experienced expert supervision, and the most efficient labor obtainable, can possibly make it. The consequent improved scientific methods of construction impart to Eclipse Shoes MERIT whereby they represent “Genuine Economy” through “Future Long Service.”

THE ECLIPSE RANGE, the most complete and up-to-the-minute line of Children’s Footwear being shown in Canada to-day, is now on the Road. You cannot afford to do your placing before inspecting Eclipse Goods.

TRAVELLERS NOW ON THEIR TERRITORIES.

Galt Shoe Manufacturing Co.
LIMITED
GALT - - - ONTARIO

Three Lines That Meet A Big Demand

Shoe Retailers who feature these three lines of Shoes find them fully capable of meeting the varied demands of the greatest number of their patrons. They present the up-to-date Styles and possess the high grade Quality by which they give real money's worth, Satisfaction in dressy Appearance, comfortable Fit and long Wear. Their RELIABILITY brings REPEAT SALES.

METROPOLITAN
Women's McKays, Men's Welts

PATRICIA
Women's Welts and Turns

TALK-OVER-CANADA
Men's Welts

Daoust, Lalonde & Co., Limited
Montreal

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

THERE'S real satisfaction in selling honest shoe polishes that treat you honestly. The merchant who makes



"NUGGET" Shoe Polish

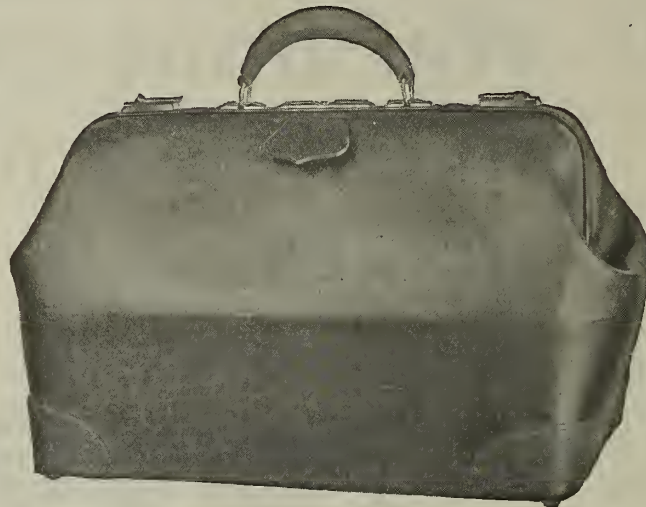
his leader gets the same square deal he is able to give his customers. "Nugget" is made as good as polish can be made and sold at the same price to every dealer.

*"Nugget" is made in Black, Tan,
Toney Red and Dark Brown.*

The
NUGGET POLISH COMPANY
TORONTO Limited



The Naugahyde Bag



Equal in appearance to the
best English Club Bag

The many favorable comments which we have received from the trade who have investigated the merits of "THE NAUGAHYDE BAG," make us realize more than ever that this Bag will become one of the best sellers.

**ABSOLUTELY WATERPROOF
ALL IN ONE PIECE**

Made in 16 in., 18 in. and 20 in. sizes for men,
and in 14 in., 16 in. and 18 in. sizes for women.

The NAUGAHYDE BAG is distributed to the trade
through the

Dominion Rubber System Limited
HEAD OFFICE - MONTREAL

Service Branches at

HALIFAX
ST. JOHN
QUEBEC
MONTREAL
OTTAWA

TORONTO
HAMILTON
LONDON
KITCHENER
NORTH BAY

FORT WILLIAM
WINNIPEG
BRANDON
REGINA
SASKATOON

EDMONTON
CALGARY
LETHBRIDGE
VANCOUVER
VICTORIA

The SHOE AND LEATHER JOURNAL



TWICE
A
MONTH

Office of Publication
1229 QUEEN STREET WEST
TORONTO

Acton Publishing Co. Limited
JAMES ACTON, President
MONTREAL OFFICE
326 CORISTINE BUILDING

TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any similar publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

STIRRING UP STRIFE

THE Commerce Board was the result of the general outcry against "profiteering," of which there has been undoubted evidence during the past few months. If the Board had been made up of competent business men or farmers the danger of its missing its objective and of working serious harm might have been minimized. In the hands of lawyers, who so far appear to be more successful in creating sensational stuff for the newspapers than in getting at facts and producing results, it appears as though the Board's proceedings were likely to prove a menace to business generally rather than a terror to evil doers. Almost any lawyer can make a "monkey" out of a man on the witness stand, and while some of the questions asked and answers given may make "smart" reading, what the public want is facts, not swashbuckling. This policy of trying to prove a man a conspirator or thief by digging into his personal affairs and mixing up figures may do for law courts, but should have no place in a business investigation such as the Commerce Board is supposed to conduct. It should not be necessary to drag a merchant's or manufacturer's private affairs through the public press to gather facts concerning profits.

Any committee of men, with an ordinary school education, could sit down and get at the facts regarding profiteering better than this new court seems to be doing at present. All that should be necessary is to purchase samples of clothing, shoes, or other products, compare prices and have experts give opinions on the manufacturing costs. Then let evidence be secured from disinterested merchants upon the actual cost of retailing. Any shoe jobber, for instance, could tell at a glance the wholesale cost of a shoe and a conference with half a dozen retail shoe merchants would establish the percentage that ought to be added for adequate profit.

In the meantime the sensational reports of these "investigations" are filling the minds of people throughout the country with groundless mistrust, and an unrest is being created that is even more effective in its way in its disturbing influence than the red flag waving and bolshevistic blather that the police are seeking to curb.

Money Back If Not Satisfied

A Satisfactory Way to Please a Displeased Customer—"The Customer is Always Right" is still a Good Position to Assume

WHEN you ask me to explain why I am so lenient with customers who have a grievance I can answer it in a very short sentence: Because it pays. These three words are the answer to your question. But I know you want a detailed account of my dealing with customers of this type and why I am so apparently lenient with them. Please note that I have used the word "apparently" because, after all, I do not think I am especially lenient. I may be, when compared with others, but that may not be a good comparison with which to make a test. Too many retailers have not as yet adopted progressive ways of doing some of the regular everyday things that step in to annoy one. And I think too many have the old idea of "No goods returned" fastened too strongly somewhere in their heads. The loss of a sale or the small profit on one sale looks so big to them that they do not see what the loss of the goodwill of a customer may mean to them.

Now here is the way I operate. And possibly I cannot give a better answer than to give a concrete case in which Mrs. Jones figured. Of course Mrs. Jones was not her real name, but it is a handy name to use of a real person who came into my office one day with a pair of shoes wrapped in a paper. I saw there was fire in her eye and fight in her mind. Now it does not pay to make enemies. It does not pay to have business fights. The best way to deal with a customer who has fight in her eye is to disarm her, and the quicker you can do this the better for you and for her.

She laid the parcel on my desk and began to unroll it; as soon as she had this done she began: "Look, I got these shoes here just a few days ago and just look how they have gone," and she pointed out the defect, which I forget just now, but was quite trifling. It was a case where it was no fault of mine nor the shoes. I would have been justified from a point of right and wrong in arguing with her and showing her where it was no fault of the shoe nor of mine. But that would have been to have adopted the old way. The old way by means of which I have lost many customers in the past. The old way that I have dropped and I hope will not take up again. So I took the shoes and looked at them and without discussing the matter with her at all said: "Mrs. Jones, I am very sorry you have been put to all this trouble, but I shall be glad to fix it up for you." Then addressing the young woman at the cash desk I requested: "Please give Mrs. Jones \$8.50 in cash and make a record slip of this amount."

"But," immediately Mrs. Jones broke in, "I do

not want the money, I want another pair of shoes; won't you change them?"

I replied: "Well, Mrs. Jones, the better way will be to settle this transaction first. I will give you the money and then you will be perfectly free to go elsewhere and purchase a pair should you not be able to get suited here. If I give you a due bill or exchange slip you will feel that you have to buy here and you do not want to feel that way. We will do our best to please you, but if we are unable to do so you know you want to feel free to go where you can obtain what you most like."

She was completely disarmed. This removed all the fire from her eye and fight from her mind. She was in a very different attitude towards me and the store. Oh, I remember now what the trouble was. The shoes did not fit her. Now I know it would have been an easy matter to have had her try the shoes on and suggest something or other and convince her the shoes were all right and that they would come to her feet, etc. But while she may have been satisfied while in the store when she got home or wore them a little ten chances to one she would not have liked them and would have always felt they had been pressed on her and she would feel keenly against the store every time she looked at them.

So I asked her to go to one of the salesmen and have him show her what she desired. After she went out I asked him how he made out. He replied he had sold her a \$10 pair instead of the \$8.50.

What was the result? Had I refused to rectify the mistake or forced these on her how many of her friends would have heard of the transaction and heard her version of it? Would that have been good advertising for me? As it is she is never done telling of the square deal she received at my hands and that is good advertising, for I know of several new customers through her recommendations.

I know the average merchant considers this being imposed upon. Maybe it is. But human nature is liable to see the disagreeable things as mountains and the agreeable ones as mole hills if they notice them at all. How often do you think of your fingers and two thumbs on your hands? Not once a week. You become so accustomed to them you forget almost they are there. But some day, when you get a felon on one of your fingers, that finger gives you more thought than the others did for a whole year before. Why? Because it is a sore spot. You also magnify your store troubles because they are sore spots.

The same principle applies in regard to these sore business places. How many customers impose on you or have grievances compared with your whole trade? You will find comparatively very, very few. Yet when one of these cases comes in it looms up before you like a felon on your thumb and you cannot see anything else but that one customer. You let your imagination run wild and you think every one is out to do you. You think of one sale you are losing and you do not think of the many you are losing by spoiling this customer's goodwill.

If there is any system that is bound to breed

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Stray Shots From Solomon

*Wisdom crieth without;
she uttereth her voice in the street.*

So long as a man can keep out of jail some people are willing to call him smart, but when he gets his foot into the meshes of the law they are only too willing to award him a title in keeping with duration vile. There is a kind of smartness that will permit a man to hold fellowship with the elite and take his place in church on Sunday that is not a whit removed from the ways of the common knight of the jimmie. "That man is a clean skater," was said of a prominent churchman in this city the other day. What did it mean? It meant that the individual in question was a lightning change artist, who could adapt his front to every circumstance that presented itself. He is out for self, and woe to the man or men who stand in his way. He would knock down his nearest and dearest friend if he stood between him and his object. That man is as dangerous to society as any Italian bandit that ever drew a stiletto. And yet he is running loose, and his subscriptions to the funds makes him a factor in the Christian Church.

* * *

The reason so many of the young people of these days are of so little use to themselves or any one else is that they have been slop-fed until their moral spine has taken on the consistency of gelatine and fathers forget that the wholesome stimulating conditions that brought physical, moral and intellectual health to themselves are being practically denied their children. One of the most fatal things that can befall a young man is to be allowed to sit down and enjoy the results of his father's patient, faithful toil. Do not deprive your boys of that which you now count so precious, the buffeting, the struggles, the conquests that gave muscle to your right arm, clearness to your eyes and steadiness to your brain. Leave your children something better than ease or luxury. Do not let your hard earned gains be a curse to them. The greatest legacy a man can bequeath his family is a good education, a fair start in the battle of life and an untarnished name. Leave them these and they will rise up and call you blessed.

* * *

The man who takes a grip on his job and bends his back to the load is the one who counts. For every one who means business you find a dozen who spend their time falling over their feet or trying to dodge the issue. The sin of this age is hurry. There are too many people eager to get the results without completing the

process by which they are legitimately secured. "He that hasteneth with his feet sinneth." The shameless, skimping, thoughtless indifference, brazen dishonesty and heartless oppression that come through this haste to be through with a task and reap the results is telling upon this generation. It is making us hollow and superficial, and giving to everything a slipshod instability. Young man, do what you have to do thoroughly. Make haste slowly. Let everything that leaves your hands have the impress on it of thoroughness and honesty in execution. Don't imagine that hurry is hustle. There is a vast difference between that feverish haste that leaves work incomplete and unlasting and that energy that gives to every minute the maximum of effort and pains at the same time.

* * *

It all depends whether you make or lose, or whether you are a big scandal or a little one, how the world looks on your morality.

STOCKS OR POKER If you make a fortune by the use of the stock market, you are a lucky speculator; if you lose on the slump you are an unfortunate stock gambler. If you are a bucket shop operator, you are a subject for editorials or sermons; if you manage to corner the wheat market and make a million, you are a Napoleon and the papers will want your photograph, and will devote three columns to a historical sketch. If you run a pool room, you are put in the category with saloonkeepers, prize fighters and bunco-steerers; if you run a stock broking business, you are eligible for deacon or Sunday School superintendent. It makes all the difference in the world whether the rake-off comes to you over a green-baize table or a polished mahogany counter. It takes a genius at hair-splitting to draw the distinction between draw-poker and stock gambling, but there is a great gulf fixed by the world between the two. Truth knows no such distinction.

* * *

A man gets what he works for in the world if he keeps to his purpose. If you thirst for honor and chase it up, you will overtake it.

SURE WAGES If your heart is set on money, and you keep your eye on the goal, you will get there. If you want wisdom, you can get it, even if your head can't hold much at a time. "I love them that love me, and those that seek me early (diligently) shall find me," says Wisdom. You can get shame also if you make folly the object of your life, for "shame shall be the promotion of fools." There is a man in this town who twenty years ago was the head of a large wholesale establishment, and an officer in the church. He was worth a quarter of a million, and had the confidence and respect of the community. That represented infinitely more. He chose the "strange woman" for his companion and wine for his counsellor. He may be seen almost any day on one of the main thoroughfares in shabby attire, with hanging head and bleared eye. What a promotion! He got the promotion of fools. Where do you stand in the class, young man?

How I Would Advertise if I Were a Shoe Man

Get Away From the Ordinary Once in a While—Do Something That is Different and That Will Make People Talk—By a Men's Furnishing Merchant

YOU have asked me to tell how I would advertise were I in the shoe business. Well, I have never thought of that. But now you have suggested the idea, it appeals to me that I would adopt the same plans I have adopted in my furnishing business; for, after all, advertising is just advertising, the only difference being in the goods you have to sell and the media for reaching the people. As shoes and men's furnishings are nearly alike in a selling sense I will give my plans for advertising furnishings and simply tack them on to the shoe business.

In the first place good advertising is making people talk about you. And the more favorable the talk the better the business which will be drawn. If a community is made to talk about a merchant in some questionable matter it will be advertising, but it will not be the kind of advertising that will draw trade nor bring results from a money point of view, but it will be advertising.

People are more liable to talk about the unusual than the ordinary. One hears very little said about the grass which is seen every day in the average lawn. But when a person is able to produce a lawn of unusual verdure and fineness and evenness of blade and free from weeds or foreign growth it will be talked about. Not because it is grass, but because it is grass of unusual character. The same may be said of horses, or dogs, or people, or any thing else—the out-of-the-ordinary always attracts attention.

Now, having gotten this well into my head, after starting into business I sought out the unusual. First of all I am personally a little different from other people. And so are you, Mr. Shoeman, no matter who you are. Of course it may not be possible for you to capitalize that difference by using it as an advertising feature. Still there are very many men who can. First of all bury your modesty. Have you ever seen the fellow who was all enthusiastic about himself or his business? You called him a regular "blow." Nowadays they more vulgarly call him a "bull shooter." You listened to him and turned away and said to yourself, "Ah, what a lot of guff that fellow gets off." And in spite of yourself you were impressed with him. You liked to hear him talk; you listened. It had effect. Why? Because all people like to see a man who has confidence in himself. If you have not that confidence that will cause you to talk about yourself then get the confidence that will cause you to talk about your business. This does not mean that you shall misrepresent anything. You simply must be enthusiastic about yourself and your business and impress people with the idea that you have something to sell them that will be to their advantage to buy. Always work on that plan of convincing them it is to their advantage to trade with you.

The media I would use would be anything that is usable—newspapers, dodgers, programmes, sign boards, large and small, for the country and the town—and above all my windows. Now hear someone go up in the air about programmes. I know all about the cry there is against programme advertising. Well, I will champion it. As a direct advertisement it may or may not be any good. That will depend a great deal on whether you have a real good value to offer and can

put it up in a readable and convincing way. But I would put on it something of the "different" type merely to draw attention to my store. But of this I will speak later. Let us assume, however, that the programme is no good as a direct advertisement. I am speaking now for merchants in towns of from five to fifteen thousand. These programmes are usually for some charitable affair. Mrs. So-and-So comes around to solicit ads. Mrs. What's-her-name is with her. She comes into my store and asks me to take an ad. on the programme. I bring out my broadest smile and put it on my face and say: "Sure, you mustn't leave me off of that." That makes them feel it is the best thing ever which they are working for. That has the boost in the tone of voice. Then I inquire how they are getting along and I get them all interested and I become interested. Then I start talking about some new line of stuff I have. If it were shoes it would be some of the lines I thought would interest them. Many times I have sold the canvassers of programme ads. more than enough to pay for the space, for as a rule this is from a dollar to three dollars.

What's the result? Mrs. So-and-So and Mrs. What's-her-name go away and talk about me and my store. They will do more than ten times the advertising for me that I gave to them. Now let us suppose I had refused these women, as I have known merchants to do. Tell them it was no good as an advertisement, what would have been the result? They would have gone away annoyed. They would not have been in any mood to patronize my store. I would have lost their goodwill. I would have lost a good deal more than the cost of the ad. on the programme, and yet there are merchants who will tell you that programme advertising does not pay. And so it does not when it is looked at from a narrow point of view. By "narrow point of view" I mean looking at it from just the trade the ad. will bring in. But that is not all. One must look at advertising which is out of usual channels from a goodwill point of view. And programmes come under this heading.

Another strong advertising feature is to take an interest in something pertaining to your town outside of your store. If you have a baseball team get into the boosters' committee and make a noise about your team. Tell people in your ads. that your town has the best team on earth in its class. Ask them to root for it in season and out of season. Offer a silver cup to be contested for in the series. Place this cup in your window with a ticket on it explaining what it is for and that you are giving it. These cups are not expensive and as an advertisement are worth a great deal. I have merely given the baseball team as an illustration. It may be a football team or lacrosse or hockey, or whatever your town excel in. This brings you prominently before the people and is all good advertising. The fans and players will all boost for you.

Now go to the schools. Enlist the co-operation of the teachers by making them feel they have enlisted your co-operation. Suggest to them that they arrange a concert at the close of the school term, or at some appropriate time, and that at this concert they have an elocution contest. Have the teachers drill the pupils during the school term with the understanding that the contest will take place at the annual concert. Offer medals or cups or some other prizes that will be suitable for such events. These prizes you can show in your windows a couple of weeks before the concert and they will cause much interest. But the greatest interest will be that you will have the children talking about you and the prizes, and when you have children talking about you it is the best kind of advertising. Have cuts made of the prizes and have these shown in your newspaper ads. This will get everyone interested and boom the elocutionary talent as well as advertise you.

You can also offer a prize of a pair of shoes for each girl and boy who will make the best record at the entrance examination to the high school. Be sure that this is made

(Continued on page 47)

Shoe Store Smiles from the Sunnyside Shoe Shop

The Prosiness of Retailing is Sometimes Relieved by Amusing incidents that Come to the Shoe Retailer

DOWN in Bowmanville, Ont., there is a shoe store known as the Sunnyside Shoe Shop. It is conducted by Mr. Fred. Foley, who was elected to the executive of the National Shoe Retailers' Association of Canada. Mr. Foley rather capitalizes smiling and his friends recognize his smile almost a mile away. He smiles with his speech as well as expression, with the result that he sees the humorous side of life, which is not a bad thing in these days of trials and troubles. He has sent a few little incidents that have come to his notice in connection with his own business and which will be interesting to other shoemen, for similar little incidents are occurring frequently in many other stores.

His letter follows:—

Happy the man these strenuous times who can start every day with a smile. We are told it is worth a thousand a year to look on the bright side of things—pleasant road to riches. Let us all cultivate the fine art of smiling.

The modern shoe store is a splendid school in which to develop patience; having to fit the feet and the head and the pocketbook, face the public with ever increasing prices and meet all manner of complaints. But the monotony is occasionally relieved by some amusing incident which helps us earn the above mentioned thousand per and start us off with a smile again.

I remember on one occasion my clerk spending about two hours and a half with a customer, who insisted on having each pair of shoes tried on both feet and laced to the top. Finally she decided to take two or three pairs home to dream over. Next day she returned and spent two more hours in the chair. When she finally made her selection and received her parcel her conscience (?) prompted her to the undue generosity of a five cent tip, the first and only gratuity in our experience.

There came to us another prolonged smile one gloomy afternoon when a gawky youth came in, gazed all round, from floor to ceiling, and after apparently fully taking in the situation, asked, "Have you got any stand-up collars?"

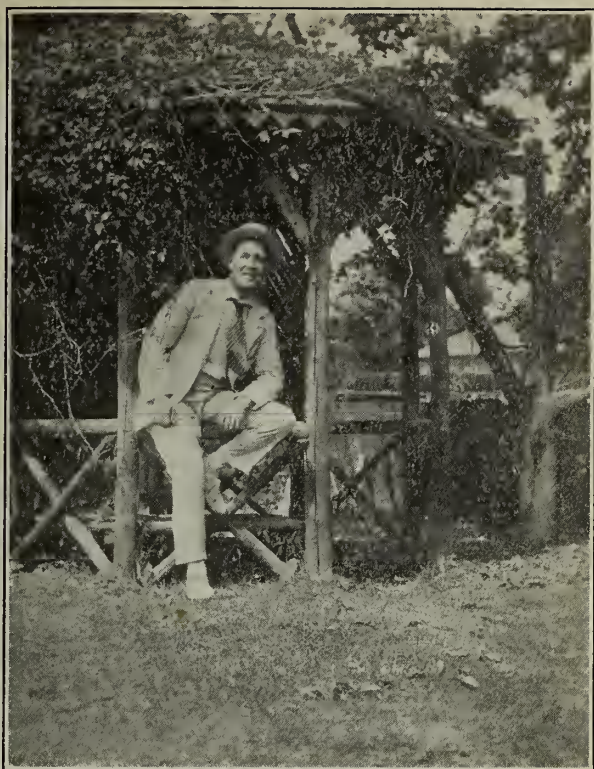
One busy Saturday night a shy country lad came in for a pair of farm boots. He had a new pair on his feet—just received from a mail order house—but the fit had been amiss, too small. To spare the boy's scanty purse we offered to stretch the boots, whereupon he bashfully explained that he had on no socks. Because of the small size of the shoes he had been unable to wear socks and was trying to break them in with his bare feet. It reminded us of Pat in a similar dilemma—"Begorra, I can't get 'em on till I've worn them around a few times." (Moral: Beware of patronizing mail order houses.)

It has been the rule of our Sunnyside Boot Shop for fifteen years to present all the new babies in the community with a pair of wee fancy moccasins. Appreciation from many sources has been varied and interesting, but the following bona fide letter is the climax:—

Dear Friend

with pleasure I take the oppertunity to write yous those few lines.

To let yous know We received the nice present you sent to our baby which we were very thankful



Fred. R. Foley Smiling Sweetly in Sunshine Shelter

for as they are very very nice. Now I would of written to yous before but my dear Mother has been very sick and was sick a week before myself I was up to see her the day before and washes for her but she took worse the next morning, so the D.R. went up their from here it made me very uneasy and worried as it was the first time but what I was allways able to go and stay with her when she was ill she intended coming to stay with me but it was impossible for either of us to help each other then. I am thankful to say she is getting some better but is not able to go out yet it was her heart and Longue I was up to see her before the Baby was three weeks old.

She had failed dreadful and we also had a sick house and is not out of danger yet the veatinary was her last nigh again but for myself I am reall well and John Wessley that is our boy he is very good I think I will Bring my letter to a close as we are going up home to kill our pigs up their so I thought I would finish up my letter while waiting for the rig it is the first cutter ride I have had yet.

I am thank to yous for those little boot which yous sent. Now Richard and Baby joins me in sending this best respects to you.

Wishing yous a merry xmas and a happy new year.

PROHIBITS USE OF PAINT SPRAYING MACHINES

In New York State a measure has been passed to amend the Penal Law by adding new Section 1764, making it a misdemeanor, after September 1, 1919, to operate any machine used for spraying of any paints or materials that contain any poisonous ingredients consisting of lead, arsenic, salts of mercury, benzol, wood alcohol, aniline, paris green, Scheele's green, barytes or other poisons injurious to the health of workmen either by absorption or inhalation; or to operate any machine for the painting of any ship, building or structure which contains any kind of poisonous ingredients or materials dangerous by absorption or inhalation to the health of the workmen operating such spray machine.

A \$7.95 Boot Sale

High Prices Will Draw Crowds—Proof That Times Have Changed

ON Friday and Saturday, the 19th and 20th of September, the Robert Simpson Co., Toronto, ran a remarkable boot sale, one that seems to have eclipsed any sale the company has ever undertaken before. The management of the shoe department suggested the running of a sale of various lines at one price. This is no new idea at all, but at the price intended it was an idea of unusual character. Sales of shoes have in the past been looked upon to have prices down in the \$2, \$3, and not over the \$4 mark. That so great a jump, practically up to \$8, should be called a sale was something that even the wisest of managers might frown upon. However, the management of the shoe department felt that the general public had been educated to buy shoes at the high prices and that a sale of shoes at practically \$8 could be put over, and put over right. So they determined to "go to it," and they went.

Much care was taken in selecting the stock. Much care was taken in arranging the ads. The reproduction of the ad on this page shows how well the matter was thought out and carried out. What would you suppose would be the result of this ad? Would an ad of this kind draw a crowd in your town? The size of the ad was a half page. Well, at 8 o'clock people began to pack the hallway of the store and by 8.30, opening time, the entrance was jammed, and when the opening gong sounded the crowd literally surged in and ran frantically up the stairway, or rather pushed and shoved each other up the stairway, and the shoe department floor (which is possibly the largest one floor shoe space in any store in Canada) was so literally packed that it was

impossible for women to get through the crowd to the women's department—that is those who were unfortunate in not being there early.

As to the values, it is safe to say that the Robert Simpson Co. stand behind every statement made in their advertisements and as proof of this the same jam was repeated on the second day of the sale as that on the opening day. The volume of business done must have beaten every record that the store has for big days, for such a crowd could not possibly have ever assembled before in the store for the purpose of shoe buying, and it is remarkable when it is understood that the prices were \$8, practically

On the same two days, in the city of Woodstock, Ontario, the Knechtel & Co.'s store ran an ad of about the same size as the Robert Simpson ad, and this also did great business for the Knechtel Co. This store has run some big ads in the past and conducted some really big sales, the results of which have been big business for the firm. The ad is well gotten up. The cut of the man is very pointed and that is not intended for a pun. Looking you square in the face your attention is at once attracted to the "Magnet of Price," which is bound to get your interest right at the start.

The ad is particularly well arranged and no space lost. That it did big business goes without saying. It should be observed, however, just what we remarked above that the prices are much below those of the Simpson ad. The highest one we notice is \$4.98 or \$5, and these prices quoted are about the average of a sale of this character. That is what made the Robert Simpson Co.'s sale so doubtful. There is quite a difference between \$5 and \$8 in the matter of drawing people to a sale, but these two ads both worked and the people came in both cases and big business was the result.

It is now up to you to choose your type of sale but be it understood that if you have the goods and they are good value the price will not keep the people away if they are told in good advertising what is in store for them.

You are more interested in yourself than any one else. Look after your business.

Simpson's Sensational 2-Day-Sale of Boots

Begins Friday With 7,000 Pairs of Boots From 7 Factories at One Price, \$7.95

The sale comprises samples and regular stock boots, which were ordered months ago at dollars less than to-day's factory cost to us. This two-day carnival of boot values will draw thousands to the Simpson Store. The offerings are so excellent that to prevent dealers from snapping up the stock in quantities, we shall not sell more than two pairs to a customer. Those who shop at 8.30 a.m. Friday will be well repaid for being here when the doors open.

Extra salespeople, extra selling space, extra cashiers and additional service all around to ensure satisfactory shopping.

The Women's Boots

\$9, \$10, \$12, \$14 and \$18 Values

The newest fall novelty and street styles in most fashionable leathers, black and colored.

Queen Quality samples and some regular lines, Harit samples, Geo. A. Slater samples, Frank A. Slater samples, Classic samples, also some Countess and regular stock lines.

Button and lace boots with 9 and 10-inch tops. Brown and grey suede, grey, brown, black and ivory kid, and brown calfskin.

Plain and fancy vamps of patent colt, Havana brown, kid and calfskin, also light and dark grey and gunmetal leathers.

Low walking, Cuban and Spanish leather heels. Widths A to D. Sizes 2½ to 7. Special, two-day boot sale. All one price 7.95

\$7.95

Women's New Fall Spats
\$1.79

*Fine quality broadcloth and lightest weight materials, white, pearl, light and dark grey, champagne and steel grey. 8 and 10 buttons. All sizes. Friday 1.79

Boys' Active Service Boots
\$3.00 and \$3.50

- Guaranteed, made of heavy box kip leather, blucher cut, heavy solid leather standard screw soles. Sizes 11 to 13 at \$3.00; sizes 1 to 5½ at \$3.50.

No Phone, Mail or C.O.D. Orders on These Boots

The Men's Boots

\$10, 12, \$14 and \$18 Values

The newest in fall styles for men and young men, including:

Harit samples, Geo. A. Slater samples, Frank A. Slater samples, and thousands of pairs of Tetraults, Ritchie and Victor Boots. Sample sizes, 7½, 8, 8½.

Choose them in Havana brown, black and tan storm calfskin, gunmetal, patent colt and black and brown kid, with leather, fleece, wearproof and best duck linings.

Styles are straight lace, button and blucher, heavy and light oak tanned soles, also heavy waterproof viscolized and Neolin soles. Every pair Goodyear welt sewn.

But in the lot will be found sizes 6, 7-11. Regularly \$10, \$12, \$14, \$16, and a few simple high leg hunting-boots up to \$24.00. Special two-day boot sale, all one price 7.95



See Yonge and Queen St. Windows

ON SALE Second Floor

STORE OPENS AT 8.30 AND CLOSSES AT 5.30--STORE OPEN ALL DAY SATURDAY

To Standardize Making of Shoes

British Manufacturers to Meet Demands of Public—Specifications Prepared Under Direction of Associations of Manufacturers in the Various Boot-making Centers

THE Boot Manufacturers' Federation has decided to arrange for the production of standard boots for men, women and children. The range of boots so standardized will meet the demands of the general public for medium grade footwear and will be sold retail at fixed prices.

The specifications for these boots are being prepared by associations of manufacturers in the various boot-making centres and great care is being taken to see that the boots shall be attractive in style and finish as well as durable. No adulterations are to be permitted in the boots and the use of leather board, composition stiffeners and backed insoles is prohibited, except that in the case of women's light walking boots and shoes it will not be necessary for the heels to be made of leather throughout.

All boots made under this scheme will bear stamped on the sole a special stamp consisting of the initials of the Boot Manufacturers' Federation, the words "National Standard Quality," and the price the public will be charged for the boots.

The scheme, it is said, will be a direct reply to the charge of profiteering that has been so freely levelled against the boot trade. It is an essential part of the scheme that the cost of the boots shall be based on a 5 per cent. profit to manufacturers, which is the lowest basis of profit that any considerable section of them worked on before the war.

The charges of profiteering have not, in the opinion of manufacturers, been well founded. While there is no doubt that the prices of boots have risen to an alarming extent, averaging over 100 per cent., it is claimed that the price of leather has risen to an even greater extent. Bottom leather is at least 100 per cent. higher in price and upper leather, particularly of the finer grades, is in such short supply throughout the world that the price of it has risen above the pre-war price by 4s. 6d. per foot—an extra cost of at least 13s. 6d. in the uppers alone of a pair of boots.

The cost of labor in making such a boot has risen by at least 85 per cent., it is claimed by the manufacturers. These increases in manufacturing charges account very largely for the increases in the wholesale prices of boots and shoes, and particularly of those made of finer leathers, according to statements by manufacturers.

During the fourteen months ending in April of this year the Government exercised, under the authority of an order of the Army Council, a control over the production of certain boots which were known as "War-time boots." These boots, of which 23,000,000 pairs were produced, were of grades similar to those that the Boot Manufacturers' Federation has now adopted as national standard boots. They were made at controlled prices, which were based on manufacturers using bottom and upper leather, the prices of which were controlled by the Government.

When, under the general public pressure to abandon the control of trade, the Government withdrew the scheme, manufacturers gave an undertaking that they would continue to produce a certain quantity of boots at a percentage of profit not greater than they had made on similar boots in 1914. This undertaking has not prevented the costs of boots rising, because the costs of raw materials have been advancing. The boot manufacturers have now entered into an arrangement with the sole leather tanners whereby both bodies exercise a voluntary restriction of profits to help check the prices of boots from rising unduly.

BARGAINS BEYOND PARALLEL SAVINGS BEYOND COMPARE

The Magnet Of Price

Was Never Stronger Than in These Offerings FOR FRIDAY AND SATURDAY

The Knechtel supremacy of "Value" was never more exemplified than in this week's special footwear offerings. This ad. and our windows are devoted to the burning question of the moment—"How to keep down the high cost of living." Offerings such as these is our answer. Our windows answer the question even more fully, make it a point to inspect them.

Big Reductions in All Lines Of **OUTING SHOES**

- Men's White Running Shoes, double soles, \$2.50 value. Sale price... \$1.48
- Men's Heavy Brown Canvas Harvest Shoes. Sale price... \$2.48
- Women's Black and White Canvas Hi Cut Running Shoes. \$1.75 value. Sale price... 98c
- Boys' Brown and Black Hi Running Shoes. Sale price, \$1.25
- Same line in Youths', sizes 11 to 13... \$1.00
- Sizes 4 to 10 1/2... 90c

- Misses' and Children's White Canvas Hi Running Shoes, \$1.50 value... \$1.00
- Misses' and Children's White Canvas Mary Jane Slippers, \$2.25 value... \$1.00
- Misses' School Shoes, \$3.50 value... \$2.00

Prices in Most Cases Less Than Wholesale

- Women's Grey Kid Oxfords, Louis heels, \$7 value. Sale price... \$4.98
- Women's Patent Pumps, low heel, \$3.00 value. Sale price... \$2.00
- Misses' Patent Pumps, sizes 11 to 2. Sale price... \$1.75
- Child's Patent Pumps, sizes 8 to 10 1/2. Sale price... \$1.48
- Women's Black Kid Shoes, round toe and Cuban heel. Sale price... \$2.98

Foot Comfort Department
In this department we employ a graduate practitioner. He will give you free advice and examination. Bring your foot troubles to us.



DOLLAR DAY BARGAINS IN TRAVELLING GOODS
WHY NOT TAKE ADVANTAGE OF THIS WONDERFUL MONEY SAVING OPPORTUNITY.

- TRUNKS... \$4.98 up
- SUIT CASES... \$1.75 up
- CLUB BAGS... \$2.48 up
- PICNIC BOXES... .39c

Special Prices In Patent Roman Sandals

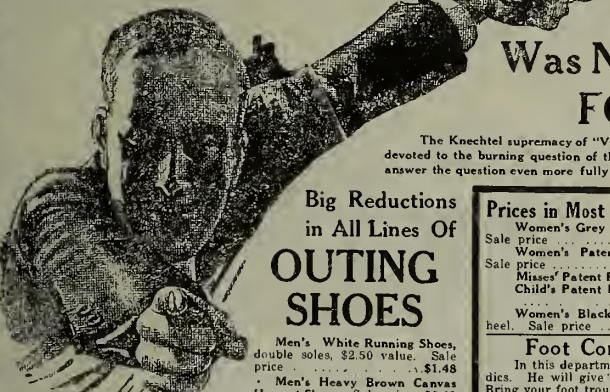
- Misses' Sizes, 11 to 2, \$2.75 value for... \$1.98
- Child's Sizes, 8 to 10 1/2, \$2.25 value for... \$1.48
- Infant's Sizes, 3 to 7 1/2, \$2.00 value for... \$1.23
- 10c LACES, all colors, 3 pairs for... 25c
- 15c SHOE POLISHES, white, brown, Oxblood and black, 2 for... 25c
- Boys' Black and Tan Running Shoes, to go at... \$1.25
- Boys' All White Running Shoes, to go at... \$1.48
- Youths' Black and Tan Running Shoes, to go at... \$1.00
- Boys' and Girls' School Shoes that are hard to wear out, at money saving prices.

EXTRA!

- Men's White Canvas Hi Lace Shoes and Oxfords, \$3.50 value... \$2.00
- Men's Heavy Brown Canvas Lace Shoes, heavy double rubber soles and solid rubber heels. Will make a good harvest shoe. Per pair... \$2.48
- Men's Gunmetal Lace Shoes, \$5.00 value. Sale price... \$2.98
- Men's Havana Brown Calf Lace Shoes, Acme soles and rubber heels. \$7.00 value. Sale price... \$5.00

First Come, First Served. You Never Saw Such Prices

- Men's Gunmetal and Patent Lace and Button Shoes, Goodyear welt, \$7 value. Sale price... \$4.98
- Men's Gunmetal Lace Shoes, Acme soles and heels, \$5.00 value. Sale price... \$3.98



Prices Have Been Forced Downward Here's the Result

- Women's White Canvas Hi Lace Shoes, \$3.50 value... \$2.00
- Women's White Canvas Oxfords and Pumps, \$3 and \$3.50 value... \$2.00
- Women's Smart White Canvas Hi Lace Shoes, Louis and sport heels, \$4 and \$4.50 value... \$2.98



KNECHTEL & CO.
2 Doors West P. O. Where the Genuine Bargains Are. Phone 484.

Why Should People Buy at One Particular Store?

An Advertising Campaign that Sought to Convince Local Buyers of the Advantages of the Home Market—Some Mistakes in the Appeal.

THE above question is asked by a staff writer in *Printers' Ink*, who uses the advertising methods of a western hardware concern to drive home some salient points in getting at local country buyers. The concern in question in an interesting series of advertisements in numerous small-town dailies and weeklies is setting forth what appeals to it as reasons why people should buy from their local hardware man rather than the catalogue houses. It is paying for the space itself and its name appears on all the advertisements.

In some of the copy the old, mistaken idea of "the local merchants working with you shoulder to shoulder to bring about better conditions for you and your family and himself and his family" is to be found.

This is not the kind of message that appeals. People are not going to buy goods from the local merchant on any such basis. There are also such statements as "your local merchant is your partner. He is one of you—lives and raises his family among you. He enjoys your joys and shares your burdens." This is palpably far-fetched and lacks a convincing ring. Some dealers may share their customers' burdens. More likely they do not. Anyway, this is not the proper basis upon which to advertise for business.

Campaigns like this, to do the good they can do, should keep away as far as possible from such sentiments as sharing one another's burdens, making the town a better place to live in, the rights of the retailer, and all that sort of thing. Specific statements should be made and proved.

Take the case of Mr. Farmer, for instance. He is the gentleman who is blamed by the retailers for much of the prosperity of the catalogue houses. You can't reach him by any talk about sharing burdens. He isn't interested. Neither is he going to be impressed by any abstract statements about the natural pride everybody must feel in building up the town. But there is one consideration upon which you can get him every time. This is the value of his land.

It will be very easy to show any farmer that the nearer his farm is located to a live town the more his land will be worth. If he could have a farm ten miles from Chicago it would be vastly more valuable than one ten times as large located one mile from Peterton. Put this idea into the farmer's head and you get him in a kindly receptive mood where he is ready to listen to talk about the necessity of building up the town. The interesting part of this idea is that it is absolutely sound and actually shows the part of the proposition that is of importance to the farmer.

The trouble with most of the sentimental arguments brought up in behalf of neighborhood buying and buying at home is that the benefit is too much one sided. People are much more likely to listen to arguments about building up the town when they, as well as the retailer, can get some benefit from it.

GOOD LEATHER AND GOOD HEALTH

A subscriber sent us the following article clipped from a trade journal. It is interesting from various points of view.

"Some singular things there are about this disease called Spanish influenza," remarked a tanner, "and one of the most singular, to my mind, is the fact that the disease

has got inside our tannery. Now, I have always considered tannery workers immune from many of the diseases to which man is heir; and I cannot understand how the disease germs penetrated the air of our tanneries. I say this with all seriousness, for it has been my experience, and the experience of my father and grandfather before me, that the air of the tanneries has a beneficial effect on the health of the men who worked in them. If time permitted, I could dig up a list of long-lived men who spent their lives in tanneries, and thereby offer proof of my opinion that tannery air is healthful.

"For me to recommend the abundant use of good sole leather as a means for the prevention of the disease called Spanish influenza, or other diseases, may seem singular; yet I do so recommend, for I am one of those old-fashioned fellows who believe that walking much in the pure air out-of-doors is the best tonic in the world. I was strengthened in this opinion by a trade paper clipping which I came across the other day, telling of Mr. Graton, of Graton & Knight, the celebrated belt manufacturers, who, at 88, walks much daily, usually walking from his home to his factory.

"I also have the record of Dr. Edward Augustus Holyoke, a son of the first president of Harvard College, who at the age of 20 gave up riding horseback and thereafter until his eightieth birthday went on foot to visit his patients. He lived to be more than 100, and at a dinner in his honor upon his centennial he addressed the gathering and told it that during his life he had walked 145,000 miles, and that his habit of walking much daily, in combination with his temperance in food, drink and pastimes, had contributed much towards his long life.

"So I am believing," concluded the tanner, "that he who puts good sole leather on his feet, and walks much each day, strengthens his body and makes it better able to resist disease. I would repeat that old saying that "the legs are the lungs of the body," for it is by vigorous use of the legs in walking that the lungs are exercised, cleansed and strengthened. Altogether, I believe the public welfare would be served if we men of the leather trade got together and carried on an advertising campaign to encourage the use of good sole leather in the healthful practice of daily walking."

HIDE IS KING

With all the talk about hides and leather being up in price at the present time, the illustration shown here proves that Mr. Hide has never been very Dr. Jekyll in character.



He has remained about the same all the time and that is a ruler of high prices. In 1912, seven years ago, the Lang Tanning Co. issued a post card with the above illustration on it, and the following reading: "Dear Sirs:—In consequence of the increase in cost of hides it becomes necessary to advance the price of leather on all selections. Prices will be given on application which will be in keeping with the market conditions." Of course, the prices then were not so high up on the ladder as now, but they were "Going up," as the elevator man says.

Anglo-Canadian Leather Co.

LIMITED



Authorized Capital, \$5,000,000. Capacity, 4,000 Sides Daily
or an Annual Output of 24,000,000 lbs.

The Largest Sole Leather Tanners in the British Empire

Maple Leaf Brand

SOLE LEATHER

Tapsoles, Toplifts, Etc.

Warehouses: MONTREAL, TORONTO, QUEBEC
Tanneries: HUNTSVILLE and BRACEBRIDGE



THE above cut is from a photograph showing a shipment of MAPLE LEAF BRAND TAPSOLES and TOPLIFTS leaving the Warehouse of ANGLO-CANADIAN LEATHER CO. Limited, King and Bathurst Streets, Toronto, on September 15, 1919, and consists of six heavy team loads and two motor truck loads with a total of One Hundred and Thirty-Five cases, containing Seven Thousand Two Hundred and Eighty-Nine dozen pairs or 174,936 pieces—weighing 36,562 lbs. This shipment represents some of the orders taken during the time of the Canadian National Exhibition, 1919.

Head Office—
218 Notre Dame St. W., Montreal, Que.

Quebec Branch—
566 St. Valier St., Quebec, Que.

Toronto Warehouse—
665 King St. West, Toronto, Ont.

Tanneries—
Huntsville and Bracebridge, Ont.

The Largest Sole Leather Tanners in the British Empire.



PHOTOGRAPH of the BAND OF ANGLO-CANADIAN LEATHER CO. Limited, comprising 60 men, employees of the firm at Huntsville and Bracebridge, who under the generous support of the General Manager, MR. C. O SHAW, and the able leadership of MR. HERBERT L. CLARKE, the world's premier cornet soloist, have achieved the proud position of being rated the finest Concert Band in Canada. The concerts given by this band are especially noted for the exceptional ability of a number of outstanding soloists.



ILLUSTRATION of ANGLO-CANADIAN LEATHER CO. Limited, exhibition of MAPLE LEAF BRAND Oak and Hemlock SOLE LEATHER and TAPSOLES, etc. Showing also an attractive display of Tanning Materials and Sole Leather in the process of tanning in various stages from the Green or Dry Hide to the Finished Leather.

Head Office—218 Notre Dame St. W., Montreal, Que.
Toronto Warehouse—565 King St. West, Toronto, Ont.

Quebec Branch—566 St. Valier St., Quebec, Que.
Tanneries—Huntsville and Bracebridge, Ont.

The Largest Sole Leather Tanners in the British Empire.

Leather and Shoe Trade Jottings

Talk of the Street in Shoes and Leather—Hide Market Firm, Up Slightly—Leather Holds its Own in Spite of Conditions—Shoe Buyers Evidence Shortage of General Stocks—Ordering for Spring Liberal But Sane—Export Demand for Leather and Shoes Good

THE general situation is that leather, in spite of the weakening during the past month on account of manufacturers not being actively in the market, maintains a strength that shows there is little chance of cheaper raw materials for the shoe manufacturer for some time to come. There has been a slight weakening in some lines of upper as indicated by some reported sales, but even in these lines there appears to have been a recovery in the past two weeks. From inquiries amongst manufacturers and leather men it would appear that desirable selections of both upper and sole are still held strongly at present quotations and as soon as a steady demand sets in and manufacturers are in the market for spring requirements the whole situation will, no doubt, become stronger. The feeling prevails, however, that the peak, as far as speculative values is concerned, has been reached, and unless an export situation takes on increased activity there will not be a great tendency towards enhancement of values.

The Hide Market.—While the general tone of the market has improved and sellers have within the past week or two been able to impose their ideas, to a certain extent their ideas, the excitement and uncertainty of a few weeks ago seem to have been checked. The market in packers and country hides has shown practically no advance, but sales have been made at prices hitherto refused by buyers. Heavy native packer steer hides have sold at 48 cents and country buffs at 38 cents, which is quite a drop from boom prices, but is nevertheless indicative of the stability of the market on its present basis. Local markets are in sympathy with Chicago conditions and evidence an easier situation in both hides and skins. The foreign market has shown weakness in salted hides, although the situation may be said to have improved as far as sellers are concerned in dry hides, some large sales of which were reported last week. Mountain Bagotas are, however, still selling on a basis of 48 cents with other lines in keeping with this figure. Calfskins are somewhat neglected and prices have been shaded at New York. Goat skins are quiet and few transactions are reported. The outlook is difficult to predict. No doubt there are considerable hides in holders' hands being retained in

expectation of increased demand from tanners as present stocks are worked up. Tanners have been following a very conservative course, and there is no doubt but that if spring trade in shoes induces a large demand for leather there will be a corresponding demand for hides which may go up a couple of cents a pound within the next month.

The Shoe Situation.—There is no doubt shoe stocks are bare for this time of year. Dealers have mostly been accustomed to gauge their stocks by the inventory value rather than the number of pairs and are already finding this method of calculation somewhat disconcerting. On the other hand the higher prices asked for replacement have caused many to go more slowly than they otherwise would. So that buying for fall and sorting trade has been most careful and conservative and already indications are abundant that many of the shoe stocks throughout the country are upon a most threadbare basis. As a sample of this it may be mentioned that one large retail buyer recently visited a jobbing house with which he had in the past done little, if any, business and practically begged the concern to sell him all it could spare for cash. The jobber had to protect many regular customers who were in a similar position of need but strained a point. The buyer would easily have purchased twice the amount he was allowed if the jobber had been willing. This shows what conditions are and how impossible it is to obtain adequate supplies in staple shoes. To the credit of manufacturers and jobbers it may be said that they are not taking advantage of the extraordinary conditions and are protecting their customers both as to goods and prices within their possibilities. Retailers will have to buy carefully for a considerable time to come if they are to prevent a panic such as occurred fifteen months ago.

Protest against Indian Leather Tax.—It is learned that many members of the Tanners' Council of the United States are in favor of sending a formal protest to the State Department against the action of the Indian Government in imposing a duty of 15 per cent. on exports of hides and skins from India to all countries, with the exception of Great Britain and her colonies. It is felt that such discrimination in favor of Great Britain is entirely unwarranted, and many believe that in view of the heavy imports of hides and skins in this country from India it may result in an increase in the price of shoes.

It appears, however, that some members of the council do not believe that it would be wise to submit a memorandum to the State Department. They claim that the volume of imports is not great enough to have any appreciable effect, and it is further claimed that even if Great Britain and her colonies are favored, they will not be able to absorb the increased quantities of Indian hides and leather sufficiently to prove serious competitive factors. At any rate, the plan to submit a protest will not be acted on for a day or two, the officials of the council desiring to get a more definite line on the views of most of the members of the organization.

(Continued on page 47)

Montreal Shoe Retailers' Association Meeting and Banquet

Large and Enthusiastic Meeting of Montreal Retailers—The Trade Well Represented and a Profitable Time Was the Result

WHAT was probably the largest attended and most successful meeting, afterwards followed by a banquet, was held by the Montreal Shoe Retailers' Association on Tuesday evening, September 30th, at the Place Viger Hotel. The special committee organized for this occasion, composed of the executive officers and some



ALF. LAMBERT



J. A. BEAUDRY

of the prominent members of the Shoe Retailers' Association of Montreal, are the ones who so successfully organized and carried out the event.

The meeting was called together by Mr. Aime DeMontigny, President of the Montreal section, who welcomed those present and thanked them for attending in such large numbers. After the minutes of the previous meeting had been disposed of Mr. Louis Adelstein, Secretary, gave a report of what took place at the National Shoe Retailers' Convention, recently held in Toronto. Mr. Adelstein dwelt at some length upon the importance of some of the resolutions which were passed at the National gathering. He spoke very enthusiastically of the splendid reception

which they received in Toronto, also of the perfect way in which the details of the convention were carried out. He also said he was glad to announce that the next Retail Shoe Convention would be held in Montreal. Mr. DeMontigny then asked Mr. Geo. G. Gales, Vice-President of the National Shoe Retailers' Association, to act as joint chairman and to introduce the speakers of the evening who were Mr. Geo. A. Slater; Mr. Peter Doig, sales manager of Tetrault Shoe Co., Limited; Mr. A. Lambert, of A. Lambert Inc.; Mr. Jos. Daoust, of Daoust, Lalonde & Co., Limited; Mr. J. A. Beaudry, of Le Prix Courant.

Mr. Geo. A. Slater gave an interesting address on the price of footwear, going into detail as to the scarcity of raw materials, and gave several interesting illustrations to show that in reality shoes were not in comparison as high in price as many other articles of wear. Mr. Slater, by quoting prices asked by retailers for other goods, such as a baby's bonnet, showed that it is a common thing to ask for baby's headgear three times what a pair of children's shoes will cost. Other comparisons were made by Mr. Slater which were most instructive and interesting to those present.

Mr. Geo. G. Gales then introduced Mr. Peter Doig and humorously remarked that Mr. Doig was the comedian of the Canadian shoe trade. Mr. Doig's remarks were often punctuated by humorous and witty stories, yet they were in the main serious and inspiring. He spoke on Canada's heritage and the duty we owe as citizens of this great Dominion. We should view this country with a broad outlook. See Canada from the Atlantic to the Pacific and all work together for the upbuilding of our Dominion, and we who are engaged in some way or other in the shoe business can do a great deal to make the industry an even greater one than it is at present by encouraging the sale of Canadian-made shoes. Good shoes are made in Canada and we should not be timid in insisting upon this fact. The other day we unveiled a monument to a great statesman and patriot, George Etienne Cartier. We all admire patriotism, let us then carry our love of country to its logical conclusion and endeavor at all times to encourage the wearing of goods made in our own country.

Mr. Gales then introduced Mr. Alfred Lambert, who spoke on the value of organization and its benefits to all those engaged in the shoe industry. He then dwelt on the prevailing prices of shoes and the exhaustion of raw materials and their effects on the price of the finished product, also



GEO. A. SLATER



LOUIS ADELSTEIN



JOS. DAOUST

the demand of foreign countries for shoes. Among the other causes were the high cost of labor, which had advanced in many instances from 100 per cent. to 150 per cent., coupled with shorter hours of labor, causing a decrease in production. Mr. Lambert also stated that style was the greatest autocrat of all and that its dictates were often detrimental to health, comfort and pocket, yet most of us obey its command. The manufacturer was compelled to waste a lot of valuable material to satisfy the exigencies of style. A great increase in supply of shoes would result if women would only discontinue wearing 8, 9 and 10 inch shoes. Ask the tanner what it costs to produce these fine colored shades of leather. If figures were given to the public, the cost of this fancy tannage would astonish them. Mr. Lambert then spoke of the injurious effect of strikes, how co-operation and goodwill between capital and labor was so essential to the prosperity of all.

The chairman then introduced as next speaker Mr. Jos. Daoust, saying that one fine day Mr. Daoust had gone to Toronto and made a speech there which had at once made him famous, as it appeared in all the newspapers throughout the country. Mr. Daoust in reply said that this notoriety, which seemed to come to him owing to his Toronto speech, had not affected him in the least, but that it was often very amusing. The other day, said Mr. Daoust, I was accused by two men of boosting prices. Some time previous I was given the credit of lowering prices. Strange, I must be truly a wonderful man. If I rise in the morning and say prices must go up to-day, up they go. The following morning, if I say they must go down, down they go. Despite what others may think of it, I have nothing to do in regard to controlling prices. Action taken in the United States with the object of lowering prices, which was much discussed in the press and elsewhere about the time I addressed the convention in Toronto, tended to bring my name into prominence. Concluding Mr. Daoust said he was always glad to co-operate with the retailers in all things to better conditions in the industry and would gladly give his assistance when asked to do so by the retail association.

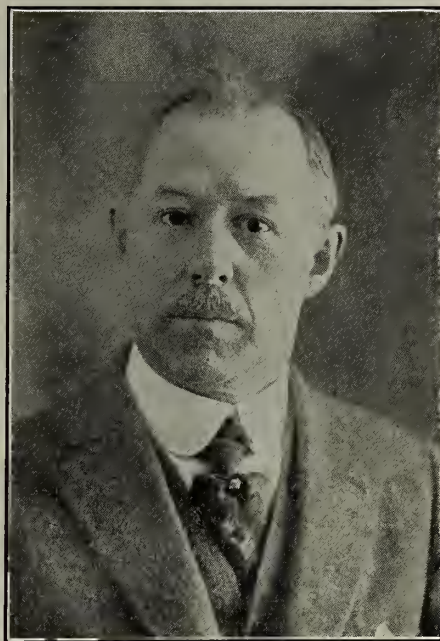
Mr. J. A. Beaudry also addressed the meeting in French and English.

Mr. Geo. Gales, who very ably filled the position of chairman during the banquet, thanked all those who helped to make the gathering such a wonderful success.

Mr. C. R. LaSalle also concurred in the previous speaker's remarks.

Telegrams of regret at not being able to attend were received from Edward Cook, Secretary of National Shoe Retailers' Association; Mr. Jas. Acton, of SHOE AND LEATHER JOURNAL, and Mr. W. F. Stewart, of the Canadian Manufacturers' Association.

Among those present were:—Louis Adelstein, B. Avrich, J. Beaudin, P. Berman, J. O. Boulerice, J. A. Brunet, J. W.



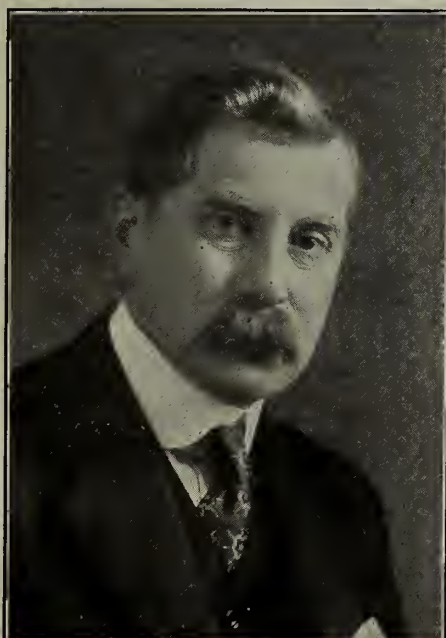
C. R. LaSALLE

Cousineau, Vve. Dame Couture, Daoust & Vigneault, Aime DeMontigny, Geo. DeLauniere, A Barriere (representing T. Dussault), B. Cummings (representing Eaton Shoe Market), J. V. Queen (representing Fairweathers Limited), H. Golub, Harry Gibbons, Eudore Guerin, Geo. G. Gales, M. Gold, W. G. Miller (representing Hartt Shoe Co.), Mr. Greenspoon (representing Ideal Shoe Store), D. Joselefsky, H. Jutras, Albert LaSalle, C. R. LaSalle (representing F. & X.

(Continued on page 47)



PETER DOIG



GEO. G. GALES



AIME DeMONTIGNY



Order Now

Sure—Profitable—Quick Sellers

“Outing Brand” Canvas Footwear is well known by the Canadian Shoe Trade. The superior styles and quality have won for it a recognized place in every progressive shoeman’s stock. When you order “Outing Brand,” you are not experimenting with unknown and untried goods, but availing yourself of lines that are well known and are fast, profitable sellers. Make your list of requirements out to-day. Make it as big as your next season will need, and have it ready for the traveller.

All Orders Placed Before Dec. 1st, 1919
Are Subject to an Early Order Discount of 5%

Salesmen from the Jobbing Houses are now on the road.
Save your Biggest List for “Outing Brand.”



Outing
TRADE MARK
G. P. & R. L^{TD}



The Brand of Quality

Gutta Percha & Rubber, Limited

HEAD OFFICES AND FACTORY: TORONTO

BRANCHES: Toronto, Halifax, Montreal, Ottawa, Fort William, Winnipeg, Regina, Saskatoon, Edmonton,
Calgary, Lethbridge, Vancouver, Victoria

FUTURE OF BRITISH RUBBER INDUSTRY

According to the trade supplement of the London Times, a statistical comparison of the rubber trade of Great Britain with that of the United States during the past five years reveals some remarkable facts.

"There is no doubt," says the trade supplement, "that we have been severely handicapped and, all things considered, the results of our efforts to keep the industry going in this country are very creditable. At the same time, the United States had a wonderful opportunity for expanding their rubber industry during the first few years of the war and make the best use of it. A great effort to increase production will be required from our workers if this country is to retain its place among the premier rubber manufacturing countries of the world. The Americans are under no delusions as to limitation of output increasing employment. They know that increased production throughout their country means increased wealth for the whole community.

"The bulk of the world's plantation rubber is grown with British capital, but we are barely holding our own in the rapidly expanding industry of rubber manufacture.

"Imports of raw rubber into the United Kingdom, though more than maintained up to the end of 1917, fell in 1918 to a figure considerably below the pre-war level. During the same period the imports of raw rubber into the United States have more than trebled, rising from 1,319,957 centals in the year ended June 30, 1914, to 3,895,990 centals in the year 1917-18.

"Not only is this large increase noteworthy, but the direction of the trade has radically altered.

"In the year ended June 30, 1914, 36½ per cent. of the rubber imports into the States came via the United Kingdom. By 1918 the proportion had fallen to only 5½ per cent. In 1914 only 12 per cent. came direct from Malaya and Ceylon, while 30½ per cent. came from Brazil.

"In 1918 66 per cent. came direct from Malaya and Ceylon and the contribution from Brazil had fallen to 10½ per cent. Similarly, from the Dutch East Indies in 1918 the United States drew 14 per cent. of their imports, as compared with less than 1 per cent. in 1914.

"Comparing the exports of rubber manufactures of this country with those of the United States, we find that the value of our exports in 1918 was a little above the figures for 1913, but it must be remembered that owing to the great increase in values which has taken place the figures represent a smaller quantity of goods.

"Rather more than half the value of rubber manufac-

tures exported from the United Kingdom is represented by tires for carriages, cycles, motor cars and motor cycles. The trade statistics of the United States show an increase in value of exports of rubber manufactures from £2,984,350 in the year ended June 30, 1914, to £6,946,496 in 1917-18, an increase of 233 per cent.

"The greatest expansion was during the years 1915 and 1916, when the exports more than doubled in value. As a result of a canvass of the members of the National Association of Manufacturers of the United States it was reported recently that a predominating condition of business prosperity exists in the rubber trade and that the general view is that trade prospects for the immediate future are bright.

"As far as export trade is concerned the probabilities lying before British manufacturers should be equally favorable and the results achieved will be proportionate to the high level of organization in the industry and the diligence of the workers in maintaining a good output.

WOULD YOU DO THIS FOR A TRAVELLER?

Travellers can tell you all kinds of stories of how they are used on the road by customers or retailers on whom they call. Some keep them waiting unnecessarily from one train to another and often keep them and do not look at their lines at all. But here is a true story of a retailer's treatment of a traveller, and it is doubtful if it has an equal. In fact we are ready to give it the record. This retailer made three appointments with travellers. He was suddenly called to Chicago—distance five hundred miles. He called the travellers on long distance and told them of his changed plans and made new dates. One of these dates was the next day after his return. He intended to stay but one day in Chicago and take the night train home. He found when the day was done in Chicago that he had not gotten through his business and another day could have been spent profitably. But he remembered his appointment with the traveller and came the five hundred miles to keep it. Yes, he is a Canadian too.

The United Shoe Stores, Limited, are entering the Regina field, and have taken over the Imperial Shoe store on Hamilton street. W. J. Stevenson, proprietor of the Imperial Shoe Store and previously manager of the Thos. Ryan wholesale house here, has disposed of his interests in the Imperial Store to the United Shoe Stores, Limited. The new firm have stores at various points throughout the west, but this is their first Regina establishment.

S. GRIMASON, WINNIPEG

Mr. Grimason, proprietor of Grim's Shoe store, at 266 Portage Ave., Winnipeg, is a shoe man from the ground up. He learned the business in a factory, but later identified himself with the retail end of the business and has held many responsible positions as manager. Among these are the Form Boot Co., of London, Eng., Boston Shoe Co., and the shoe department of the Hudson's Bay Co., Winnipeg, and the R. H. Williams Co., of Regina, leaving this latter position to go into business for himself.

Mr. Grimason caters to the trade of the masses, and features good values at moderate prices and then adds a service that is equal to the best to be had in any store in Winnipeg. That his idea was a good one is attested by his tremendous success since he has opened his store. He lately returned from a six weeks' trip east and is glad to be back on the job again.



A WANT SUPPLIED

Realizing the handicap which Canadian Shoe Manufacturers are under in being unable to always procure a STANDARD LINE OF KID

CITADEL KID

WILL IN FUTURE BE

STANDARDIZED

UNIFORM IN GRADES AND WEIGHTS.

Manufacturers can now order their requirements with the assurance of later being able to secure further supplies identically the same as previously obtained.

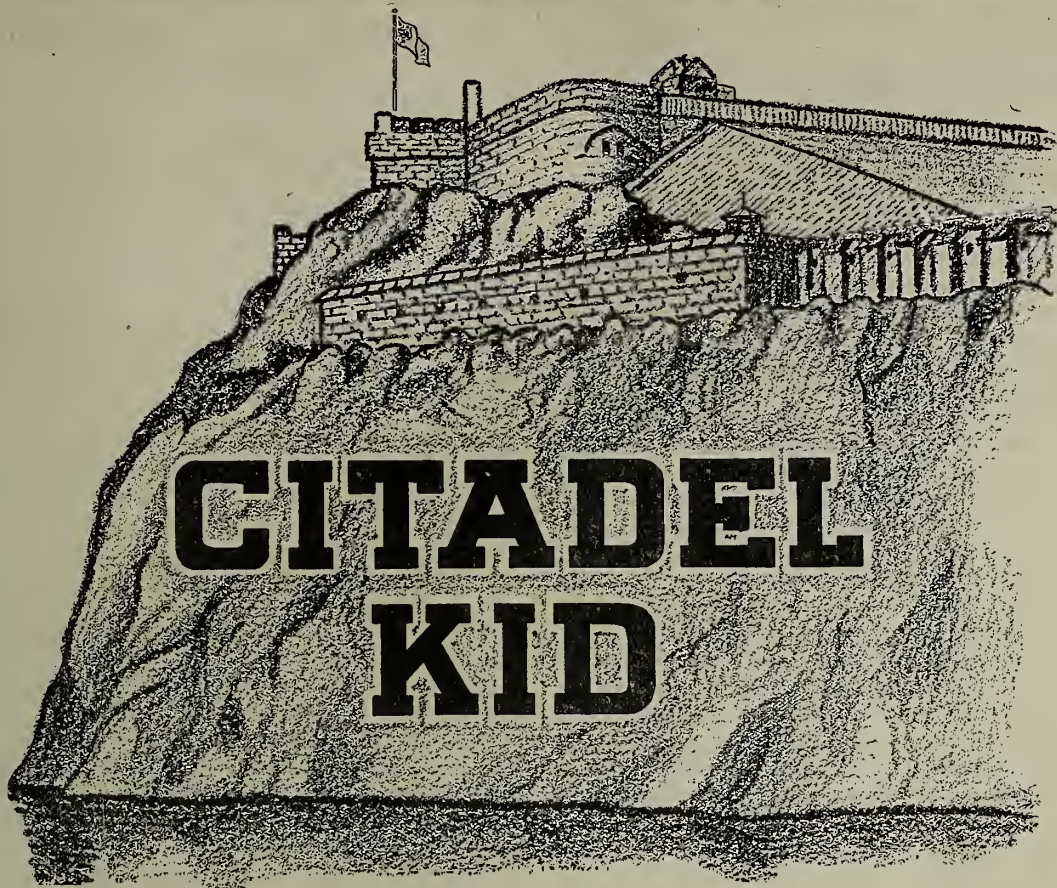
CITADEL KID has come to stay.

J. A. SCOTT

Eventually

CITADEL LEATHER CO. LIMITED

MONTREAL AND QUEBEC



Commencing October 15th, 1919, we will receive continually shipments of

BLACK and BROWN GLAZED KID

In Standardized Grades and Weights

Having closed with one of the leading tanners in United States to take their entire output, which assures us a supply of

5,000 dozen Glazed Kid per month,

we are now in a position to contract to supply you for your next season's run in selections and weights at a fixed price.

J. A. SCOTT

EVENTUALLY

CITADEL LEATHER CO., Limited

MONTREAL and QUEBEC

Leather Men to Meet at Chicago

Exhibits of Various Kinds of Leather to be Shown—British Shoe Manufacturers Will Attend Gathering—Leather and Hide Prices to be Considered

AN EXTENSIVE exhibit of various types of leather will be one of the leading features of the annual convention of the Tanners' Council, which will be held in Chicago on October 16th and 17th. This will include exhibits of upper, glove and fancy leather gathered by Norman E. Hertz, United States Trade Commissioner, as well as sets of box calf, glazed kid leather, wax splits and fine sheep and lambskins.

The high prices of leather and leather raw stock are among the subjects to be discussed at the convention, which will be of interest not only to tanners and shoe manufacturers, but also to the people generally throughout the country.

Another feature of the convention will be the presence of the delegation of the important British shoe manufacturers which is now in this country. These shoe manufacturers are now touring the principal centres of the United States and are being welcomed by committees of tanners and shoe manufacturers in each city visited by them.

Mr. Vogel's Address

F. G. Allen, the acting president, will preside in the absence of F. G. Vogel, the president of the council, who is now in Europe. The address of Mr. Vogel, which is being read in Europe, will be read to those attending the convention, and it is expected to prove of unusual interest, as it will probably contain a wealth of information regarding the hide and leather situation in Europe.

There will be division meetings on the first day of the

convention, meetings of the board of directors, and directors and officers will be elected for the ensuing year. On the second day there will be an informal discussion on accident prevention and sanitation, which will be led by Percival E. Foerderer, chairman of the Industrial Committee, and Roy S. Bonaib, director of the Industrial Bureau. An illustrated lecture on tannery products will be given.

The morning session will be terminated with a discussion on foreign trade in which the following will participate: J. W. Helburn, chairman foreign trade committee; C. W. McNeely, chairman export managers' committee, Philadelphia; L. H. Nelson, chairman export managers' committee, New York; L. W. Crush, chairman export managers' committee, Chicago; T. J. Murray, acting chairman export managers' committee, Boston; H. E. Islen, editor Export Recorder, Boston, and J. R. Arnold, chief foreign trade bureau.

The convention will close with two addresses, "Conditions in the Hide and Leather Trade," August H. Vogel, and "American Leather Research Laboratory," George L. Terrance.

WESTERN PRICES UP 20 TO 30 PER CENT.

According to a Winnipeg paper a general advance of 20 to 30 per cent. in the wholesale price of all staple lines of shoes, effective this month, has been announced by Winnipeg wholesale shoe dealers. This means an increase of from \$2 to \$4 in the wholesale price of shoes. The raise followed a similar boost in prices by United States manufacturers and wholesale dealers. Fifteen lines of men's shoes and as many makes of women's boots are affected. The retail prices will be advanced accordingly as soon as shoes in stock are sold out. The minimum prices of shoes of popular makes will be raised to \$10 and \$12 retail, when existing stocks are sold. The maximum prices will jump to \$18 for men's shoes and \$20 to \$22 for women's.

Wholesale dealers in Winnipeg are selling shoes at higher prices than retail stores at present. The increase will affect men's lines even more than women's, because of the greater demand for them at present. Still higher prices in the near future are possible.



Tetrault's great guessing contest. Left to right: Peter Doig, Albert Tetrault, and the Committee—F. X. LaSalle, J. C. Acton and Harry Gibbons

MONEY BACK IF NOT SATISFIED*(Continued from page 28)*

discontent and bad feeling toward your store it is the practice of giving due bills. The customer feels it is one way of forcing her to buy from you. It interferes with her desires to purchase where she pleases. She feels that because she has made a purchase from you, and it is not satisfactory, she is compelled to make another there in order to obtain the worth of her due-bill and in many cases she will take the trouble to see, by purchasing in some other store, that you do not get the opportunity to give her another due-bill.

I know a case of a man purchasing a well advertised shoe, the first of its kind he had ever purchased. The man never had shoes "run over" in his life. One of these shoes "ran in" very badly at the counter. The upper also broke very soon after purchase. Naturally he was much annoyed and brought the shoe back to the retailer, who told him to send it to the manufacturers, which he did. The manufacturers replied that they were sorry and sent him a refund of one dollar to apply on the purchase on another pair of the same kind of shoes at any store selling this brand. What were this man's feelings? Simply that he was compelled to purchase another pair of shoes of a kind he did not like nor want and that he was being imposed upon. That was over fifteen years ago, and that man has never worn a pair of those shoes since and he never ceases to knock this make of shoes.

Now I contend the retailer who sold him the shoes made a big mistake. Had it been me I would have immediately given this man his money back. That would have pleased him. Then I would have taken the matter up with the manufacturer and made whatever adjustment I could. But I would have retained that customer's goodwill. I work on Marshall Field's theory that "The customer is

always right," and I always think a "pleased customer is a good advertiser." So you now have my reason for being lenient, "IT PAYS."

LEATHER AND SHOE TRADE JOTTINGS*(Continued from page 39)*

The Big Five.—In discussing in a lengthy editorial the packers and their methods the New YORK JOURNAL OF COMMERCE aptly says:—

"Where a business is carried on as that of the combination of five great packing concerns has been the chief complaint has not been their price of meat or the profit per pound, but their general control of the market in the purchase and transportation of the animals and the feed for them, in the slaughtering and storage establishments, in the distribution and marketing of products to the exclusion of others. The prices of meat or direct profit on it are not the only factor or source of return upon the capital used, which is not all covered by the printed securities. What has been most complained of is the monopolizing and virtual exclusion of competitors, with gain in side operations which are not part of the meat marketing.

"The 'combine' has been accused of controlling the supply of live cattle and the cars carrying them to slaughter, keeping down the cost to itself and raising it for others, and at the same time profitably carrying and marketing other things—by the same means—the same in distributing as well as gathering in. The miscellaneous business carried on in connection with that covered by the wide term 'packing' may have been the source of more profit than the butchering, but what has been most seriously complained of has been the crushing of competition and exercising absolute control over prices in the varied raw material and the finished products. Even if it reduced final market prices to consumers it was not justified.

HOW I WOULD ADVERTISE IF I WERE A SHOE MAN*(Continued from page 30)*

known to the teachers early in the term so they may be able to keep it before the pupils. A pair of shoes these days is worth considerable to any boy or girl, but when you consider it will be carried over six months of the year as an advertising proposition it will be very inexpensive advertising for you.

This subject will be continued in the next issue of the SHOE AND LEATHER JOURNAL.

MONTREAL RETAILERS HOLD MEETING*(Continued from page 41)*

LaSalle Fils, E. Laurendeau, Jas. Laurin, J. T. Lemire, A. Lamy (representing Leduc & Bordeleau), F. Leroux, J. B. Loïselle, Mrs. C. C. Martineau, L. Meunier, E. Morrier, Jos. Normandin, A. Normandin, M. Kert and B. D. Kert (representing People's Shoe Store), M. Pepin, A. Mendelsohn (representing Regent Shoe Store), J. C. Greenspoon and D. Greenspoon (representing Reliable Shoe Store), W. Segal, (representing Royal Shoe Store), A. E. Jones (representing Regal Boot Shop), P. Robitaille, J. M. St. Onge, Mr. Harris (representing Sample Shoe Shop), C. Sofio (representing Sicilia Shoe Store Reg.), Manager Singer Fit-Rite Shoe Co. Limited, W. H. Stewart, S. E. Wygant (representing Walk-

Over Shoe Shop), J. Pierre Vinet, L. T. Marchand, Secretary of Retail Merchants' Association.

Guests of Honor:—Alfred Lambert, of Alfred Lambert Inc.; Geo. A. Slater, of Geo. A. Slater Limited; Jos. Daoust, of Daoust, Lalonde & Co.; P. Doig, of Tetrault Shoe Co.; J. A. Beaudry, of Le Prix Courant.

A SUMMARY OF PARISIAN SHOE STYLES

With regard to styles in general in shoes as worn at Deauville these were extremely fancy and were complicated in trim. In cut, however, they showed little that was really new.

Sandals and mules were by all odds the most conspicuous styles, though colonial ties in fancy styles, oxfords and strapped and bracelet slippers were also much in evidence.

Slippers in strapped styles made in light colored glace kid, such as shell pink, were noticeable worn with costumes in white. Yellow and mauve were very fashionable both for day and evening wear. Yellow combined with black or with brown was strongly favored. Yellow costumes were, as a rule, worn with slippers in golden brown satin, and with hats of brown velvet. White slippers were worn with costumes in mauve.

Dependable Shoes—



Material, shoemaking, everything that goes into the production of Lagace and Lepinay Shoes is such as we *know* will give these shoes absolute dependability in Selling and in Service.

No better all-round line available than is offered to you in the complete range of

LAGACE & LEPINAY SHOES

Goodyear Welts, McKays and Standard Screws

MEN'S, BOYS', YOUTHS', LITTLE GENT'S,
WOMEN'S, MISSES', CHILDREN'S, INFANTS'

LAGACE & LEPINAY

25 St. Anselme Street Quebec, P.Q.



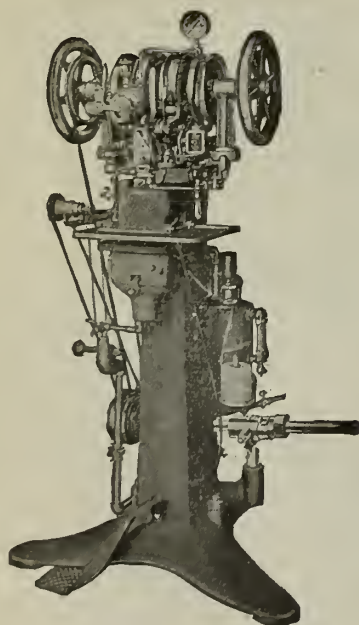
Landis Outfits are Money Makers

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

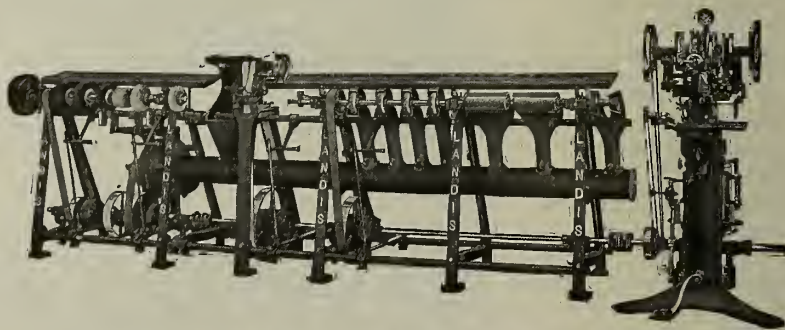
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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 Stitche
Sold Outright. No Royalty



Landis No. 12-25 Outfit. Landis No.12 Shoe Stitche
coupled to Landis Model 25 Finisher

Proposed Bills Before U.S. Congress

President Geuting of the National Shoe Retailers' Association, of Philadelphia, Working to Prevent These Bills Going Through

THE attitude of President Geuting, of the National Shoe Retailers' Association on the other side, will be of great interest to shoe retailers in Canada. These proposed bills show what may be expected to happen at any time to the shoe trade. All that Mr. Geuting says of the trade in argument against these measures is applicable to the Canadian Retailer. The bills as proposed are as follows:—The Stephens-Ashurst Bill gives manufacturers the right to stipulate the retail selling price of their product. The Siegel Bill (H. R. 8315), now pending in the House Committee of Domestic and Foreign Commerce, provides for the stamping of the wholesale price on the article.

Mr. Geuting has this to say about them in the Boot and Shoe Recorder:—

"Both of these pending forms of legislation are pernicious, dangerous to the best interests of the country, and meddlesome, to say the least, as affecting the retailers of the country.

"There has also been appointed under the powers of the Judiciary Department, through the Food Control Act passed as a war measure, a so-called Fair-Price Committee. The attorney-general has an extent of power under this act to create price-fixing committees all over the country and thus set in motion a vast price-fixing machine whose control will extend over all the necessaries of life.

"What are we going to do about these things that are threatening our existence as retailers?

"I urgently request you to get busy and present the seriousness of the present situation to your members. Letters and telegrams to the representatives and senators from your district, protesting against the passage of these bills, should be sent immediately by every dealer in your State.

Letters of protest should contain good argument against these bills. Against the proposal to permit the manufacturer to stipulate the retail selling price, it may be argued that varying conditions and varying costs of retailing in different sections of the country would make it obligatory by the manufacturer to price his product high enough to cover the maximum of conditions and prevent competition. Ordinarily competition controls the price of merchandise, and the same merchandise would undoubtedly reach the consumer at a lower price under competitive retailing than were the retail price to be fixed by the manufacturer. The Stephens-Ashurst Bill obviously ties the hands of the retailer and puts a price monopoly in the hands of the manufacturer. Is there any reason to believe that the manufacturer is more honest than the retailer, and that the consumer's greater safety lies with the manufacturer?

"As against the Siegel Bill, the best argument, in my opinion, is the fact that with ever-changing market conditions the same merchandise would be on the shelves of the retailer at varying costs. You might have certain other sizes at one price and certain other sizes at a higher cost, which condition actually exists in every shoe store to-day and which is not understood by the consumer. The Siegel

Bill, if passed, would turn every commercial institution doing a retail business into a mad-house.

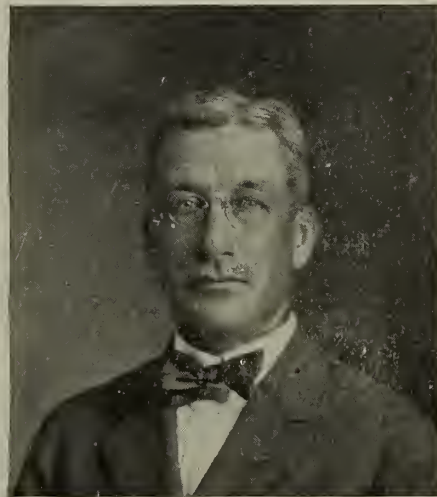
"There has been no proof produced as yet that shoe retailers have been profiteering. No other system safeguards the public so well as open competition. We are all of us against monopoly; we are opposed to price-fixing by agreement, which is the purpose of the Stephens-Ashurst Bill; we are for the open market and open competition, and I submit competition and not monopoly has proved the consumer's safety.

"It is natural, with prices going up as they have been doing of late, that protests against the high cost of living should be filed by the constituents of this or that senator or representative. Likewise it is to be expected that these congressmen will take cognizance of such protests. But why should they jump, without due proof, to the conclusion that the fault lies with the retailer? Unless the case be proven, how can such legislation as is proposed remedy the situation? Every regulation that will add to the cost of doing business will certainly add its additional tax on the public?

"I have been preaching, and shall continue to do so in the strongest language of which I am capable, that shoe retailers are not profiteering, but on the other hand are endeavoring to conduct their businesses on a safe and sound commercial basis to the best possible interests of their customers. As a craft we challenge anyone to refute this statement.

MR. BIRD ENJOYS GOLF

Mr. E. Everett Bird, who represents Davis Leather Co. and A. Davis & Son, in Boston, was in town recently and enjoyed a few days of golf with some of our leather men at several of the best links. Mr. Bird is an enthusiastic



E. EVERETT BIRD

golfer as well as leather man. He says that conditions in the States are now on a more stable basis and that the excitement of a few weeks ago has given place to a steadiness that is better for trade all around. He sees no evidence to warrant any weakening of the market in fine leathers.

Strive not to be a dissatisfied employee. If you are one, there is something wrong with the boss, or with the concern you work for, or with yourself. If the trouble is with the concern or the boss, the sooner you leave them the better; if the trouble is with yourself, the sooner you find it the better.

“EUREKA”



No. 924—Black Kid
No. 925—Brown Kid

To the Jobbing Trade only

Our new 9-inch Black and Brown Kid Bals. are trade builders. They are well constructed and are money makers.

Write our Sales Department, **Am-Bri-Can Distributors**, 64-68 Adelaide Street East, Toronto for up to the minute prices on our lines.

EUREKA SHOE CO., LIMITED
THREE RIVERS, QUE.

OUR TRAVELLERS ARE NOW ON THE ROAD
WITH A COMPLETE LINE OF

Globe Pillow Welt and Baby Walk
 ════════════ **SHOES** ════════════

ALSO A FULL RANGE OF

URNS AND McKAYS

In Infants, Childs, Misses, Growing Girls, Boys, Youths
and Gents

Our complete selection will enable you to secure your wants for immediate requirements
and to secure your Spring order without delay.

L. H. Packard & Co. Limited
Montreal

Advertising For Fall

**October Offers Special Opportunities for
Displaying and Advertising Fall Lines—
Keep the New Goods Always to the Fore**

OCTOBER is especially good to the shoe retailer in supplying advertising features or days, rather, that can be featured and used to advantage in advertising. Thanksgiving is on the 13th and then Hallowe'en on the 31st. And we have suggested on another page a children's week that will fill the month with real good work in an advertising way.

By this time there will be enough of new stock received to insure a good showing and permit of advertising in the papers. It is well that the advertising of the regular lines should be of the high quality order. What is meant by that is that the style used for a reduction sale, that bombastic, booming big-slaughter idea should be forgotten. It will be well to use good cuts of shoes or, if these are not obtainable, use a character cut of some nature as it livens one's advertising very much and makes it much more attractive. Most effective will be the advertisement that gives a concise description of the shoes without hot air. Then the price should be quoted which, according to some authorities, makes an ad sixty per cent. more efficient.

Should you wish to take advantage of Thanksgiving Day and have a special display we show a splendid background that will attract much attention. This will be easy to construct and will serve for all your October displays. A glance at the arrangement will give an idea of its construction. The size and proportions will be largely arranged to suit the size of your window. These grounds, shown from time to time in the JOURNAL, are merely to give you an idea of how they can be adapted to your own particular needs. The wide board around the top and down the corners can be made of any wall board tacked on to frames the right size. This board can be painted with water wall paint or papered. If it is made white for the Thanksgiving window it will look very pretty, for the corn and pumpkins will contrast with it well. The curtain would look best in yellow and should you not have a more expensive material yellow cheese cloth, hung very full, will serve nicely.

The idea of the corn cobs is quite original and the effect is really very pleasing. The husks are not taken off but are

turned back and the ends of some are tied to join the string so it will festoon. Care should be taken to have the ears as nearly the same size as possible. The large circle can be cut out of wall board and a half pumpkin cut as shown and fastened to it. An electric light or candle can be used in it at night, although we advise against the use of a candle on account of fire.

Another very attractive feature is the table in the bottom of the window. This can be a low one and the top and sides covered and draped with yellow crepe paper. On the top may be placed small pumpkins, citrons, gourds, and similar vegetables. Apples in sets of three with the centres removed for the insertion of small candles can be placed at various intervals on the table. These candles may have silk floss at the wicks to imitate the blaze, but if electric candles are to be had these are much better to use. The small pumpkins can be cut with faces and ordinary electric lights placed inside that will look well, but the inside of the pumpkin should be covered with red tissue paper to give best results.

With a little thought and care you will be able to make this a very attractive setting.

For your children's week this same background can be used. Take off all the decorations of grain, etc. Paper the white boarder or paint it a nice pale yellow. On this board and corners paste the story book pictures mentioned in the article on selling children's shoes. This will save a great deal of work and with the change made will look like a new ground.

The same ground can be used for your Hallowe'en window. The corn and pumpkins can be used again and other grains added. A witch may be placed in the corner or just the head may be looking through the curtain at the back. On the board and corners, where the story book pictures were pasted, you may paste stars, black cats, owls and other weird things that make Hallowe'en so creepy. The table you may or may not use, but if used it can be used with other fruits and vegetables on it.

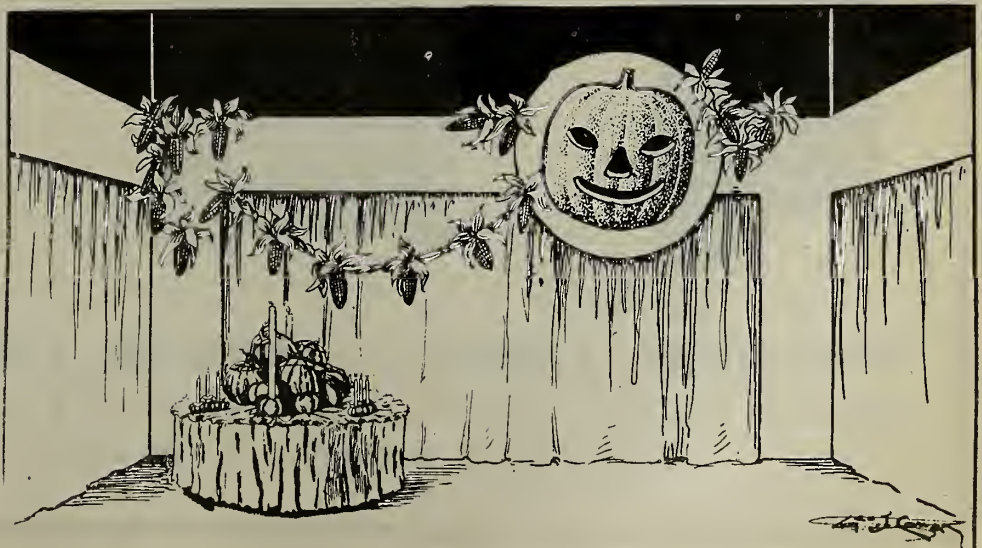
With this arrangement you should be able to have a very big month in October, and the windows will certainly be very attractive for the selling of your regular lines and when you have the one window made you have, with a very little effort, made all three.

HERE'S A GOOD ONE

It is reported down in Montreal that Peter Doig walked into Louie Adelstein's shoe shop and, with that characteristic smile, asked: "Can a cowhide in a shoe store?"

Louie wasn't a bit slow, however, and quickly replied: "No, but calfskin."

A window back suitable for Thanksgiving, Hallowe'en and Children's Week



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

Selling Children's Shoes For Fall

This Furnishes Variety in Display and Advertising—It also Keeps the Children's Department before the Public—By A Retailer.

FOR several years I have made a point to push the sale of children's shoes at stated times. By children's shoes I include shoes for boys and girls. Of course the one big selling of shoes for the younger people beside the Christmas season is school opening. But I have found that many retailers who take advantage of the school opening time stop there and do not do anything else to push the sale of these lines all the rest of the year.

One of the stated times I put on the extra effort in these lines is during the latter part of October. It is just long enough after the August-September school opening time to create interest. The weather, too, helps a great deal at this time. In my location usually the fall rains have made the roads rather muddy and this means that parents who have been making the old shoes of the children last as long as possible are at last forced to purchase shoes that will protect the feet of the children. This being true I feature the selling of the heavier lines for the husky youngsters who do not wear rubbers.

I begin with an announcement in my advertising space that this will be children's week and during that time parents will have the opportunity of securing for their little folks such lines as will give the best of service during the hard weather of the fall and winter months. If possible I obtain one special line of extra good value to offer. But please do not mix this with a reduced price idea. I simply secure a special line of boys' boots that I know will give extra good satisfaction and I put the price on these so close that they will be particularly good value. These I feature as my drawing card to talk about. I secure a cut of the line and use it in my newspaper ads. I describe the line minutely and emphasize its goodness as a wearing shoe, and by all means I always feature the price.

In addition to this special line which I feature I advertise other lines as well. In fact I make it a real children's week on regular lines. I know there are merchants who will say: "What's the use of making a big spread about children's shoes if you just advertise regular lines?" There is every reason in the world for it. First of all it furnishes a change from your regular line of advertising. It takes your mind and your customers' mind and the mind of the public off the regular line of stuff you use in your advertising day after day. An agreeable change of this character is bound to attract attention, and arrested attention is good advertising.

Another good reason is that children are good advertisers in a double sense. In the first place they are good talkers at home. But the best feature is that if you can interest a mother in anything in connection with her children you have done good advertising. For every mother most naturally is wrapped up in her own children—to her they are more than anything else in this world. A mother will consider the buying of anything for her children more than for any other member of the family. Then, by good convincing argument in your ads showing it will be wise to purchase shoes now for the children, this children's week will be made a winner and big sales will be the result.

I always start my ads on Saturday and dress my window on the same day. Of course that means I dress them on Friday night. I put in an all children's window. The background can be made distinctively a children's design

with very little effort. The ground we show herewith with the Thanksgiving decorations taken off and on the margin at the top and down the corners children's nursery pictures can be pasted. You can purchase three or four picture books in colors with Mother Hubbard, Puss in Boots, Cock Robin, Hey Diddle Diddle and others from which the pictures may be cut and used with telling effect.

In addition to the special advertising I give some small prizes in connection with the purchases during this children's week. Pencil boxes never lose their charm. They are inexpensive and are great trade drawers with me. For boys, I find base balls are good drawing cards. Bats also, but not in the Fall. These I use earlier in the year, about May. But a ball is always in season with a boy, for he will lay it away for the coming season where he will not lay away a bat. Use your own judgment about how to give these with purchases.

Now these are merely suggestions on which you may build. What may be applicable with me may not suit in



This year's special display of the Breithaupt Leather Co. at the Canadian National Exhibition, Toronto

every detail with you, but the principle is the same no matter where you may be located. But I suggest that you try out this children's week idea.

SHOE PRICE PROBE IN WINNIPEG

It is reported to the newspapers that C. F. Rannard, shoe retailer, admitted to the commerce board recently that he made approximately 50 per cent. profit on shoes. Men's shoes, imported from Chicago, cost \$8.50 at the factory. Duty amounts to \$2.50, express and cartage 25 cents and exchange 35 cents, bringing the cost in Winnipeg to \$11.60 per pair. They are sold for \$17 a pair, Mr. Rannard said. Canadian-made men's shoes, costing \$10.11 in Winnipeg, are sold for \$15. On ladies' shoes imported from the United States, the profit is \$6.45 on shoes costing \$13.55 laid down at the store, or 48 per cent., he admitted. Harry Whitla, K.C., Government counsel, intimated Government control of shoe prices when he said, during the examination, "Never mind what shoes are going to cost next year. We will have something to say about that."

The PETERBORO Shoe

An increasing number of merchants are finding that they can put a much stronger selling appeal into their staple stock by featuring Ackerman Shoes.

Their Appearance, Fit, Wear, Service and Price go to make up a shoe value that is unsurpassed.

**Men's, Boys'
Youths'
Little Gents'**



We are District Agents for the Dominion Rubber System and carry a complete line of their Rubber Footwear, including

**Maple Leaf
Brand Rubbers**
AND
**Fleet Foot
Outing Shoes**

Reliable Service on Fall and Winter Sorting and Spring Placing Order.

B. F. Ackerman, Son & Co., Limited

Peterboro, Ont.

Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"

UNIFORMER and POLISH

For colored side and calf leathers.

This doesn't cost much. It is not much trouble to use it, but the results are wonderful when the upper is variegated. Uniformer and Polish makes them all one shade and all look alike.

BOSTON BLACKING COMPANY

152 MCGILL STREET

::

MONTREAL, P.Q.

EDMONTON SHOE REPAIRERS

To the Editor of

THE SHOE AND LEATHER JOURNAL.

Dear Sir:

Am enclosing photos of the officers of the above Association. I would like to say that our Association is still on the upward grade. These last few weeks we have increased our membership to the extent of 15 new members and we find our attendance at meetings most encouraging. We



A. CARPLUCK
Purchasing Secretary, Edmonton

hold our meetings twice a month and we have an average of 75 per cent. present. Of course, our Purchasing Fund is the biggest drawing card, for our buying is done collectively through the Association and the saving is from between 10 and 20 per cent. When you consider even a small man buying, say, \$500 a year, he can save by buying through the Associ-

ation \$50 to \$100. Up to the present none of our officers have received any salary, but at our last meeting, after discussion, it was decided to make a grant to our Purchasing Secretary and in future he receives 2 per cent. on all purchases. Our officers are elected every twelve months. We had our election of officers the first meeting in April and were as follows: W. Terry, President, re-elected; W. Swanson, Vice-President, re-elected; A. Carpluck, Purchasing Secretary, re-elected; W. Rigg, Secretary, re-elected.

We held our annual smoker recently, which proved a great success. Local talent was in abundance and a beautiful banquet was spread, making our evening complete. In addition to the smoker, we held our first annual whist drive and dance. This exceeded all our expectations and the Association is \$25.00 better off in the fund as the result, besides a most enjoyable evening. We are starting out next month in our hunt for new members; our effort last year on the same mission gave us 7 new members and we expect to be just as successful this year. Our present membership exceeds 75 per cent. of the Shoe Repairmen of the city and we figure in the near future to have every man in. I am also sending you seven subscriptions for the SHOE AND LEATHER JOURNAL.

Thanking you for your support in the past.

Yours truly,

W. RIGG, Secretary.

MONSTER PICNIC

The National Cash Register Company, of Dayton, Ohio, pulled off possibly one of the largest picnics ever held in America on Saturday, the 20th of September. It was a monster field day and picnic combined. Over 30,000 people were present, which included the employees and their friends. 650 waiters served 20,000 people, it is said, in 16 minutes at the noon hour. There were 85 long tables. The company footed the bills but the men in the various factories ran the affair. It was like a huge fair, for there were all sorts and kinds of amusements and midway entertainers. Mr. Patterson, the president of the company, wants this to be a sort of family affair, an I-know-you-and-your-family-and-you-know-me-and-my-family spirit, which he thinks will bring better results to employer and employee.



W. T. TERRY
President, Edmonton



W. RIGG
Secretary, Edmonton

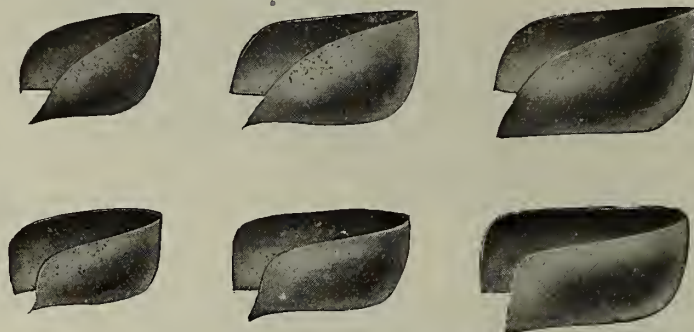


W. SWANSON
Vice-President, Edmonton

FAIRE BROS & CO., LIMITED

RUTLAND STREET, LEICESTER, ENGLAND

Manufacturers of STIFFENERS



TO BOOT MANUFACTURERS

Our well-equipped modern factories are adapted to meet all your requirements in high grade

SOLID GRAIN STIFFENERS
GRAIN BACKED STIFFENERS

SOLID SPLIT STIFFENERS
TWO PIECE SPLIT STIFFENERS

THREE PIECE SPLIT STIFFENERS
LEATHER LAYER STIFFENERS

In all sizes.

Men's, Army, Women's, Children's and Golosh Shapes.

BE SURE AND SEE OUR SAMPLES BEFORE RE-ORDERING.

IT WILL PAY YOU TO DO SO

FAIRE BROS. & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER.

CEMENTS

Some of Our Lines

"Waxo"
Shoe Felts
Polishing Wax
Sewing Wax
Fish Glue
Dry Paste
Black'ngs
Dressings
Box Gums
Patent Leather
Repairer
"Carbicon"
Felt Box Toes
and
A Complete Line
of Shoe Findings

Eliminate all worries by using our CEMENTS. They are guaranteed to maintain their high quality under all climatic conditions.

A trial will convince you of their merits.

Ask for quotations, you will find our prices right.

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

GROWN UP WITH IT

(See Front Cover)

From office boy to president and general manager is a record of which any man might well feel proud. It involves characteristics that underlie all true success—faithfulness, patience, persistence, energy and a mind devoted to a single purpose. Hugh White entered the shoe jobbing establishment of L. J. Beamer & Co. about thirty-three years ago as office boy under W. E. Garside, who was at that time accountant for the concern. He took charge of the office end of the business later when the concern became Garside, McKellar & Dallas. From the day he entered the concern until the present he has steadily progressed until he is now the principal and directing force in the White Shoe Co., which succeeded to the business of Garside & White about four years ago.

Hugh White is a type of business man whose success meets with the hearty congratulations of even competitors. His geniality and openness extends not only to business friends and customers but even to those who compete with him for business patronage. He is of the select minority who are not spoiled by business achievement and remains the same in spirit and action as in the days when he was steadily climbing to the top. In spite of the demands of a growing business he takes time for social diversions, and our readers who know him as an ardent fisherman will not be surprised that he is an enthusiastic motorist and lion of all outdoor sports.

At a shoe sale in the Custom Shoe Store in Calgary the crowd was so great that the steel frames of the show windows were sprung an inch and a half, and an accident was averted only by the sales people warning the crowds in time. The big bargains drew the crowds.



AMONG THE SHOE MEN.

W. C. Myers is doing Western Ontario with the Parisienne lines.

Mr. W. E. Woelfle, of Kitchener, was a business visitor in Toronto this week.

Mr. Tebbutt, of Three Rivers, Que., was at the Queen's Hotel, Toronto, last week.

Mr. L. Payan, of Montreal, was in Toronto recently, calling on his customers.

Mr. W. J. Stevenson, of Regina, has joined the forces of Harley Henderson, Saskatoon.

Mr. J. W. Leslie, Hamilton, Ont., spent a few days in Montreal recently on business.

The United Shoe Machinery Co. of Montreal are extending their plant in that city.

The Silver Footwear Co. of Toronto were affected by a fire in the building in which they are situated.

Ben Martin, of the John Ritchie Co., Quebec, is showing his samples at the Queen's Hotel, Toronto.

Mr. B. Clarkson, who has been with the Blachford, Davies Co., has resigned on account of ill health.

The James A. Wilson shoe store also had an exhibit at the Napance fair and had a most attractive booth.

J. S. Ashplant, of London, is registered at the Queen's Hotel, Toronto. He has his samples on display.

Mr. Murdoff, representing Queen Quality shoes, has been at the Queen's Hotel, Toronto, showing samples.

E. W. McQuay, of Owen Sound, says that if people want lower priced boots they will have to eat more beef.

Mr. Carey, of Chatham, was in Toronto recently. He purposes taking a trip through to Vancouver very soon.

E. J. P. Smith is at the Queen's Hotel, Toronto, with the Rena and other lines, including some Government shoes.

The John Palmer Co., of Fredericton, N.B., are going ahead with their \$25,000 extension to their already large plant.

Mr. W. D. Balfour is now buyer and manager of the shoe department of F. R. McMillan's Limited, of Saskatoon, Sask.

Mr. H. C. Parker, of Parker, Irwin, Ltd., Montreal, has returned from an extensive trip throughout the Maritime Provinces.

Mr. C. A. Duclos, of Duclos & Payan, Montreal, was in Toronto last week looking after the interests of the firm in Ontario.

It is reported that a company has been incorporated in Toronto known as Canadian Shoes Limited, with a capital of \$250,000.

The travellers of E. T. Wright & Co. Inc. are now on their territories with a full line of spring samples of the "Just Wright" shoes.

Mr. N. McLaren, of McLaren & Dallas, Toronto, Ont., recently called upon the manufacturing trade in Montreal and Quebec city.

Mr. F. Small, of the shoe department of the T. Eaton Co., Toronto, has been transferred to their Moncton, N.B., mail order branch.

According to newspaper reports hides have been down to 25 and 30 cents a pound in Charlottetown, P.E.I., and calfskins to 50 cents.

After working without mishap for twenty-six years in a tannery here, Pierre Guerard, of Quebec city, aged fifty-six, married, changed jobs recently, entering another tannery,

He had barely started to work when he was caught in a shaft and killed outright.

Mr. Geo. Davis, sales manager for Bennett Ltd., Montreal, has just returned from a business trip to Boston and surrounding districts.

It is reported that plans are being prepared for a shoe factory for the Smardon Shoe Co. of Montreal. This factory will be at 533 Visitation St.

Harry T. Wright, of the E. T. Wright & Co. Inc., of Rockland, Mass., paid a business visit last week to the Canadian factory at St. Thomas.

Mr. W. A. Black, vice-president and general manager of the Ogilvie Co. of Montreal, has been added to the directorate of the Ames-Holden-McCready Co.

A. A. Orendorff, who represents "Just Wright" shoes, is at the King Edward Hotel, Toronto, with a complete line of the E. T. Wright Co.'s products.

Mr. W. Waller, manager of the Robert Simpson Co.'s Shoe Department, Toronto, has been in Chicago for a few days on a buying and inspection trip.

A fire truck out in Kerrisdale, B.C., while making a run to a fire, crashed through the shoe store front of T. P. Milner and smashed things pretty badly.

The engagement is announced of Miss Ruth Hart, of Montreal, to Mr. Leon H. Fischel, sales manager of Nathan Cummings, Shoe Specialties, of the same city.

Mr. Pearson, manager of the Toronto branch of the Ames-Holden-McCready Co., has just returned from Montreal, where he was on business of his firm.

Sydney Kalix and John Walsh were arrested in Winnipeg recently on a charge of stealing or having in their possession forty-three pairs of shoes taken from a freight car.

Mr. W. V. Ecclestone, manager of the shoe department

FOR SALE—Exclusive, clean shoe stock; good business, town and country. Apply Box 861, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED—A good live shoe salesman to carry line rubber samples as side line with shoes. Apply the J. D. King Rubber Company, 130 Wellington street west, Toronto.

SHOE MANAGER WANTED—A man to take complete charge of one of the best equipped shoe stores in Eastern Canada in a small, progressive city. Salary and share of the profits to the right man. Must be able to take care of windows, advertising, buying, etc. An excellent opening to a man with ambition. Give full qualification and references in first letter. Address A. E., care SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

SHOE FACTORY PLANT FOR SALE OR TO LET, in the Village of Elmira, County of Waterloo. The Village of Elmira is offering the factory and plant recently operated by the Ideal Shoe Co., Limited, for sale or to let, or to enter into such arrangements for same as may be agreed upon. This is no doubt a good opportunity for the establishing of a factory as a going concern, in a thriving and progressive town like Elmira. C.P.R. and G.T.R. railways; waterworks system; Hydro power system; and negotiations commenced for sewerage system. For further particulars apply to the Reeve or the undersigned.—John H. Ruppel, Clerk.



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.

IT NATURALLY FOLLOWS

If you once use THE PERFECT COUNTER you will become a firm believer in their Uniform Good Quality, Fit, Durability and Appearance.

We guarantee them to positively outwear the shoe, because they are made from selected fibre of the highest grade.

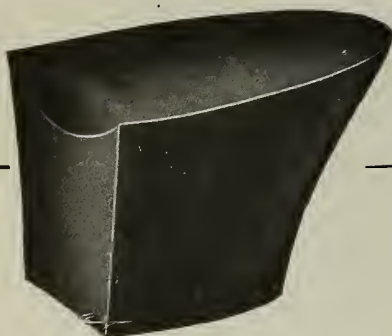
THE PERFECT INNERSOLE

Is the latest addition to our line. A genuine, pliable, water-proof INNERSOLE.

—ASK TO SEE IT—

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, 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

CLARKE & CLARKE Limited

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

of the T. Eaton Co., Limited, Toronto, has gone to England on a buying trip. He will be away for some weeks.

The coroner's jury in Hamilton has returned a verdict of accidental death in the case of the late John Lennox, who was drowned in Hamilton Bay on April 23rd this year.

Mr. J. A. Scott, of Quebec City, and Mr. W. A. Lane, of Montreal, have returned from an extensive trip to the different important leather centres in the United States.

It is reported that the Board of Commerce, which is to hold an inquiry in Montreal, will have representatives of the provincial governments of Manitoba and Saskatchewan present.

The convention of the Ames-Holden-McCready managers will be held in Montreal sometime during the first week in November. The various branch managers will all be present.

The J. J. Haines shoe store of Napanee had a display at the fair held in that town recently. This is a good idea that every shoe man should take advantage of in the smaller cities and towns.

James Lawther, who sells Hartt shoes in Western Ontario, has his samples open at the King Edward Hotel, Toronto. Mr. Lawther is very happy just now, for he says selling the Hartt line is an easy job.

This splendid tribute to the thrift of the people is all the more gratifying when it is remembered that a good part of the people's bank savings was transferred last October to the \$600,000,000 Victory Loan of last year.

Mr. R. J. Orr, Canadian representative of the Arrowsmith Co. of Toronto and Niagara Falls, Ontario, left for a month's trip through the West and will call on the important centres in connection with the Arrowsmith's lines.

N. J. Bourdeau, the popular traveller who sells the Eclipse shoes for the Galt Shoe Co., is at the King Edward Hotel, Toronto, and in that enthusiastic way of his says, "Eclipse lines are bigger, better than ever and are selling like hot cakes."

When the word went out that army shoes could be bought at \$5.50 a pair at the Meade Shoe Store in Brooklyn, N. Y., there was a rush that necessitated the calling of police to keep the crowd in order. It is estimated that 10,000 pairs were sold on the first two days.

Capt. James Luthers Sutherland, now stationed in England, sends us some very interesting clippings which will appear in the next number. Capt. Sutherland says he expects to sail for Canada the latter part of this month, and then he prints in capital letters HURRAH!

W. G. Fallen, representing the Getty & Scott Co., Limited, Galt, Ont., is at the King Edward Hotel, Toronto. Well, and wearing that same pleasant smile he always has, he says business could not be better, irrespective of the hard time manufacturers have in obtaining stock.

The St. Leger Shoe Co., Toronto, have installed a motor truck delivery to meet the requirements of their growing trade. They are the first exclusive shoe concern

in Toronto to put in an auto delivery and are said to be the first in Ontario to adopt the modern method of service to their customers.

The people of Canada are enjoying a period of prosperity which has exceeded the expectations of those who foretold her future after the war. This is borne out by the bank statement for August. It shows that there are \$1,196,632,-931 at the credit of Canadians in savings banks, an increase of \$181,921,066 compared with the corresponding period last year.

Shoe clerks and dealers testifying before the high cost of living investigating committee in Boston stated emphatically that \$6 and \$7 shoes were a drug on the market. One dealer said that when the same shoes were placed on sale at \$10 and \$12 per pair they found ready sale. It seems that the trend of public spending favors high priced articles, notwithstanding the outcry against them, as nearly any retailer will tell you that moderately-priced goods are looked upon with more or less suspicion by a majority of people.

POPULAR SHOEMAN WEDS

A very pretty wedding recently took place in Montreal at the home of the bride's parents, St. Mathew St., when Mr. H. W. Davidson, the popular western representative for



H. W. DAVIDSON

MacFarlane Shoe Co., Montreal, was united in marriage to Miss Isabel Stewart. The happy couple afterwards left for a tour of the principal places in the Maritime Provinces.

THE ANGLO-CANADIAN LEATHER CO.'S BAND

The splendid band of the Anglo-Canadian Leather Co. of Huntsville, Ontario, played a three days' engagement at the T. Eaton Co.'s House Furnishings Opening recently.

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.
Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

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.

Edwards & Edwards

TANNERS OF

SHEEPSKINS

FOR

SHOES GLOVES

SADDLERY

UPHOLSTERING

BAGS AND SUIT CASES

BOOKBINDING

FANCY AND

NOVELTY GOODS

SKIVERS

EMBOSSED LEATHERS

ETC., ETC.

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Head Office

27 Front Street East

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Quebec and Maritime Provinces

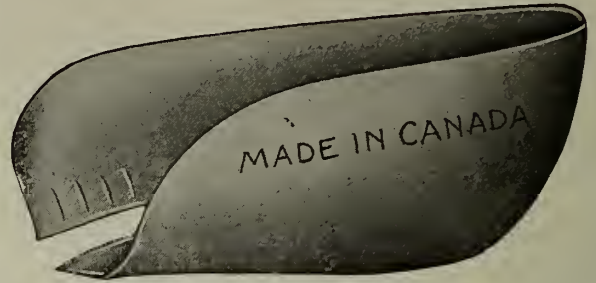
Represented by

John McEntyre, Limited - Montreal, Que.

Tanneries

Woodbridge Ont.

FIBRE COUNTERS



RELIABILITY

The RELIABILITY of Duclos & Payan Fibre Counters, as evidenced in their persistent use by the Trade for forty-five years, signifies a constant High Quality in the Product. Best grade materials and faultless manufacture result in counters that we are able to GUARANTEE to outlast the shoe.

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 Montreal Heel Co.

The Largest Heel Manufacturers
in the Dominion.

Combination Heels of all kinds.

Specialty LOG HEELING

321 Aird Ave.

Phone Lasalle 778

Montreal

J. E. Dupré
Prop.

LUC ROUTIER

Manufacturer of

Men's, Boys', Youths',

Little Gents' Shoes in

McKays and S.S.

Enquiries Solicited

QUEBEC, P.Q.

GOODYEAR WELTS

URNS

A. E. MAROIS, LIMITED

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, Standard Screw.

QUEBEC, P.Q.

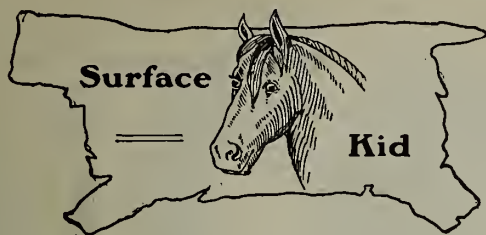


Pan American

Grey **KID** Seal
Brown Black

Perkins & McNeely
Philadelphia

Ed. R. Lewis, Toronto



SURFACE KID

GLAZED KID
SHEEPSKIN
CABRETTAS

Shoe Jobbers! When placing your order for goods made of Glazed Horse, be sure and insist on SURFACE KID, as it has the nearest appearance to Kid of any other similar stock on the market.

It is smooth, soft, pliable and durable, possessing all the qualities of genuine Kid.

GLAZED DULL and GUN METAL

MADE IN BLACK AND COLORS

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST

The band is conducted by Mr. Herbert L. Clarke and gave six concerts in all. The main floor of the furniture building of the company was turned into an auditorium and was seated with folding chairs. It is needless to say that immense crowds came to hear this wonderful musical organization.

ENGLISH DELEGATION VISIT AMERICA

The following gentlemen representing the Federated Association of Shoe Manufacturers of Great Britain and Ireland are paying a visit of inspection to the United States and Canada, and they will do their work in very quick time, although it is their intention to visit every shoe centre before returning. In the party are Messrs. George Barnes; F. M. Bostock, Sr.; F. M. Bostock, Jr.; Dr. A. D. Denning; Walter W. Cann; Alfred Lovell; A. W. Hollister and J. C. Cook.

They arrived in Boston the latter part of September, and on the 22nd of that month the New England Shoe and Leather Association tendered them a banquet at the Algonquin Club. The president of the Association, Mr. Harry I. Thayer, occupied the chair, and after the toast to the King, extended the freedom of the shoe factories and greetings of the industry. More friendly expressions could not have been offered the visiting Britishers than were given them at this banquet.

Mr. Lovell, the chairman of the British delegation, visited America forty-nine years ago as a delegate from the Knights of St. Crispin. It is also said he went to high school in Philadelphia at one time, so is quite conversant with American ways. It was learned from the visitors that the problems of the shoe trade in England are about the same as on this side of the Atlantic. Mr. Bostock referred to the labor troubles over there and said that while manufacturers understood how to handle stocks and materials they were at a loss to know how to handle human beings. He was, however, very optimistic regarding the final outcome; for he contended that, while there were a few hot heads among the laboring class, on the whole they were a good lot of men that soon would settle down to understand that production was the one great thing needed to-day and that their existence depended as much on that as on capital.

On Tuesday, the 23rd, they visited Haverhill, where they were entertained by the manufacturers of that district. They visited Haverhill largely to inspect the making of

fine turned goods for women's wear. As an illustration of the friendliness manifested by the American manufacturers, the factories were all thrown open to them, and in many cases the office records and cost sheets were open for their inspection.

They were also entertained by the Lynn Shoe Manufacturers' Association on Thursday, and on Friday by the Brockton Shoe Manufacturers' Association.

This trip is the outcome of the American Delegation that visited England some time ago, and in all probability will result in the friendly visits taking place quite often as much good will, no doubt, be the result through a better understanding of the needs and workings of the two great countries' shoe industries.

TORONTO REPAIRMEN MEET

At the last regular meeting of the Toronto Repairmen's Association the matter of taking up more social work was gone into and it was decided to hold some of these get-together gatherings this winter. A visiting committee was also arranged to call on the repairmen who are not members of the Association with a view to getting these men into the fold of the Association. A great deal of interest is being manifested by the various members of the Association and the matter of stock jumping up in price every little while gives them considerable concern.

MORTGAGE SALE OF FACTORY PROPERTY

Under and by virtue of the powers of sale contained in a mortgage, hereinafter mentioned, which will be produced at the time of sale, there will be offered for sale by public auction, subject to a reserve bid, on Thursday, October 23rd, 1919, at the hour of two o'clock in the afternoon, at the Paterson House, Owen Sound, the property in said town heretofore occupied and used by the King Shoe Company Limited, as a factory for the manufacture of footwear, and comprised in a mortgage by the said Company to the Town of Owen Sound, registered as No. 24800, and including all the interest of the said corporation in all the plant, machinery and equipment in the building. The building is a substantial one of brick and the location is excellent for transportation purposes.

Terms:—Ten per cent. of the purchase money to be paid down at the time of sale, balance to be paid in cash within thirty days thereof, or part may be secured by mortgage as may be arranged with the mortgagees.

For further particulars and conditions of sale apply to
R. W. EVANS,
Solicitor for the Mortgagees,
Over Grey & Bruce Loan Co.,
Owen Sound.

Dated this 24th day of
September, 1919.

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”

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For
Leather
Fabric
Cloth
Rubber
Paper

C U T C O S T S

For
Shoe
Harness
Rubber
Stationery
Glove
Trades

ALL ESTIMATE WORK FREE

Copy of Our New Booklet Sent on Request

United Shoe Machinery Co. of Canada, Limited

MONTREAL

TORONTO
90 Adelaide St. West

KITCHENER
179 King St. West

QUEBEC
28 Demers Street

CLARK'S McKAY SHOES

possess

Character and Style

entirely foreign to most
McKay Footwear.

With this they are

Flexible and Glove-fitting

all of which comprise a
general merit which gives
the shoes a distinct selling
advantage.

CLARK BROS. LIMITED

ST. STEPHENS - NEW BRUNSWICK

MAKERS OF LADIES' McKAY SHOES

THE SHOE & LEATHER JOURNAL



CLAYTON E. HURLBUTT

Features

Shoe Trade Investiga-
tions



A New Source of
Leather



Selecting the "Goat"



The Cost of Selling
Shoes

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO

FOR TO-DAY AND TO-MORROW

Market conditions may force the price of the different grades of Vode Kid up or down. The ever increasing wage scale, and the law of supply and demand are responsible for this. These factors have created high prices and a demand exceeding the present supply of Vode Kid, but we are not attempting to get the highest possible price.

We believe that this is the way to hold old customers and create new ones. Not only to hold them now, but as long as we continue to ask fair prices and keep the quality of each grade at its present high standard.

Vode Kid is the name of the better grades. National advertising is making the public increasingly familiar with its good qualities.

COLOR 18—FIELD MOUSE
COLOR A—HAVANA BROWN

are in popular demand. Vode is guaranteed to be colored through with pure dyes. It is not coated with pigment or paint finish.

STANDARD KID MFG. CO.

MANUFACTURERS OF BLACK AND COLORED GLAZED KID AND PATENT KID

207 SOUTH STREET, BOSTON, MASS., U.S.A.

Factories, Wilmington, Delaware.

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NEW YORK, PHILADELPHIA, ROCHESTER, CINCINNATI,
CHICAGO, ST. LOUIS, MONTREAL.





D a P
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The ONE name to think of when in the
market for

FIBRE COUNTERS

To write "D. & P." into your Counter
Orders is to get Counters that are correct
in principle and sure in result.

The Oldest Counter in Canada
The Best Obtainable Anywhere

THERE IS A "D. & P." COUNTER
FOR EVERY PURPOSE

DUCCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
Montreal

Representatives:—

For Ontario:—E. R. Lewis, 45 Front St., East, Toronto.

For Quebec City:—Richard Frere, St. Valier Street, Quebec.







“How Long Have They Worn?”

It is seldom a pair of shoes is discarded without the wearer instinctively asking that question. The period of service is the thing remembered—it is the measure of their worth

BREITHAUPT SOLE LEATHERS

Hemlock Union Oak

“go the limit” of Service—go beyond the limit set by most leathers and by any other sole substance. Sixty-three years of Experience and the utmost in Skill and Integrity go into their production. They help the shoe manufacturer to solve the problem of sales because they

Settle The Question of Wear

The Standard of Canadian Sole Leathers

The Breithaupt Leather Co. Limited

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock











FIVE CHOICE LEATHERS

DUCHESS RUSSIA
 ROYAL PURPLE RUSSIA
 BROWN RUSSIA No. 33
 BRIAR BOARDED CALF
 RUBY WILLOW

Extensively used by the best manufacturers—featuring the most popular shades and embodying the excellent uniform quality characteristic of all



DAVIS

CALF

Shoes made with Davis Leather stand out as HIGH GRADE FOOTWEAR. They possess every desirable quality in appearance and serviceability that assures all-round satisfaction for manufacturer, retailer and wearer.

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.

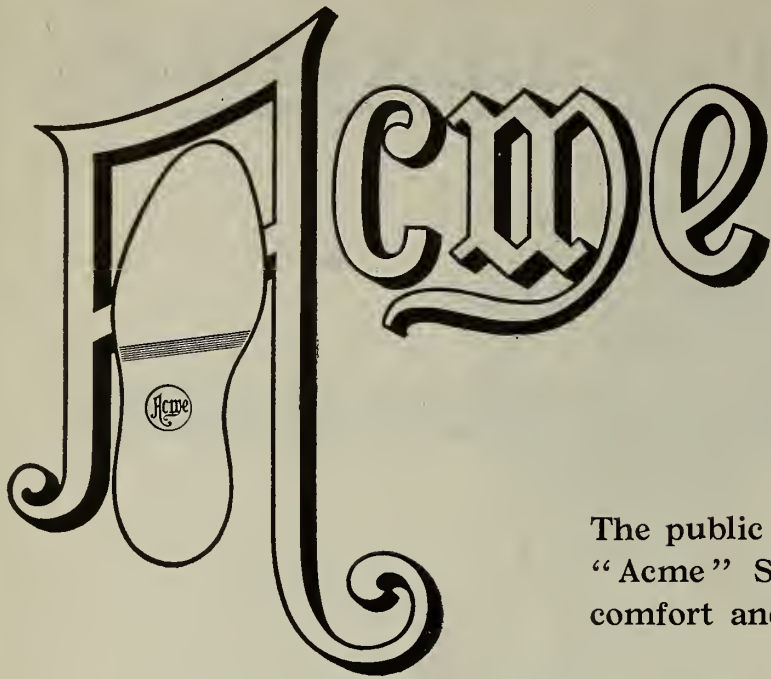
For their mutual benefit, manufacturer and retailer alike should insist on : : :

DAVIS DEPENDABLE LEATHERS

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



Easy to Wear

Hard to

Wear Out

The public have come to think of "Acme" Soles in terms of foot comfort and economy.

People like "Acme" Soles because they find in them that springiness, that quiet staunchness, that built-in long-life which means ease in walking and also money saved.

"Acme" Soles are alike popular for city asphalts, rugged country roads or bush trails.

Wearers tell one another about the good qualities of the "Sole of Perfection." It will not crack or dry out. With "Acme" Soles there is no annoying squeak, no polished slipperiness to endanger the footing.

Drier, easier, better—"Acme" Soles are favorites, all the year round, with people in all callings and with young and old.

All sizes and various thicknesses.
Colors: black, white and tan.
Also supplied in sheet form.

Dunlop Tire & Rubber Goods Co., Limited

HEAD OFFICE AND FACTORIES: TORONTO

Branches in the Leading Cities





Strikingly Attractive

THE VANITY PUMP

This new Bell creation is a rare embodiment of snappy Style and fine Quality in a Dancing Pump. It is made on our popular, fine fitting Springtime last, and carries that expression of Daintiness that harmonizes with and adds to the attractiveness of the most fashionable Party attire. Made in Gunmetal and Patent Leather.



The Latest in a

GENTLEMAN'S DANCING PUMP

Your select gentlemen patrons seeking something distinctly classy in a Dancing Pump will be well pleased with this Bell model. Light, Comfortable, Well Made and decidedly Stylish, it fulfills every desire of the most particular in this class of footwear. Made in Gunmetal and Patent Leather.

With the season of social festivities now in full swing, you will find these two models, and many others in the Bell Line, the ideal footwear to feature for such occasions.

J. & T. BELL

LIMITED

MONTREAL

Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.
C. E. Fice, Representative

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

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes



The SPEED KING Line of Tennis *and* Outing Shoes for 1920

is now being shown and NOW is the time to provide for a big demand in this popular footwear. It features all the latest ideas in styles, and there is a model to suit every Outing Footwear need of adult or child. The high standard of production adhered to is an assurance that every Speed King wearer will be a booster for Speed King goods. No one is showing a more extensive or better grade range of Outing Shoes than the man with the Speed King line. Be sure to see him before placing your orders for Spring and Summer nineteen-twenty.



INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	The London Shoe Co., Limited	-	London, Ont.
Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	Kilgour Rimer Co., Limited	-	Winnipeg, Man.
Amherst Central Shoe Co. Limited	-	Regina, Sask.	The J. Leckie Co., Limited	-	Vancouver, B.C.
E. A. Dagg & Co.	-	Calgary, Alta.	James Robinson	-	Montreal, Que.
A. W. Ault & Co., Limited	-	Ottawa, Ont.	Brown, Rochette, Limited	-	Quebec, Que.
White Shoe Co.	-	Toronto, Ont.	T. Long & Brother, Limited	-	Collingwood, Ont.
McLaren & Dallas	-	Toronto, Ont.	Dowers Limited	-	Edmonton, Alta.

The Independent Rubber Co., Limited
Merritton - Ontario



THE CREAM OF THE TRADE

The Better Class Trade—the trade of those people who demand the Better things in Footwear—is the most profitable and permanent, and tremendously large in volume.

Such is the “Just Wright” Dealer’s trade, for “Just Wright” Shoes appeal to and satisfy those whose Style Tastes in footwear are refined, whose sense of Quality and Value is keen and whose demands are strict as to Serviceability.

Are you getting the “cream” of the trade in your locality? With the “Just Wright” Line you are sure of it.

A FINE RANGE OF SAMPLES FOR SPRING
NOW BEING SHOWN

E. T. Wright & Company, Inc.

St. Thomas, Ont.

11
1099
pears



What Your Fellow Shoeman Thinks of Neolin Soles

TRURO SHOE REPAIRING FACTORY

T. TORRAVILLE, Proprietor

Truro, N.S., February 28th, 1919

Goodyear Tire & Rubber Co., of Canada,
Toronto, Ont.

Dear Sirs:—

The writer has been watching with interest your advertising campaign on Neolin Soles, also the great demand for same. I have been engaged in custom shoe making and repair trade for some years, and naturally I regarded leather as the ideal sole for boots and shoes. About three years ago, I began using Neolin style 146. As my customers found the soles to be satisfactory, and when I was fully convinced that in recommending Neolin I was offering a sole with more points of merit than any other sole on the market, I then began to give these soles real attention, Style 196 was added to our stock, and it has given splendid satisfaction.

When a customer comes in, I have been showing both style 146 and style 196, explaining that the heavier sole only cost 25c. more and that there was practically 25% more wear in same. Customers quite readily accept style 196. I find that men who do much walking, and these who are employed in work of a heavy nature, readily accept the heavy sole. I also noticed that the demand for these soles was practically good for Fall and Winter wear.

I find Neolin to be a most satisfactory sole to work with. I enjoy stitching same on stitcher and the boys like to finish same on the finisher. I never hesitate to recommend Neolin Soles.

I have also been a large user of Wingfoot Rubber Heels and prefer to use them, as I know that in doing so the customer is getting the best value.

As modern shoe machinery has superseded the old shoe repairing method, so I believe will Neolin displace leather, and both the consumer and the repair man will be gainers.

If my experience, and the information contained in this letter can be used by you to advantage, you will be at liberty to use same as you may wish.

Wishing you continued success in the marketing of your most excellent products, I remain,

Yours very truly,

T. Torrville (Signed)

Neolin—The Longest Wearing Sole Material Made

Long wear in Shoes means economy for the purchaser—and the big majority of people have to be economical. Because of this, and because Neolin-soled shoes do wear

—Neolin Soles create repeat business —for both the shoe retailer and the shoe manufacturer.

The Goodyear Tire and Rubber Co. of Canada, Limited, Toronto, Ont.

Neolin Soles



Some points to
R E M E M B E R
 When considering the
REGAL PROPOSITION

Regal Shoes are universally and favorably known.

Regal Shoes have PROVEN themselves superior in every way—in Style, Fit, and Serviceability.

Regal Shoes represent exceptional Value—a reasonable price that buys a full measure of Goodness.

Regal Shoes are the product of Canadian Industry, and in their production has been set the highest standard in Canadian Shoemaking.

See the Regal Range and investigate the Regal Proposition when making your plans for Spring.

Regal Shoe Company, Limited
 472-474 Bathurst Street, Toronto

REGAL SHOES





THE
ROBSON LEATHER CO. Limited
TANNERS AND CURRIERS
OSHAWA
CANADA

MONTREAL
52 Victoria Square

QUEBEC
15 Belleau Street

CORRESPONDENCE SOLICITED

These Two Desirable Boots In Stock



Style No. L346P. Price \$11.00

Cruiser Grey Kid, Welt Boot-Quarter and Vamp Lace, 8½-inch height, Iroquois last, 2¼ inch full Louis wood covered heel with aluminum plate, plain toe.

AA 4½ to 8, A 4 to 8, B 3½ to 8, C 3 to 7½.



Style No. L03450. Price \$10.00

Woman's Koko Brown Russia Calf Welt Boot, Arlington last, three-quarter fox, 8½ inch height-imitation tip, perforated vamp and lace stay, 1¼ inch Cuban heel.

AA 4 to 8, A 3½ to 8, B 3 to 8, C 2½ to 8, D 2 ½ to 7½.

Grey and Brown are the popular colors for footwear this fall.

The two boots shown above are carried in stock and immediate shipment can be made on both styles.

SEND FOR FALL STOCK CATALOGUE

UTZ & DUNN CO.

ROCHESTER • NEW YORK

DENVER OFFICE

218 Charles Building, Denver, Colo.
TIGER & McNUTT
Representatives

NEW YORK OFFICE

Bush Terminal Sales Building
130-132 West 42d St., Room 1521
S. A. McOMBER, Representative

LOS ANGELES OFFICE

319 Story Bldg., Los Angeles, Cal.
G. C. McATEE, Representative

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



MONARCH
and
BRANDON

S H O E S
for
M E N

In handling Monarch and Brandon Shoes you have the valuable co-operation of forceful and widespread advertising, which brings these names constantly before your patrons.

In presenting our Spring Range for your inspection, it is impossible for us to call on all the trade at once. Kindly see our samples before placing orders.

The BRANDON SHOE CO., Limited
BRANTFORD, ONTARIO

ANCHOR SCOURED OAK SOLE LEATHER

SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

THE

LANG TANNING COMPANY

LIMITED

KITCHENER - ONTARIO

THE "AVENUE"

Smart and Graceful
A Favourite with Dressy Men



The distinctive character which comes with long experience and special knowledge in interpreting Footwear Fashions is apparent to the discriminating man who examines this pleasing and popular creation. It is a trade winner with its handsome Appearance and a trade holder through its comfortable Fit and Serviceability.

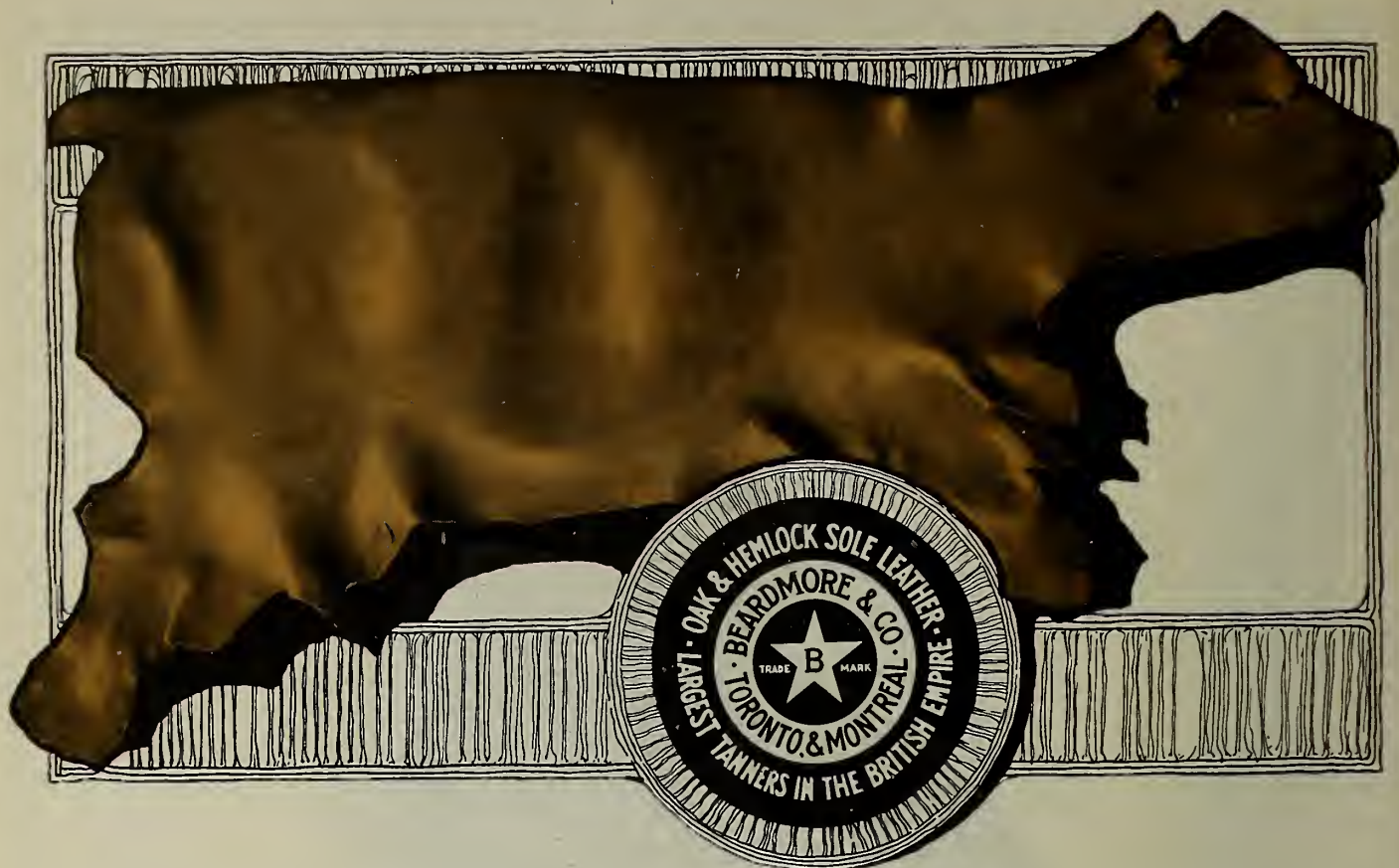
You will find our Range for Spring decidedly interesting, for diversity of Style and exceptional Values.

SCOTT-CHAMBERLAIN, LIMITED

London

-:-

Ontario



Acton ————— *Muskoka*
SOLE LEATHER

We have been engaged in leather production so long, and in it have created and maintain so high a standard that to-day the Beardmore name is the best known leather name in Canada, and one of international repute the world over. The **LENGTH OF SERVICE** of our institution signifies the **STRENGTH IN SERVICE** of our product.

Constant high quality can always be counted upon in these two tannages. Hides and materials used are of carefully selected quality, while skilled workmanship, improved processes of tanning and expert supervision make it possible for us to maintain highest merit in every bit of leather that goes to make up our large output. Supplied in

SIDES BACKS BENDS SHOULDERS HEADS

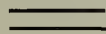
Leading Manufacturers and Repairmen know that the maximum of **DEPENDABILITY** and **VALUE** is obtainable through the use of Beardmore Leathers.

Beardmore & Company
TORONTO **MONTREAL**

SHEEP LEATHER

“Now is the time for your
Oxford Linings”——

Our Dark and Light
Grey Ooze is a winner.

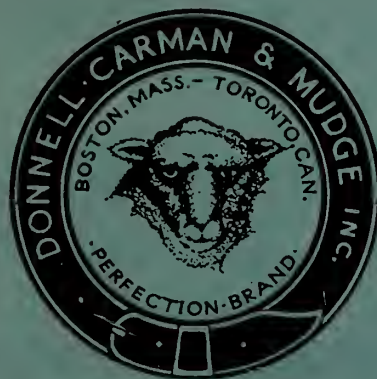


WRITE US FOR PRICES

Canadian Representative:

ED. R. LEWIS

45 Front St. East : TORONTO



DONNELL-CARMAN & MUDGE INC.

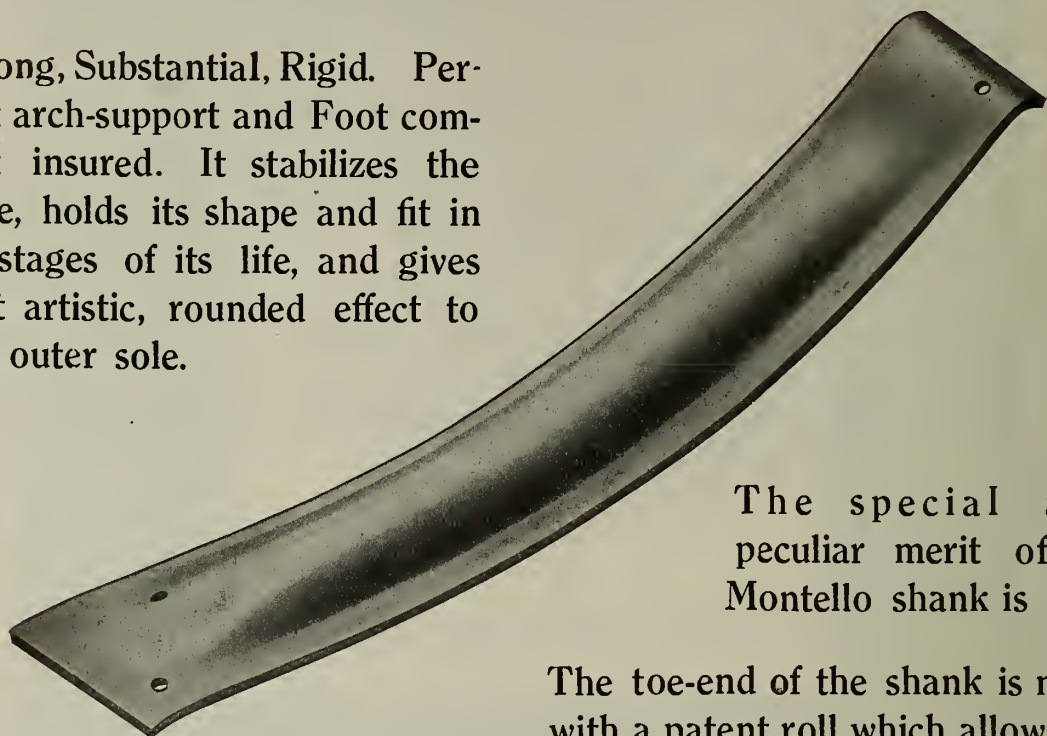
SHEEPSKIN TANNERS

Boston, Mass. : Toronto, Canada

The Montello Shank

Wide Ribbed for Men's Work

Strong, Substantial, Rigid. Perfect arch-support and Foot comfort insured. It stabilizes the shoe, holds its shape and fit in all stages of its life, and gives that artistic, rounded effect to the outer sole.



The special and peculiar merit of the Montello shank is this:

The toe-end of the shank is made with a patent roll which allows the natural, sliding, ease-giving movement at the ball of the foot incidental to walking while maintaining rigidity and support, and without permitting the end of the Shank to cut into or through the outer sole.

The Montello Shank
is especially adapted to welt work and fibre-soled shoes

It Never Sags

United Shoe Machinery Co. of Canada Limited
Montreal

Toronto:
90 Adelaide St. West

Kitchener:
179 King St. West

Quebec:
28 Demers Street

No Matter Where You Are—
 No Matter What Your
 Requirements—Canada's
 Largest Footwear House
 is At Your Service

The AHM System offers to Canadian Retailers a complete service in every variety of foot covering. No matter where you are located—no matter what the particular requirements of your trade—the AHM Branch Stock is at your elbow, ready with prompt and dependable service in



Leather Goods, Rubbers,
 White Canvas, Tennis and
 Outing Shoes, Felt Footwear



It is needless to emphasize the convenience and economy of concentrating instead of scattering your purchases. More than 5,000 Canadian retailers already appreciate the importance of this—the advantage of dealing with a house which can give prompt and dependable stock service in *all* varieties of footwear.

AMES HOLDEN McCREADY

LIMITED

"Shoemakers to the Nation"

T. H. RIEDER, President

HALIFAX ST. JOHN QUEBEC MONTREAL OTTAWA TORONTO LONDON
 WINNIPEG REGINA SASKATOON CALGARY EDMONTON VANCOUVER



**CALF AND KIP SIDES
STORM CALF**

ALL COLORS

**H. B. JOHNSTON & CO.
TORONTO, CANADA**



The Man Between Is THE RETAILER

Conditions in the production of Leather and in the making of Shoes are constantly changing. The public's tastes and demands in Footwear are constantly changing. In between comes THE RETAILER, vitally affected by the slightest change on either hand.

Robinson's Reliable Supply Service

with its immense Footwear Stock, its wide variety, its sound values and its efficient shipping facilities protects you against loss through these changes and helps you to CONTROL conditions.

You NEED this Service in your Fall and Winter Sorting and in your Spring Placing. It will get you more PROFIT out of your business.

James Robinson

Montreal

To Properly Provide for Spring and Summer Needs
RETAILERS

should select liberally from

THE AIRD LINE

of Popular Priced, High Grade Footwear

See the Complete New Spring Range

At Your Jobbers



We Sell to Jobbers Only

AIRD & SON (*Registered*)
MONTREAL



SPECIAL ANNOUNCEMENT



The object of our ADVERTISING CAMPAIGN, which starts the last week in October and will continue throughout the season, is to acquaint your customers with the good quality and style of Columbus Rubber Footwear and increase sales for you.

A selected list of daily newspapers and farm papers is being used in this campaign. The list has been selected with a view to backing up our dealers and increasing the sales of Columbus Rubbers.

You will be asked for Columbus Rubbers. You will best serve your customers and yourself by stocking them.

New lasts have been added to the line to fit the new styles of shoes. Our Havana Brown, made on a variety of lasts, is particularly suitable for the Mahogany and Tan shoes which are now so much in demand. Our Branches and Jobbers can fill sorting orders promptly.

An attractive card for window and store display is now ready. Also, an interesting booklet "Safe Steps" for distribution to your customers.

Cards and books will be sent on request.

Link up your store with the advertising. It pays.

The Columbus Rubber Company of Montreal, Limited

1349 Demontigny St. East, Montreal

Branches—Montreal, Ottawa, Winnipeg, Calgary



FLEET FOOT

THE COMPLETE LINE

THE ADVERTISED LINE

FLEET FOOT is not only the most varied and most complete line of Outing and Sport Footwear for Spring and Summer, it is also the one line that is advertised all over Canada.

FLEET FOOT gives you styles and sizes for men, women and children, and our national, consistent and persistent advertising creates a demand for Fleet Foot and helps you to increase your sales.


FLEET FOOT Samples for 1920 are ready. Be sure to see them before ordering.

Dominion Rubber System Limited
HEAD OFFICE - MONTREAL

Service Branches at

HALIFAX	TORONTO	FORT WILLIAM	EDMONTON
ST. JOHN	HAMILTON	WINNIPEG	CALGARY
QUEBEC	BRANTFORD	BRANDON	LETHBRIDGE
MONTREAL	LONDON	REGINA	VANCOUVER
OTTAWA	KITCHENER	SASKATOON	VICTORIA
		NORTH BAY	

The SHOE AND LEATHER JOURNAL



TWICE
A
MONTH

Office of Publication
1229 QUEEN STREET WEST
TORONTO

Acton Publishing Co. Limited
JAMES ACTON, President
MONTREAL OFFICE
326 CORISTINE BUILDING

TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any similar publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

THE OLD, OLD STORY

SOME people would have us believe that the present world situation is an extraordinary development that has not hitherto occurred, and not a few are wringing their hands and asking what is to become of us with the unrest and turmoil that are at present shaking society to its very foundations.

There may be some consolation in knowing that in this as in many other respects there is "nothing new under the sun." The world has had its social and industrial spasms as it has had its wars as far back as the memory of man goes, and the strange thing is that the two evils seem to be inseparable.

The present situation is the result of a destruction of life and property unprecedented in history and as the conflict has been so far beyond any hitherto experienced, the resulting aftermath is so much the more far reaching and apparently difficult of readjustment. But that readjustment is taking place and that a practical equilibrium will be restored eventually may be taken for granted from past experience.

As far back as six centuries ago, following war and plague which wiped out a large proportion of the population of Europe, there was such a scarcity of labor and natural products that starvation and annihilation seemed inevitable. Compulsory labor enactments resulted in riots and bloodshed, and the end of law and order seemed imminent.

As the nations emerged from feudalism these reactions from war were not as critical, nevertheless war, usually followed as it has been by famine and pestilence, has wrought such changes in social and political conditions that it has always taken several years to bring about a readjustment.

To-day we are struggling with a condition that has always followed a cessation of production of natural products when thousands of men have been set to destroy property and human life. Restoration means a tremendous demand for materials and labor and the shortage of the latter means a high cost of everything needed for the process.

With the excessive credits made necessary by the war there has been an inflation of currency, or in other words, money has been more plentiful than the goods for which it is exchanged, so that, for instance, two dollars are needed to pay for a bushel of wheat where one formerly sufficed.

The greatest danger to-day, however, lies in the tendency towards unreasonable pressure on the part of labor. If the cost of production be further forced up by unnatural wages and the demands of workers for shorter hours are backed up by continued strikes there can only be one result—further increases in the cost of living.

Shoe Trade Investigations

Manufacturers, Jobbers and Retailers Examined Before Court of Commerce—Digging into the Cost of Shoes—Strange Questions Asked Makers and Handlers of Shoes—Delving Into Private Affairs of Witnesses

IN different parts of the country Fair Price Committees appointed by the Commerce Board have during the past two weeks been probing the shoe trade to get at the high cost of shoes. Some wild statements have been the result on the part of both witnesses and those who have examined them, as will be shown by the following extended report.

Halifax Investigation

At Halifax last week Commissioner W. F. O'Connor directed the enquiry and Messrs, Redden, Hart, Taylor and Wallace of that city gave evidence.

Mr. Hart attributed the high cost of shoes and leather to the prices asked by the manufacturers, and to the fact that the manufacturers can ship all their production to Europe. The best of kid shoes are in demand, and leather which comes a trifle cheaper has little or no demand. In pre-war days shoes were shipped from Europe, but now Europe has to come to America for shoes.

Mr. Redden gave figures showing the increased cost of material. He stated that in the early days of the war and before the war, the price for leather was 30 cents per pound, it now sold for \$1.50 for the same quality. Hides which originally sold for 8 and 10 cents a pound now sell at 38 and 40 cents. The strikes in the United States for more pay, the cost of transportation and other increases have caused the cost to climb. The freak shoes that lose favor so rapidly only to give place to another style of freaks have done much to reduce the profit of the shoe dealer, as shoes that are out of fashion, no matter how costly they are, must go on the bargain counter. No man in Halifax ever made a living out of the shoe business, Mr. Redden stated. Many of the old firms which did business here a few years ago were compelled to go to the wall. In 1917 when the price of shoes advanced, Mr. Redden said his firm stuck to their prices and at the end of the year was compelled to draw 9 per cent. of their capital in order to meet overrunning expenses. He considered that the top of the high cost question was in sight.

Mr. Hamilton, Secretary of the G.W.V.A., asked if a standard last were introduced if it would not lessen the cost of shoes. The shoe dealers all agreed with him. They said that the greatest loss to a shoe merchant is in freak styles that are short lived and give way only to other freaks. Once a freak fashion is over the shoe, despite its cost, must be relegated to the bargain counter. Mr. Russell asked Mr. Redden who, in his opinion, was responsible for the high cost of shoes. Mr. Redden said he believed it to be the manufacturers.

The case for the shoe merchants then rested and Mrs. E. M. Murray asked several questions, first if the profit on shoes now selling for ten, fifteen and even twenty dollars was not greater than shoes formerly sold for four to seven dollars, and also if there cannot be on sale in Halifax a moderate shoe that would sell for a moderate price.

In reply to Mrs. Murray's question Mr. Redden stated that there was no greater profit on a more expensive shoe, and that if prices suddenly dropped the shoe men will be

out considerable money. In reply to her last question, Mr. Redden said that "freak" shoes were in greatest demand, and that the majority of people did not want anything else. The other dealers were of Mr. Redden's opinion.

Mr. Wallace stated that he was now selling shoes at prices less than the manufacturers' present charges. Questioned by Mr. O'Connor he said he referred to his spring buying. Mr. O'Connor said that the big problem now before the Commission was whether the merchants collecting their profit as the articles went up in price should not cover their losses by charging now. Mrs. Murray asked if there was a combination in the shoe and leather business, and Mr. Redden replied that the only combination was that entered into last year when the shoe men combined against the credit system. They were asked by Mr. Russell if that increased their profits, and he answered yes. Mr. Russell put the question as to whether in marking their shoes this was taken into consideration? Mr. Redden and Mr. Wallace said they had done so. Mrs. Murray asked several other questions concerning the income of a number of people who had small children and who had to purchase shoes practically all the time. She said it was almost impossible for people to live under such conditions with the high cost of living in general. The shoemen agreed that this was so, but did not see how they could reduce any lower the cost of shoes until the manufacturers reduced their prices. The meeting was then postponed for two weeks, when the matter will be further discussed.

The Toronto Investigation

The largest interest centered in the investigation held at the City Hall Toronto, during the week preceding and that following Thanksgiving Day. A large number of retailers, jobbers and manufacturers were summoned, and we append a report as full as we are able to give it under the circumstances in order that the trade may catch the drift of the whole effort to make the shoe trade, especially retailers, the scapegoat for conditions that have arisen through the abnormal situation in raw materials. The information given will at the same time throw light upon the whole question in a way that would not perhaps be otherwise possible.

A Manufacturer's Views

On the first day, the first witness called was Mr. John Allan Walker, president of the Walker, Parker Company. They manufactured women's fine shoes and had been in business for 20 years. They bought their kid in the United States, calf and patent leather in Canada, and sole stock, with the exception of the insoles, in Canada, the latter being bought in the United States.

"Why do you buy your kid in the United States?" "It is practically not produced here."

"Why is that?" "I don't know. We used to buy considerable here."

"I understand 75 per cent. of what the Americans tan is bought in India?" "Yes, a large amount is controlled by Britain."

"What per cent. of kid do you use?" "Sixty or sixty-five per cent."

"When do you buy that?" "In recent months whenever we could. In former days it was in the spring. They got an order placed toward the end of August or the first week in September, but not enough for their spring goods."

"Is there a European demand?" "Yes, they can take all they produce without selling in their own country."

"Have they increased the price to you?" "They have not, because they could not offer anything. The last price was \$1.35. Their output was not interfered with because they had enough to keep them running."

"Does the exchange affect you?" "We have to add the exchange when remitting."

"How do you fix prices?" "We base them on the purchase of material."

"When do you make up the samples for spring?" "About the first of September." The prices were set for the season. The order for material was placed in May, June and July.

"Why do you not buy more calf?"

"We do all they will buy."

"What would be the difference in price?" "About the same."

"Where do you get your calf?"

"The Davis Leather Co., of Newmarket."

"Have any difficulty getting a supply of calf?" "No, they have given us our requirements. There were firms," he said, "also in Aurora and Montreal."

Calf Wears Better

"What about the difference in wearing qualities?" "For real hard wear the calf would be the better."

"For a heavier shoe calf looks the better," he added. "Kid was more dressy."

"For some unaccountable reason your customers want kid?" "Yes. The demand for kid," he said, "had increased during the past fifteen years."

"Could you give me the increase in the price of kid per foot in 1913, 1918 and 1919?" "In 1913 we paid 24 cents, 1918 65 cents, and 1919 \$1.25 to \$1.38."

"Now the calf?" "In 1913 it was 30c; 1918, 70c, and 1919, \$1.25. Patent leather in 1913 was 30c, 1918 it was 48c, and 1917 \$1.10."

The witness produced two samples of ladies' boots. The kid in both was worth \$1.25 a foot, but the soles differed, the length of one and the higher heel adding to the cost. The outsole cost 23c in 1913, 45c in 1918 and 66c in 1919, the counter 5¼c in 1913, 7½c in 1918, and 9½c in 1919; top piece 3c in 1913, 3¾c in 1918 and 6c in 1919; box toe, 1½c in 1913, 2c in 1918 and 5½c in 1919; welting, black, 1913, 6c; 1918, 8c; 1919, 10c; white, 1913, 12c; 1918, 15c; 1919, 32c; welt insole, 1913, 12c; 1918, 18c, and 1919, 46c.

The witness explained the high and the low heels. The former was more expensive on account of additional operations. The cost of the low heel, a Cuban, called the sporting military heel, cost 9c, and the French heel, 15½ cents.

"Is that as serviceable for street wear?" asked Mr. Lundy, referring to the high heeled shoe. "I often wonder why they do wear them, but they do wear them higher than this."

"A woman would have great difficulty crossing the corner of King and Yonge with it," said counsel.

The lining cost 15 cents per yard in 1913, 48c in 1918 and 54¾ cents in 1919.

The witness went minutely into the details showing the increases of prices in the various parts of soles. Thread went up from 94c to \$2.88 for 4,800 yards. Cotton thread advanced from \$1.80 per pound, to \$4.07. There were similar increases all along the line. In kid it amounted to 338 per cent., solings 177, and findings 109.

"How do you arrive at the cost of production?" "We take the material and labor."

"When you prepare your goods for the spring season, what do you do?" "We take the previous season as a basis. It was necessary to have their goods bought and they made an estimate on labor. They figured out the cost on the season's output. They estimated always sixty pairs."

"Would they consist of one kind?" "Yes, sixty individual shoes of that grade."

"What does it cost to produce that shoe with the Cuban heel?" "That costs for sixty pairs, \$596.61. I figure it at \$9.94. We sell at \$10 and will shortly sell at \$10.50"

"What do you add on?" "In this particular case, \$10.50, it is 5½ per cent. on the turnover."

Cost of Shoe

Mr. Walker gave the following figures to the Commission as the cost of the shoe in question.

For sixty pairs of the kind, that cost \$9.94 a pair to produce, for example, the costs are as follows:—

Upper, 225 feet at \$1.25.....	\$281.25
Side lining, 2½ yds. at 52½c.....	1.32
Sock lining, heel est feet.....	.60
Lining, 19 yards at 54½c.....	10.40
Top facing, 17 feet at 20c, sheep.....	3.40
Inside lace stay, 19 feet at 20c, sheep.....	3.80
Inside stay, duck, 1¼ yds. at 77c.....	.96
Label.....	.59
Silk and thread, upper and sole.....	4.80
Eyelets.....	3.13
Outsole at 62c.....	37.20
Insoles at 46c.....	27.60
Welting, 60 yds. at 32c.....	19.20
Counter at 9½c.....	5.70
Heel.....	4.80
Top lift.....	5.55
Loss and profit.....	7.20
Laces.....	2.42
Nails, cement, ink, sandpaper.....	3.00
Sole filling, webbing.....	1.20
Shanks.....	.92
Box toe.....	3.30
Cartons and tissue.....	27.27
Royalty.....	1.80

Cost of material.....	\$457.41
Cost of labor.....	55.80
Factory expenses.....	7.80
Office expenses.....	31.50
Travellers' commissions.....	31.50
Cash discount.....	12.60

Total cost.....	\$596.61
Average cost per pair.....	9.94

Cost of production.....	\$596.61
5½ per cent. profit.....	33.39

Sale price.....	\$630.00
Average sale price to trade.....	10.50

The Average

"What do you try to average?" "From 5 to 10 per cent. The cost of production of the same grade of shoes varied, but they were put out at the same price. There was about the same percentage on all grades.

"What would be the percentage on that grade?" "Not under five."

"What would be the highest?" "Not more than 12."

"Suppose you had a shoe that cost eleven dollars?"

"We would have to make that shoe \$12, or whatever price we decided to put on it."

Their cheapest grade sold to the trade at \$6, their next at \$8, the next at \$10 and \$10.50, and some of a better grade at the same price."

"You have given four grades. Can you tell me how you arrive at the selling price?"

"By adding on the amount of profit after getting the material."

"How much do you add on?" "From 5 to 10 per cent."

Examined as to the turnover and output the following figures were given:

Year	Turnover	Output
1913.....	\$405,107	152,900
1918.....	447,615	86,350

The reason for the decrease in output was the shortage of labor, falling off sale, and greater difficulty of production. It was also explained that in 1918 there was a great deal of sickness.

"Your operating expenses didn't fall off," said Mr. Lundy. "In 1913 they were \$67,404 and in 1918 \$91,990."

"Isn't it a fact that it takes longer to turn out a pair of boots?" "Yes." The witness pointed out that the French heel took a third more time than ordinary.

They had practically the same number of operators in 1918 as they had in 1913.

"How long would it take to produce a shoe with the Louis heel?" "When we take a rush order we consider from 3 to 5 weeks prompt delivery."

"Ten years ago it wouldn't take that time? We always used to say two to three weeks."

"Goods were not pushed through so fast. There were so many operations and if there was a delay on one through sickness or some other cause it affected the others. Experienced workmen were required on every part of it. Only yesterday it was suggested that they get a school here to teach, but they were doing that now in their own factory."

"Your wages have not increased?" "To some extent. In 1913 they cost us 56 cents a pair, and in 1918 93 cents."

"What increase has there been in your wages?" "I cannot say. At times we gave 5 per cent., 10 per cent., and 7 per cent."

Mr. Murdock: "Would I be safe in saying 40 per cent?" "I think you would, sir."

"It was necessary," Mr. Walker said, "to increase production to get decreased cost. We think it almost necessary to produce our goods to correspond with the styles across the line."

"I would take from that, if you eliminated some of your lines you could produce them cheaper?" "We have endeavored to standardize some of our lines."

"Doesn't the change in your lasts affect the retail trade?" "I would think it would, but they buy the new styles and demand the new styles and seem to get rid of the older ones."

"What does your \$10 shoe retail at?" "I would say that would be a \$14 or \$15 shoe."

Another Manufacturer's Evidence

Mr. G. W. McFarland, of the Williams Shoe Co., said that circumstances necessitated a change in prices sometimes twice a year.

"You sell direct to the retailer?" "Yes."

"The advance in boys' shoes would be 10 cents," he said. "We later advanced prices all around 5 per cent. That was at the close of the season. That did not apply to goods sold in Ontario, because we were just through."

"On what do you base your profit?" "We figure out the cost of the shoe ready for the shipping room."

"What was your percentage of profit?" "It figures out about 5 cents a pair. We add 25 per cent. to the actual cost of the shoe. That is our gross."

"What would the retailer sell at?" "On staple lines they figure on getting 33 1-3 on sales."

"Don't you think that \$5 shoes should sell for \$7.50 and \$8.?" "From what I have seen I have noticed recently a good many are selling at less than they can sell them to-day."

"I would be surprised if you could get that shoe for less than \$7.50," said counsel. "I was speaking more of the country," said the witness.

"Where you get a big turnover on standard shoes, if a man puts in a stock that he sells quickly, he should be in a

position to reduce his price?" "Well, of course, they have additional expenses."

"On a turnover of half a million or a million the big stores in Toronto ought to be able to sell at as small a price as those in the smaller towns?" "I don't know. I was never in the business. It all depends on comparative cost of doing business. I do not know what they would be as between Toronto and Hamilton."

Canadian hides were not used to a large extent. There was not a great market for them in Canada. Ninety per cent. of the hides for sole leather came from South America. The highest price during the war was 29 cents a pound, but during the past few months they had gone up to 90 cents, why he couldn't say. In reference to the royalty paid for the Goodyear machines, the witness did not regard the system of compulsory leasing as bad, as otherwise they would have to engage expert machinists.

"I understand your association had several meetings to co-operate a plan for standardizing shoes?" "The question has been discussed in our association, but nothing definite done. It is very difficult to standardize shoes. The shoes that we sell in the West would not do in British Columbia."

Uppers had increased in price from 82 cents, in 1915, to \$2.18, in 1919.

A Jobber Questioned

W. E. Winlow, accountant and office manager of D. D. Hawthorne & Co. requested that the figures be kept private by the board, but Mr. Murdock stated that he felt it his duty to act otherwise.

"I think the public are entitled to know that you made \$800,000 net profit as jobbers between 1912 and 1918," stated Mr. Murdock.

"I don't think our competitors have a right to know," retorted Mr. Winlow, who stated that their profits were larger than those of the other Canadian jobbers. This was because it cost them less to do business. "Because we keep down expenses and make more than the others, I don't see why we should be marked out as profiteers," he stated.

"I have always thought the public were paying for unnecessary luxuries," replied the commissioner. "Right or wrong, that has been my view. I think the jobber is one of those unnecessary luxuries."

Col. Price: "The profits you have made may have something to do with the high price of shoes at the present time."

Mr. Winlow: "It is not fair to single out one firm like this."

Mr. Murdock: "We have only begun. You are the first one we have got at yet. We hope to deal with all those who are improperly putting expenses on the public for the necessities of life."

Mr. Winlow took up the challenge on behalf of the jobber. He explained that the jobber's profit would be paid anyway by the consumer and that the small retailer and small manufacturer would be put out of business if the jobber were abolished.

"Our main customers are small retailers," he stated. "If we are forced out of business they will be swamped. The small manufacturers, too, will be put out of business. Many of them cannot afford to employ travellers to sell their lines at a cost of 15 per cent. or over. They are content to give us the 15 per cent., take ready cash, and avoid hundreds of small accounts and bad debts. Why, we can take the output of several of these factories and sell them through one set of travellers."

He said that his firm bought from nearly all shoe manufacturers, and sold to retail firms all over Canada.

"On what basis do you do business?"

"We mark our goods at 20 per cent. profit on the manufacturer's price to us."

"Are the manufacturers' prices to the jobber better than to the retailer?"

"Absolutely. The prices to us are 15 per cent. less than to the retailers. That is generally speaking, to the best of my knowledge."

"Then your profit is really charged up to the manufacturer." "Yes. That is practically correct."

On some lines Mr. Winlow said they only get 16 2-3 per cent.

Retail Prices

The attention of the board was first directed to men's shoes. Samples were at hand from the shoe department of the T. Eaton Company. A "Clapp" shoe, selling at \$16 was the highest-priced shoe sold in their store, stated A. H. Grainger, of the Eaton shoe department. It cost the Eaton company to buy \$11.89.

Col. Price: "This shoe would sell for \$8 in the States, would it not?"

Mr. Grainger: "Not at all. Our prices on American shoes are often lower than the prices in the States. I have seen women's shoes in 5th Avenue stores, New York, selling at \$12, \$13, and \$14, which we were selling at the same time at \$10, \$11 and \$12."

"But generally what I have said is true, is it not? American shoes generally sell higher here than in the States." "Oh, yes. Generally speaking, that is true."

Another shoe produced, called the Eatonia shoe, was bought at \$8 and sold at \$11.50. This was a gross profit of 45 per cent. Mr. Grainger explained that to fill his lines he would soon have to place an order for more Eatonia shoes and the quotation was now \$10.

Mr. Murdock: "Will you continue to sell them at \$11.50?"

"Absolutely. We will not advance the prices on that line beyond the present price during the season."

Turning to women's shoes, a pair produced of patent leather, with calf tops, buys at \$3.25 and sells for \$4.50. A Canadian patent leather shoe cost \$4.76 and sold for \$6.75. This is about 35 per cent. gross profit.

Col. Price: "This shows you can get a pretty decent shoe for \$6.75 and \$4.50."

Mr. Grainger: "Absolutely. Those shoes have all the style required."

Another shoe, made by the Watson company, a Canadian concern, was bought for \$9.40 and sold for \$14.00.

"The maker's name is not on this. What is the idea of that?"

"Very few makers put their names on the shoe."

"We have had many complaints of shoes falling to pieces. You cannot tell who makes the shoe." "We stand absolutely behind every shoe we sell. Our customers would look to us for relief, irrespective of the makers."

Sacrifice Lines

Mr. Grainger stated that he had to sacrifice many lines at the end of the season because styles changed so rapidly.

"The shoe business can now be classed almost with the millinery business," he stated. "Styles change so rapidly. They change over night."

"Who's responsible for this rapid change in style? The manufacturers?" "I don't think so. In my opinion the public are to blame. We would rather sell the sensible and more serviceable lines. But the public won't buy them. They demand patent leather, light kid and shoes of that nature."

"It's a fact that the women buy what is the present style, isn't it?" "Oh, yes. That is the case exactly."

"One boot which was made by the Minister-Miles Co., Toronto, bought at \$6.07 in March last, and was selling at \$8.00. The present cost price is \$9.20, an increase of \$3.13. over last spring's price." Col. Price at once sent out

for officials of the Minister-Miles shoes, to explain why the price had advanced.

Other women's shoes cost \$7 and \$10.25 and sold for \$10 and \$15.00.

Ornaments Expensive

Mr. Grainger gave further examples of increases in the cost of shoes over 1913 prices. A child's shoe bought at \$1.80, sells at \$2.40. In 1913 it would sell at \$1.35 or \$1.40.

Col. Price: "That makes a lot of difference. The price has almost doubled in that time."

In women's slippers a pair of patent leather slippers with wooden heels cost \$6.50 and sold for \$10. Ornaments were graded from silk bows at 10 cents each up to cut steel ornaments from \$1.50 to \$10 a pair. One pair of slippers produced sold at \$14, would sell for \$10 or \$11, said Mr. Grainger, without the steel buckle ornament. Shoes purchased at cost this spring at \$6.45 were now quoted at \$7.60, an increase of \$1.15.

Mr. C. H. Fitzgerald, factory manager of the Minister-Miles Co., was called to give information on the increase in price of shoes. Col. Price referred him to a shoe produced by the T. Eaton Co., which in March cost \$6.07, and upon which the new quotation is \$9.20.

"How do you explain the advance?" asked Col. Price.

"The kid in that shoe has advanced from 60 cents in February to \$1.20 to-day. Cotton has advanced also. The increase in the price of the shoe has not kept pace with the advance in the cost of materials."

Mr. Murdock: "I think that advance is entirely unwarranted, and I don't think it will be permitted. Yesterday we had figures showing the increase in the price of commodities necessary in the manufacture of that shoe. They do not justify in any way a flat increase of \$3 per shoe."

Another Miles' shoe had been increased from \$8 to \$10 a pair to the trade since spring. A third which cost \$5.75 in February is now quoted at \$8.75, an increase of 3 on a \$5.75 shoe.

Price Was Advanced

Col. Price: The T. Eaton Co. were able to buy in February and March your shoes at 50 per cent. less than to-day. When did you decide to increase the price?"

"When I went there in February I started to figure out the cost. Many of the firm's shoes were being sold at a loss."

Frederick P. Miles said that while in 1913 the firm was making money, the 1918 statement showed they had been operating at a loss. He explained that Mr. Fitzgerald took over the management of the factory at the beginning of this year to remedy the conditions.

Col. Price: This evidence of an increase in price of 50 per cent. since spring is so great that it puts you on your defence. You will have to show us the reason.

Mr. Miles: "I think we'll be able to explain this to your satisfaction." Mr. Miles promised to produce cost figures.

Retailer's Views

S. C. Parks, Yonge street north, shoe retailer, said he had been in business since 1908, and since that year he thought the prices had trebled. Children's shoes had advanced in one instance from \$1.25 to \$2.50. To-day they sell from \$3 to \$4.75. Women's shoes in 1913 cost from \$2.25 to \$3.25 and sold from \$3 to \$4.50. To-day they cost from \$6.50 to \$10. He didn't go extensively into fancy ladies' shoes, because they would mean a loss to him, as there was little demand for them in his section. The loss would have to be borne by the standard lines.

W. F. Fenton, treasurer of the Murray-Kay Company, said he was in charge of the shoe department of that company. The department was credited with sales and goods,

but were not credited with the discount obtained in purchasing. This ranged from two to five per cent., but a great number of the shoes were bought net. Two-thirds of the boots were purchased in the United States. He could not say what the rate of duty was, but in 1913 the firm paid \$15,728 in duty; in 1914, \$13,306, and in 1918, \$13,210.

Children's Shoes

T. Jacobi, jobber, said his firm sold shoe findings and children's shoes. They usually carried a stock of \$125,000. They employed 18 men and had been in business for 60 years. To get their selling price they add 20 per cent. to the manufacturer's price, allowing two per cent. for cash.

"If the manufacturer's price goes up, what happens to your stock on hand?" "That does not happen in actual practice. We sell out in one line at the one price."

Mr. Jacobi said that since the spring the price of shoes had increased on May 10th and July 10th. The new price list, issued this week, shows a still further increase.

"Have any lines of shoes decreased in price this year?" "No."

"How is it there is a larger percentage of profit on children's shoes than on men's shoes?" "I couldn't say, I'm not conversant with the general shoe business."

In the general line of shoe supplies they sold, such as laces and trimmings, the firm calculated to make a gross profit of 25 or 30 per cent.

"Don't you think your profit has been too large?" "No. A drop in the market may mean that we will lose."

"You are willing to take all you can get now, against the day when the market goes down?" "We are not grasping."

"Don't you think your profit is unreasonable?" "No. I wouldn't say that."

"You're pretty well satisfied then?" "Yes. We are satisfied."

The Jobbing Business

J. W. Muir, secretary-treasurer of the Blachford Davies Company, said that his firm were wholesalers. They purchased shoes from various Canadian factories, of every kind. Ninety-nine per cent. of their purchases were Canadian products.

"Have you printed lists of prices?" "No. We issue lists every week to our travelers, changing prices."

"So you change prices every week."

"We have to. We are dropping lines every week."

Mr. Muir stated that at present the company had in stock \$750,000. This had been increased from \$300,000 at the beginning of the year.

"How do you arrive at your selling price?" "We add 17½ to 25 per cent. to the manufacturer's price, according to the line of the shoes."

"When you buy an odd line of goods at an increased price, do you immediately raise the price of that line, which you have already in stock at a lower price?" "Not always. To-day, we are selling shoes at less than we could buy them from the manufacturers."

"How are you doing that?" "We happened to buy a very large stock before the 1919 increase in shoes."

"Has your volume of business increased?" "Yes. It has increased consistently since 1913."

"Has it doubled?" "No, since 1913 it has increased about 50 per cent."

"Have your operating expenses increased materially?" "Yes. Very materially. Rent has doubled, and that is only one of many items."

Representing the Royal Shoe Store, Mr. N. A. Smith stated that his store carried the best shoes they could buy. Half were purchased in Canada and half in the United States. Mr. Smith said that forty per cent. on the manu-

facturer's price was added to get the selling price. Some lines had to be sold at cost to clear, when it was found they weren't selling. The highest-priced women's shoes sold at the Royal store was \$18. Good lines sold from \$14 to \$18.

"Have prices gone up?" "Yes. You can't keep in touch with the market. We are selling some shoes to-day at \$2 a pair less than we could buy them for to-day."

Mr. Patrick Rowan, of the Rowan boot shop, Yonge street retailers and agent for the Slater shoe, stated that he calculated and marked his gross profit at 40 to 50 per cent. The selling price of the shoes, he said, was placed on them at Montreal, by the Slater people. Two pair of men's boots produced, had been bought by Webster, the board's agent, at \$13 and \$15. These cost Rowan \$8.35 and \$9.75, he stated. This was a profit of over 50 per cent. on each pair.

Harry Bachrack, Bachrack Bros., said that their goods were usually marked at 33 1-3 per cent., and sometimes in clean-up sales, at the end of the year, sold at a loss. It cost 20 to 21 per cent. to conduct the business. The net profit for 1918 was about 9 per cent. On his promise to furnish complete answers to the questionnaire his evidence concluded here.

TACT IN SELLING SHOES

Here is real good bit of stuff from a traveller that we think is worth passing along. He writes us the following:—

Being in a little town down in the province by the sea I picked up THE SHOE AND LEATHER JOURNAL in one of my customer's stores and read something about tact in selling shoes. As I mentioned it to the shoe merchant in whose store I was he remarked that he could tell me two or three instances of tact that were equally as good. He referred to one of his clerks and said that he was very affable, makes a rule to treat all customers courteously and, whenever possible, is always on hand to show a customer out and mostly sends them away with a word that produces a smile.

In the midst of his "fixing up" work one morning last spring a man entered and asked for "an E string for a violin." He was a working man from the rural district. Being a shoe store the sales clerk did not have them but told him he would direct him to a place where he could procure one. During a little conversation he learned that he was a lumberman returning to his home. With an eye wide open for business he mentioned that he had a nice line of shoes. Well, he sold him a pair at \$9 and a pair of rubbers as well; now that was tact.

Another case, a big man wanted a pair of rubber boots. He had been in several stores and size 10 were too small. "Have you 11 or 12?" My sales clerk did not answer his question, but a ked him to be seated and he would fit him. The clerk went to the stock room, got a pair of size 10—did not have larger. The man tried them on and they fitted nicely, going on with very little exertion; the man was satisfied.

Now how was it that this clerk fitted this man with the same boot he had tried in the several other stores? 'Twas very simple, as he told the "Boss" afterwards. The clerk noticed the man had a very large "heel measure," consequently the foot would "jam" at the heel. While out he souced a dose of "French chalk" into the boot which did the trick. It was the first time I heard of "chalk" being used in fitting on a rubber boot, but it is practical.

A FAITHFUL READER

Here is what Mr. Maw says in renewing his subscription for the SHOE AND LEATHER JOURNAL:—

"Please find enclosed money order for amount of my subscription. Cannot think of parting company after having been a subscriber for over thirty years and getting such good value for the money.

"JOHN MAW."



Stray Shots From Solomon

Wisdom crieth without; she uttereth her voice in the street.

Don't chase up every lie that crosses your path. Half the lies if left alone will run themselves out of breath. If people spent half the time in honestly trying to be good that they devote to vindicating themselves the world would be a better place to live in, and there would not be so many short-winded Christians. It is wonderful how the biggest sensation will peter out when the one most interested refuses to get excited. It may be hard when you get a crooked-mouthed liar just where you can nail him to let him go, but the energy saved for something else will accomplish more. What you need more than anything else is protection against yourself and not people that abuse you. You go jumping on everybody that says hard things about you, and you will wear out your reputation if you don't your boots. Anyway, when your enemy has said everything he can about you he has not painted you half as bad as you know you are. Let him go.

* * *

There is a pharasaic adaptness of the advice of the Wise Man on this head that must make the angels weep. There are people who rise up early and with loud voice not only praise their friends but bless their enemies. They use this bastard humility to call attention not only to the failings of their enemies, but to promote popular appreciation of their quasi virtues. They proffer their coals of fire on a salver of brazen impudence that robs them of any virtue. This wall-eyed glib-tongued hypocrisy that parades its sweetness with a brass band is worse than all the bullet-headed revenge that ungodly hatred can produce. The most contemptible rascal out of hell is the pharisee that hits his neighbor over the back of the Almighty in prayer or a simulation of divine grace.

* * *

There may seem to be a good deal of blind luck in life, but there is an evening-up process somewhere. We are caught with the glitter of the prizes in what we call the great lottery of life, but we do not see beyond our noses. The lot is cast into the lap, but the whole disposing thereof is of the Lord. When He gets through with the distribution it will be time enough to sum up. Do you see that man that by a sharp twist made forty thousand dollars? Don't talk about his superior luck until you see what the forty thousand

dollars have done with him or his children. They may make him a soulless mammon worshipper, or send his children to the devil. Just follow up the people that have gotten money by "vanity," and see whether the Almighty does not take a hand in the disposal of the lot. A man some years ago made a fortune by running a gambling hell in a distant city. He removed, put the proceeds into an honest business and settled down to a respectable church membership and a place of influence in the community. He made honest money—and the ill-gotten gains more than quadrupled. It looked as though Providence winked at the origin of his greatness. But time sped, and the reaping day dawned. It is sunset with this old gambler, and he is back again where he started, running a little den on a side street. Sometimes the disposal of the lot does not come so soon—unfortunatel the reckoning too often comes with them who are left behind.

* * *

"Tit-for-tat" is a small motto for small men. The little fellow who is bent on giving blow for blow, injury for injury, railing for railing, has God's law upside down, and links himself to the jackal and the serpent. The law of the jungle prevails too much amongst men. Get away from it as you would from hell. The "Greater than Solomon" hath said, "Ye have heard that it hath been said, an eye for an eye, and a tooth for a tooth, but I say unto you, resist not evil. Ye have heard that it hath been said, Thou shalt love thy neighbor and hate thine enemy. But I say unto you, love your enemies; bless them that curse you; do good to them that hate you, and pray for them which despitefully use you and persecute you; that ye may be the children of your Father which is in heaven, for He maketh His sun to rise upon the evil and the good, and sendeth rain upon the just and the unjust." Here is an Alpine height for your spider legs, you liliputians that are out with your little club for your enemies.

* * *

All murderers do not meet their doom in this life. The worst seem to escape even the contumely of men, and are often found clothed in purple and fine linen, faring sumptuously every day. This slayer of souls is abroad red-handed, and unrequited, but the day is coming when he will be brought face to face with his handiwork. Have you by inconsistency caused some weak brother to perish? Have you murdered innocence by a fell blow that took away its hope? Have you destroyed some trusting life by faithless villainy? Woe unto him who offends one of these little ones. It were better for him that a millstone were hanged about his neck and that he were drowned in the depth of the sea. Beware of destroying not the perishable body but the immortal soul. You can hold up your hands in horror at the shedding of human blood. Are these hands free from a blood guiltiness a thousandfold worse than that of the most brutal assassin?

SOUL MURDER

Profits of Shoe Dealers

Some Timely Remarks of a Boston Dealer that are Largely Applicable in Canada

A BOSTON shoe dealer says:—"My prompt answer to any Washington or other charges of 'profiteering' would be that I am making no more net profit this year than last year or the year before; and that condition is general among shoe stores.

"The Federal Trade Commission, it is true, points to larger profits per pair of shoes sold in 1918 than in 1914, although saying as regards our actual profit that it was merely 'somewhat lower' in 1914. The commission handles conditions and figures very amateurishly as regards our end of the business chain that provides the public with footwear.

"For example, it calculates profit percentages on the cost price to the dealer. That is no longer the practice of the intelligent shoe dealer, or, in fact, of any up-to-date merchandiser. They all figure on the selling, not the buying price.

"It is not merely accumulated business experience and sense that dictate this. We have the warrant of such economic authorities as Harvard's Graduate School of Business Administration, which has made special studies of the retail shoe business and has afforded many helpful analyses and suggestions to the trade.

"In the retail world, including a wide variety of stores, it is a general practice to divide the year into two periods—the normal and the 'bargain,' when stocks are moved by price cuts. In some lines they figure about 40 weeks for the first period and 12 for the second, as after Christmas and in the late summer. In some of these lines they aim to get 40 per cent. return on the selling price during 40 weeks, and say 25 per cent. during 'sales.' This means getting 66½ per cent. and 33½ per cent. respectively on the cost. It works out an average return for the year of 37 per cent. on selling and 59 per cent. on buying figures. Thus an article costing \$18 would be retailed at \$30 during 'normal' and \$24 during 'bargain' periods.

"The Harvard school's 1918 analysis of elaborately itemized return of shoe store returns shows the following averages of gross profits on selling prices: Low-priced shoe stores 25.7 per cent.; medium priced 26.6 per cent.; high-priced 34.8 per cent.; department stores' shoe departments 28.1 per cent.; chain shoe stores 28.4 per cent. The total expenses run as follows: 20.5 per cent., 20.25 per cent., 28.8 per cent., 23.5 per cent., 24.6 per cent. This leaves the net profits from merchandise operations as follows: 5.2 per cent., 6.35 per cent., 6.0 per cent. and 3.8 per cent. In neither the gross nor the net profit is there anything here that savors of extortion.

"It is true that if the cost to us of a pair of shoes rises from \$6 to \$9, the margin we get under the basis outlined rises from about \$2.60 to \$3.85 a pair. If the cost climbs to \$12, our margin must be a trifle over \$5. But we have learned from stern experience that if we did not keep the ratio constant, the answer is insolvency ultimately. Not only do our merchandising costs rise in such times, but our sales diminish numerically. Patrons buy fewer shoes, wear them longer, and get them repaired more frequently.

"The only cases where considerable profits have accrued have been those of large stocks held before the greatest recent advances, as in other lines. But this was not generally the case. Moreover, our usual practice in making retail prices is to average the cost of all shoes on the shelves and

then apply the percentage rule. It is our business compass. To abandon it just because prices to us have risen would be like asking a captain to toss his compass overboard.

"Our business splits into two seasons. Spring samples are first shown the preceding July and ordered during the next three months; fall lines shown in January or February. Besides the complexity in sizes and widths, the many recent changes and novelties in style add to the risk. Also, our turnover is not very rapid. Harvard found that for all kinds of shoe stores it averages about 1.6 times a year.

"This on an average 6 per cent. net would mean total net of only around 9 per cent. for the year.

"Until about 1912 many shoe dealers had been deceiving themselves by not allowing adequately for depreciation, capital, overhead, their own time and labor, etc. Too many failed; many others, on dying, were found worth a fifth of what they had thought when alive. I should figure about a third of the increase in retail price the past six years is due to getting the business on a proper merchandising plane.

"The other two-thirds is plainly attributable to the costs of material and manufacture in shoes that occur before we buy the shoes at wholesale.

"We, too, plead 'not guilty.'"

ARROWSMITH, NOT HARRY SMITH

There is a good story told of Mr. Arrowsmith, of the Canadian Arrowsmith Co., of Niagara Falls, Ont. When he was in England not long ago, he arranged for a person to call him long distance at his hotel, at 12 o'clock noon. He told the porter of the hotel that he expected the call and that he would be in the reading room. Sharp at noon he heard the phone ring and he went to the booth and the porter was just coming out. Mr. Arrowsmith asked him if that call was for him and the porter replied: "Oh, no, my dear man, he wanted a man by the name o' 'arry Smith." Imagine Mr. Arrowsmith's feelings when he was told that he could not call out from the hotel on account of war regulations, but calls could come in.

BEST SELLING AMERICAN SHOES

While there has not been any great amount of fall selling as the season is not far advanced, says the Shoe and Leather Reporter, it is not too early to record the tendencies of fashion as regards shoes for the season ahead, and the desires of the public along these lines.

The fashion high-light at present writing seems to be the black kid boot with the Louis heels, most of these covered and the balance of solid leather. Next in favor comes dark walnut brown all over kid boot, eight and one half to ten inches high. Tan calf walking boots with military heels of modest height are popular. Two tones are in good demand, and are expected to increase in favor as the season progresses. These latter are shown generally with beaver brown tops, and vamps of different materials, namely: Brown calf and kid, black calf, and quite a few patent leather vamps.

Black satin top boots with patent leather vamps are selling in fair quantity for dress and formal wear. All black satin boots, are being inquired for, but dealers generally discourage purchasing of these because they have not held up for wear. There are not a great many of these in stock, says the Middle West expert.

Brogue oxfords for men are in increasing favor, and are expected to continue so for some time to come. These carry considerable perforations and fancy stitching effects, quite a few being made of oil finished calfskin. The majority, however, are of russia leather of the darker shades. Two-tone bals. are selling in quantities and patent leather shades very little.

Cost of Selling Shoes

Can the Selling of Shoes be Based on a Percentage System?—Is a Hit and Miss Plan the Best Way to Conduct a Retail Shoe Business

WITH the general public and even with many retailers there seems to be to some extent a great lack of intelligent understanding of the expense of doing a retailing business. When many people use the word "profit" that seems to express all there is about the matter of merchandising. They have an idea that when a certain amount of "profit" is added to the original cost of goods, or the invoice that is all there is to it. As to what that profit should be or how it should be arrived at does not seem to enter their heads. It is a sort of old time way of "just adding" something to the cost of the goods.

In the shoe business, and in fact in many other lines of merchandising, there was a custom, years ago, that when 25% was added to a bill of goods that was sufficient. Then when a merchant discovered in a sort of automatic way that he was not making any money he could not understand what was the matter and thought he was not selling enough goods or tried to lay the blame on some one of a dozen other causes, fancied or real. It is a significant fact that in those days there were very few shoe retailers that you can find who made any money. They eked out a living and some, by a process of close saving, may have accumulated a little. But few of those men had a systematic way or a methodical way of doing business.

On account of this general lack of understanding by the public and some others of how much it costs to run a business, even investigators may hold up their hands in amazement when told that an addition of 40 per cent. to the invoice cost of goods is little enough profit on which to conduct a retail business. We have used the term "Cost of Selling Shoes," because many people do not consider that it actually costs something to sell shoes. If a shoe were picked out of the packing case and simply handed to some one, and that handing meant that the shoe was sold right then and there the cost of selling would be very little. But there are many things that enter into the transferring of a pair of shoes from the manufacturer to the person who will wear them.

There are two costs that enter into the consideration of conducting a retail business, the cost of goods and the cost of selling the goods. The cost of goods will be the invoice price of the wholesaler to the retailer plus the cost of carriage, whether it be freight express, mail or cartage, etc. These simply mean the purchasing price. Following this price will be the cost of selling the goods. Under this heading there may be several sub-heads, such as management, rent, advertising, heat and light,

wages, bad debts, insurance, etc. Now from this 42 per cent. added to the invoice price all these "Overhead" expenses must come.

It is better to count the percentage on the sales price rather than the cost price and it should not be forgotten that 42 added to the cost price or invoice price means 30 per cent. of the selling price. And it is from this 30 per cent. of the sales price that the business must be conducted. It is, therefore, quite important that a merchant should know just how much it costs him to conduct his business and he can know this only by working on some sort of percentage system that will tell him approximately what each item of expense costs.

Let us assume the following table on a business of \$50,000 a year. These figures are an approximate average and some of them will vary in different localities. In one place the rent may be less or more, in another the advertising, while in another the incidentals may vary. But on the whole we think this a very fair estimate.

Personal Salary for management.....	\$2,500
Rent.....	2,100
Advertising.....	1,500
Heat and light.....	300
Wages.....	2,550
Delivery, cleaning, etc.....	750
Bad Debts.....	500
Depreciation on stock fixtures, etc.....	1,000
Insurance.....	500
Incidentals, office supplies, wrapping paper, twine, etc., charity touches and numerous calls.....	800
Making a total of.....	\$12,500

This it will be seen is about 25 per cent. of the sales, which it costs to sell the goods without taking care of the interest on the investment. Adding 5 per cent. to this for investment will bring the cost to 30 per cent.

In the presentation of these figures we do not think they are at all excessive. In fact, some of these figures are quite low. The Harvard University Bureau of Business Research gives for advertising an average of 2 per cent., while Mr. Stockdale allows two and a half per cent. Mr. Stockdale also allows 3 per cent. for depreciation while our figures show but 2.

From these figures it will be seen that the retailer who assumes the risk which he does in conducting a business is fully entitled to a profit of this amount and is in no way robbing the public nor any one else. When a merchant rents a store he will take a lease of that store for one or more years. He immediately binds himself to pay so much money for those premises or guarantees the amount to the owner. But he has no guarantee that he can make the amount. He assumes all the risk. He must work and plan and devise whereby he can raise that money and the other expenses in connection with the selling of his goods. But he in return has no guarantee whatever that he will be able to obtain the necessary amounts to meet the selling expenses. Therefore, he is entitled to a

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Selecting the "Goat"

Locating the Blame for the High Cost of Shoes—Probable Results of Recent Fair Price Investigation—Commissioners Talk of Tying Can to Jobbers

AS far as the shoe retailer is concerned, the "goods" were not found on him in the recent investigations as to the high cost of shoes. Dealers have been able to show that they are simply adding an established percentage to their invoice costs as the goods come in. Manufacturers were able to "pass the buck" to the leather man, producing tables of costs that showed they were only asking their usual percentage on materials, labor and overhead, notwithstanding some of the statements to the contrary.

The sensation of the Toronto investigation was the statement that a jobbing house showed \$190,000 net profit in one year and \$800,000 extending over a period of seven years, an average of \$100,000 a year. The chairman of the Commission, who is a labor man, was scandalized at the revelation and he, as well as another member of the "Com," expressed the conviction that the "middleman must go." Drastic action along this line is foreshadowed by an interview which appeared with two of these gentlemen in the daily press.

But why should the shoe jobber go more than the wholesale grocers, dry goods, hardware and other middlemen who stock goods in dozens of lines where the manufacturer does, and cannot very well go direct to the retail trade? Will the country be any better off if the manufacturer of hoes and hay forks is compelled to send his travellers from coast to coast to every little hamlet instead of distributing his goods through the jobbing houses at the various centres? In the case of the shoe trade it might be asked what would the Montreal and Quebec manufacturers do who make shoes for jobbers? Would they be compelled to reorganize and send their travellers to the uttermost parts of the Dominion? There are dozens of small shoe factories that would undoubtedly be compelled to go out of business, and the last state would be worse than the first as far as the supply of footwear is concerned.

The Commission seems to have seized upon the fact that one large shoe jobbing house, which happens to do as much business as perhaps half a dozen others in its line, and thus combines the profits of these other concerns, and at once reached the conclusion that it has been "profiteering." If the newspaper reports are to be believed, an entire trade is to be made pay for the enterprise one of its members may have exercised in extending its business, notwithstanding that in doing so it has been in active competition with a score of similar concerns.

The SHOE AND LEATHER JOURNAL holds no brief for the jobbers, much less for the concern in question, which has very seldom used its pages for promoting its business, but the whole attitude of the Commission appears wrong on this question as it has been on others affecting the distribution of merchandise throughout the country. The jobber in the very nature of things is not only a convenience, but an economy to the retail dealer as well as to the public. He purchases goods in large quantities, keeping down prices at the manufacturing end, and maintains large stocks that are available at short notice to the retailer who would otherwise in these days, where variety is so pronounced, be compelled to carry much heavier supplies. The fact that the jobber is selling not only against manufacturers who go to the retail trade, but against other jobbers, is the guarantee that his prices must be reasonable, for he could not otherwise maintain his trade. The fifteen p. c. which he usually exacts for carrying, handling and selling goods, affords little chance for profiteering.

It is unfortunate that those who are charged with the grave responsibility of sitting in judgment upon the business men of the country seem to have neither the knowledge nor training that would enable them to properly handle the important questions that come before them. For instance, when one retailer stated to the Commission that he charged forty per cent. on the invoice price of his shoes to arrive at the selling price the chairman impatiently remarked that he was charging too much. Now in the recent exhaustive survey of retail shoe merchandising by Harvard University the conclusion was reached that the average cost of conducting a retail shoe business in the United States was about twenty-two per cent. Add to this what a man should have for his investment, and you have practically thirty per cent. Now no merchant can get thirty per cent. in his gross sales without charging at least 42½ per cent. on his net invoice costs.

These points are quoted to show the need for the whole question of prices being approached from a careful scientific standpoint. It is to be regretted that so far as the public mind is concerned, the investigation has only resulted in creating a distrust that is going to not only damage business men who are entirely innocent of any attempt to exact more than a fair profit on serving the public, but the suggested interference with present business methods be put into effect, the likelihood is that shoes will cost more instead of less to the public as well as the shoe men. Already shoe merchants throughout the country are complaining of a falling off in sales, and in general attitude on the part of buyers that make them feel they were in a dishonest business.

What the country needs to-day is confidence and co-operation in restoring the waste caused by the war. Prices have advanced not because of profiteering, but through such natural causes as the shortage of raw materials and labor and the general inflation of currency caused by war credits. To attempt to force down prices by a strangle hold on any class, whether they be manufacturers, workmen or distributors, is to court disaster.

Leather and Shoe Trade Jottings

What Is Heard and Seen on the Street — Topics of Interest on Leather and Shoes—Hide, Leather and Shoe Conditions

THE topic of general conversation for the past week or so has been the Shoe Investigation. A great deal of dissatisfaction has been expressed with regard to the methods of the Commission and particularly with its attitude in making public the private affairs of those who came before it for investigation. No one has complained of being compelled to give frank statements with regard to their business, but there has been very much bitter feeling that financial statements of business concerns should be paraded in the public press and that a government representative should proclaim it as the policy of the board to proclaim from the housetops what the concerns brought within the purview of the Commission made in their business. Undoubtedly the facts were essential in the endeavour to discern if undue profits were being made in the selling of footwear, but it would seem to the most superficial observer that such facts were only required to show that certain shoes were being sold for more than they should. What good is it going to do the public to be told that a certain wholesale concern made a hundred thousand dollars a year wholesaling shoes? Let it be shown when their shoes are priced unfairly, and thus the public as well as the retailer, will be given a proper remedy.

Why Not Leather.—A great many retailers, and especially manufacturers, are asking why nothing has been done by the Commission to discern why leather costs as much as it does to-day. As one witness at the investigation put it, "Why begin at the middle?" It would remove a great deal of the unrest if the investigation brought out the facts with regard to the increased costs of raw materials and labor that have resulted in the high prices of upper and sole leather. Both shoe manufacturers and retailers have succeeded in spite of the sensation mongering of the newspapers in showing that they have simply readjusted their prices to the increased cost of the goods they are selling. No doubt the leather men will be able to demonstrate in the same way that their product has advanced simply in keeping with hides, tanning materials and labor costs. At all events there is a feeling that the whole situation cannot very well be cleared up without going into leather costs, which have been the prime factors in enhanced values in shoes. But of greater moment to all concerned would be an effort to show why hides

continue to command the present high prices with beef practically selling on a pre-war basis. There must be tremendous stocks of hides held somewhere, it is thought, when one considers the amount of cattle killed in the past six months.

Leather Conditions.—The leather market during the past couple of weeks has continued to show strength as manufacturers have begun to try out the market for supplies. The strengthening of the hide market has helped some, also toward this end. Tanners have begun to look about for supplies and some considerable purchases of hides and skins have been made, with the result that the market in raw stock have shown a decided tendency towards firmness. Statistics show that the cattle supply is gradually reaching a more normal point, and many believe that by the spring, or even before, the supply of hides will be considerably larger than it has been for several years. Packers are, of course, holding stocks for tops price, although some concessions are reported during the week in standard grades; the general tendency is to ask more as tanners get into the market. Packers have been trying to get 50c for heavy native steers, but so far the highest price paid is said to be 48c, which is an advance of two cents on that of two weeks ago. Country buffs are selling at about 36 cents although buyers claim that 35c is the outside price.

American Conditions.—Speaking of the situation across the line, the Reporter says: There should be no misapprehension about the present state of the leather market. It is understood that there is some hesitation in the buying of shoes in the belief that a radical break is imminent. Nothing is further from the actual condition. It is true that a few months ago there was a break of about ten cents in the hide market; the price of heavy native steers had risen from 30 cents a year ago up to about 54 cents per pound this Spring and Summer. They dropped down to about 44 cents a few weeks ago, have now recovered somewhat and are approximately 48 cents a pound. Calfskins had reached a peak of a dollar a pound for best quality. The range is from 70 to 90 cents. A year ago the range was from 34 to 44 cents a pound. Not much leather was made from hides and skins at the extreme high prices of a month or two ago, so that leather made to-day, with the present price of raw material, could not be lower than the leather which has been on the market or contracted for during the past few months.

The market is on a stable basis and any who are delaying purchases, either of leather or shoes, in the expectation of materially lower prices, will be acting against their own best interests. There is nothing productive in costs and prices of raw materials to warrant the belief that there will be any advantage in waiting. Basic conditions need to be changed in all lines before leather could reach a much lower level than now exists.

The Labor Situation.—Unrest in many localities still exists, although in most districts arrangements have been made for the coming season with

(Continued on page 43)

Splendid Value in Men's Boots



Men's Patent Leather Bluchers. Size 5½, 6, 6½, 9, 9½, 10. Price \$8.00
 Men's Patent Leather Buttoned. Size 5½ to 10. Price \$8.00
 Men's Glaze Kid Buttoned. Size 5½, 6, 6½, 9, 9½, 10. Price \$8.00
 Men's Patent Leather Buttoned. Plain Front. All Sizes. Price \$8.00
 This lot of Men's Boots are all High Class Goods. All Rice & Hutchins' stock.

F. Smallwood

THE HOME OF GOOD SHOES.

MAIL ORDERS RECEIVE PROMPT ATTENTION.
 57 JOHN ST.

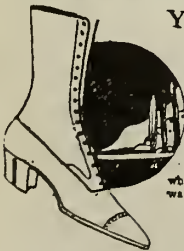


BROWN CALFSKIN BOOTS

Ladies' Handsome Brown Calfskin Boots, recede toe, medium low walking heel, stylish yet comfortable, Bell's make. Priced at \$12.00.

DOWNEY'S

55-59 King Street West.
 BROCKVILLE.



You Can't Buy Better Footwear

You can easily pay higher prices, but you can't get more value — better styles — at any price, and you'll have trouble being fitted so accurately — no matter where you go — only one safe way — the Wilson Way.

Wilson's Twin Shoe Stores
 157-159 Hastings St. W.

VAN COUVER

Children's School Shoes!

CHILDREN'S NATURE SHAPED SHOES

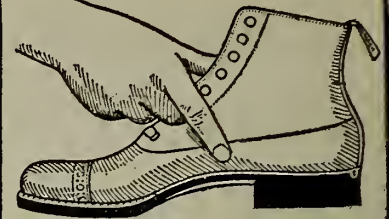


In our Children's Shoe Department we have a full stock of Skuffer Boots in Lace and Buttoned styles of Chocolate and Tan Calf Leather. Stitch down double sole and wedge heel on wide roomy lasts. An ideal School Boot for boys or girls at our old prices,

from \$3.10 to \$4.00, according to size.

Parker & Monroe, Ltd.,
 THE SHOE MEN. ST. JOHN'S

Hart's Natur-Arch



There's Ease and Rest For Tired Feet, They Are Built on Nature's Lines

Note the long orthopedic heel which supports the arch at its weakest point.

LARSEN & CO.

GRANVILLE ST. HALIFAX

Georgina Shoes



AUTHORITATIVE in style, beautiful in finish and reliable in quality, Georgina Shoes are the logical choice of exacting dressers and careful buyers.

The "Georgina" trade mark distinguishes these shoes of quality and refinement from ordinary shoes.

Confident of the superiority of Georgina Shoes, the makers take pride in placing the "Georgina" trade mark on their product, anticipating that you will want to buy the same brand the next time.

This trade mark means distinction and shoe service.

Obtained through Canada's leading boot shops

In London
HUBERT ASHLANT & SONS



Stark's Evening Slippers

Correct form for functions of any character.

May we show you the new styles?

Pumps in the cloth of silver effects.

Patent Leather and Black Kidskin Slippers.

Pumps of grey and molar color kid.

Also numerous styles in plain and beaded effects in patent and kid leathers.

The above represent the very best thoughts of shoe-designing studios.

They are artistic creations of Millard's Footwear, such as the most fastidious would wish to see.

All sizes and in widths AAA to D.

Perfect fitting quality.

PRICED \$8 TO \$16

VANCOUVER, B.C.

STARK'S

506 GRANVILLE STREET
 Opposite Union

Fall Footwear Forecasts



Boots of Black in fine kid or calfskin, with pliable soles and french heels will again form the keynote of correct general and semi-dress wear for fall and winter

Nigger Brown and Mahogany shades are also very popular especially in the low-heels, making splendid walking shoes.

VERMILYEA & SON
 THE STORE OF SERVICE & QUALITY
 HALIFAX



Who is Your Shoe Dealer?

It's not a safe proposition to experiment when you buy Footwear. Knowing "where to buy" is just as important as knowing what to put on your feet. Christie sells good shoes only. You are sure of what you're getting here. See these Dark Brown Kid Boots

Priced at \$9.00

G. D. CHRISTIE

See My Windows. 1231 Government. NUNAVIM. B.C.

Girls' School Boots



New Brown Boots Much Wanted By Girls

Hi-Cut Black Calf and Kid Lace, recede shape, \$3.50, \$4.00.
 Hi-Cut Brown Calf, recede shape, \$3.50, \$4.00.
 Box Calf and Chrome Pebble Bluchers, all solid, \$3, \$3.50.
 Black Kid Button Boots, extension soles, broad toes, \$3.00
 Gunmetal Button Boots, sizes 8 to 10½, \$2.25
 Hi-Cut Gunmetal and Kid Lace, sizes 8 to 10½, \$3.50
 Little Gent's Brown Calf Bluchers, sizes 8 to 10½, \$3.00

Ashplant

Some Canadian Shoe Advertisements

You May See What Your Brother Shoe Retailers Are Doing From Coast to Coast in Advertising

THE advertisements on the opposite page have been selected from newspapers from St. John's, Newfoundland to Vancouver, B.C. Some of these are exceptionally good while others, we think, may be improved. One great trouble with the average person who writes advertising is that he does not keep in mind that the object of the advertisement should be to sell shoes. If he will do this and after writing his advertisement read it over and ask himself if he thinks the ad. would cause him to desire to purchase a pair of shoes, the answer will tell him if the advertisement is a compelling one or not. By keeping that one idea well in mind, that the purpose of the ad. is to sell shoes, much better copy will be written.

The Smallwood ad. is a really good one, for it gives a fair description of the lines offered and the prices at which they may be obtained. The cut attracts the attention and tells at a glance that it is a shoe advertisement. The size of the ad. is two columns by seven and a half inches.

Parker & Munroe's advertisement is a good one. The cut shows instantly it is children's shoes that are being advertised. The description is good and the prices good, although as a rule, blanket price stating is too indefinite. But in this case the range is not so great that it will make a great deal of difference. The size of the ad. is two columns by six inches.

The Larsen ad. is one that you can query your mind, by asking, would it cause you to want to purchase the shoe advertised? The description does not go far enough. It enters into the class of a health shoe, and with this class of shoe there is a great deal of explaining necessary to convince the reader that it is the type of shoe he needs for his particular case. But let us assume this small description will interest some one, and that he may feel he would like to try a shoe of that kind, what would be his next feeling? Would it not be "But I wonder how much it will cost?" And so the ad. stops right in the middle of the subject and leaves the reader in ignorance of the most important thing—the price. We have always contended that an ad. without a price is not nearly so effective as one with it. To our surprise, Mr. Baker in his address on advertising at the Shoe Retailers' Convention in Toronto in July, said that an ad. without a price was robbed of 60 per cent. of its value as an advertisement. Twenty women were once asked what interested them most in an advertisement and with no exception the twenty replied, "the price."

Read now the Downey Ad. and see if you are not satisfied when you get to the end. You are given the description and when you have read that, is not the most logical thing in the world that you want to know next, the price? And there it is. You are not left in doubt. If you read the description of a shoe and do not know the price you are not in any position to judge of its value until you know this important fact. The Downey ad. does not leave you in doubt.

The centre ad. is one of a series run by The Blachford Shoe Mfg. Co., of Toronto. These ads. are exceptionally good. If there is an excuse for not quoting prices it is in this type of ad. In the first place they are run from coast

to coast where the prices vary some and as they are all prepared at one central place it would be difficult to quote the prices to cover a period of time and the various locations. They are also high grade shoes which make many claim the price can be left off better than off standard of lower priced lines. This one is three columns by six inches.

The Stark ad. is good in appearance. It is nicely set and nicely arranged, but we think it could be improved. It is one of those peculiar lines that appeal to a class and not to the general public. The pricing, we think, would be better were individual prices used, although for this type of shoe a blanket price is possibly more excusable. The second sentence, we think, could be greatly strengthened were it not put in the form of a petition. In advertising it is not well to assume the begging attitude. Never ask for any favors. Make the reader feel that it is to his advantage to see and obtain the goods from you. Do not use pleading phrases or attitudes, as it places you in the position of one needing a favor, whereas you should assume the attitude of a benefactor. The sentence would be better if it read: "It will pay you to see these," or "It will be to your advantage to see these," or "You will be delighted when you see these," or some expression to show that it will be to their advantage to see them. We also think that had descriptions been given of each slipper and the price given, it would have strengthened the ad. very much. It would have centered the attention rather than generalized it. It is a one column ad. eight inches deep.

The G. D. Christie ad. is very attractive and well set and is priced, but it has just that element of insinuation about "The Other Fellow" that always weakens an ad. by attracting the attention of the reader to some one else. It says: "Christie sells good shoes only." Why state that? Why should not Mr. Christie sell good shoes? Has any one insinuated that Mr. Christie does not sell good shoes? If so, do not bother about it. Or does Mr. Christie wish to infer that his fellow tradesmen do not sell good shoes and are not honest and it is an experiment when one buys from any other shoe retailer in his town? If so, that is hardly a fair way to talk about a fellow retailer. If he is not honest, let people find that out themselves. Do not call their attention to it, for that advertises the other man and every one has friends.

The Vermilyea ad., while attractive, is more of a style note for a style section of a newspaper than for an ad. Read this ad. and see if it will cause you to want to buy shoes from this store. It is just as applicable to one place as another. It is just a little late as a forecast for fall, for it was published on the 25th of September. This is a style note due in August. Now had this been used as an introduction to the ad. and set in small type and then followed by some lines that conform to these styles and give the price it would have made a very strong ad. and would have greatly improved this one. Compare this with Smallwood's ad. and ask which you think would sell the most shoes and consider they are both the same size.

What applies to the Christie ad. is applicable to the Wilson's Twin Shoe Store's ad. Just a little too much of the insinuation about the other fellow. In fact, it is a pretty blunt statement when it says "You can't get more value—better styles—at any price, AND YOU'LL HAVE TROUBLE BEING FITTED SO ACCURATELY—NO MATTER WHERE YOU GO." Those are pretty plain statements and the average person would be liable to ask, "How do you know?" It is always best to talk about your own shoes and store and goods and let the other fellow look after his own.

The Ashplant ad. of school boots is a good one all through. There is no waste space and the description covers the bill and the price finishes the description. The cut, too, is very appropriate.

THE FINE STORE OF MR. GIBBINS

Mr. Harry Gibbins, Montreal, is a successful shoe salesman, who is putting his ideas into practical use as a



HARRY GIBBINS
Montreal

proprietor. Last May, upon taking over the premises formerly occupied by the Merit Shoe Store, 510 St. Catherine St. West, Mr. Gibbins immediately planned to carry long standing ideas of his into execution in regard to fitting up an attractive store front and interior. Believing in the advertising value of electric signs, he had two large ones placed over the front windows of his store, and over the entrance is a somewhat ingenious sign containing the firm's name. Everything connected with the store front and interior harmonize beautifully. The lower part of the windows are finished in mosaic marble upon which is placed the firm's name. The inside flooring of the windows is finished in mahogany with a black ebony border and old

ivory trimmings. The background of the windows is made of wood with leaded glass windows. The interior of the store is of a dark finish. The upper side walls are done in French grey. The floor is laid with heavy wilton carpet, and down the center of store are placed several 6 ft. standard lights of Belgium bronze mounted on Italian marble and fitted with amber globes. This lighting effect coupled with over hanging brasco lights make an ideal lighting arrangement. Along the side walls are situated bronze projecting lights over mirrors, which add to the lighting effect and general appearance of the interior. At each side of the entrance are placed two handsome show cases of mahogany and in the rear two similar ones. Upon each show case is placed a bronze dome-top electric light (daylight effect). At rear of store, which is 28 by 85 ft., is situated a mezzanine floor 20 by 28 ft., on which is located Mr. Gibbins' office as well as the stock keeping and accounting department. In the rear of this is a well arranged stock room.

Mr. Gibbins has always been an enthusiast in regard to the departmentalizing of the shoe store, so carrying this idea into effect he has divided the store into 14 different sections, with each section keyed so that a salesman could immediately at a glance place his hand on the goods desired. Mr. Gibbins has devoted considerable time and study to this plan and claims it to be a great time saver and allows the salesman to select whatever the customer may ask for, more speedily, and give the buyer a better service than any other system. Coupled with this dividing up of the stock into 14 sections, Mr. Gibbins has worked out a stock keeping record whereby he can tell each week how each line is selling. The store is operated on a selling-on-cost-plan only and each week advance on stock is taken. Mr. Gibbins' son, Harold, is associated with him in the business.

DEATH OF WILLIAM WILES

Mr. Wm. Wiles, an old employee of the Beardmore Co., died very suddenly recently at his home in Acton, Ont. Mr. Wiles came home during the day to see how his wife was, for she had been sick the previous night. He went for the doctor and returned and laid down on a couch, and when the doctor arrived he entered and found Mrs. Wiles in bed and Mr. Wiles dead on the couch. He had been with the company thirty-two years, twenty-three of which were spent in Acton. For many years he was foreman of the shipping department of the sole leather warehouses.



Exterior view of Mr. Gibbins' store,
Montreal

TETRAULT'S EMPLOYEES' BANQUET AND DANCE

The employees of both factories of the Tetrault Shoe Manufacturing Co., Limited, numbering one thousand, turned out in full force on Saturday evening, October 4th, to attend the inauguration ball and banquet, gotten up to mark the completion of the large extension to their No. 2 factory, Aird Ave., Montreal.

This most successful social event was organized and carried through by a committee of the men and women employees from both factories, and in order to make it a thoroughly democratic gathering, the executive staff of the firm attended the affair as invited guests, and all from the general manager, Mr. Albert Tetrault, down to the most minor executive official, joined heartily in the merry-making by dancing, singing and doing their full share by partaking of the good things in the way of refreshments prepared for the banquet by the women employees of both plants.

The employees took advantage of this gathering to make a presentation to the general manager, Mr. Albert Tetrault, of a handsome gold cigarette case with monogram engraved thereon; and also to present Mr. W. V. Mathews, general superintendent, with a silver loving cup. At the request of the employees Mr. Peter Doig made the presentations of both, and dwelt briefly upon the goodwill which existed among the employees of both plants. Mr. Albert Tetrault, in reply, thanked them all for the handsome gift which he had just received and assured those present that his desire at all times was that every employee of the firm be satisfied, contented and happy at their work and that no injustices should exist to mar the harmony of the workers in the various departments. He concluded by saying that the firm's success depended upon the goodwill and co-operation of all. Mr. Mathews then followed and thanked the workers for the magnificent loving cup of which he was the recipient, and assured them that this loving cup would always be regarded by him as one of his most treasured possessions.

The gathering then adjourned to the banquet room and partook of the good things therein provided.

The Ritz-Carlton Jazz Band furnished the music for the banquet.

The committees were: Supper—T. Metayer, M. Pelletier. Entertainment—M. A. Normandin, H. Lafleur, M. Champagne. Dance—J. Grady, A. Barry, M. Cham-

pagne. Decorations—J. B. Marcoux, T. Robinson, M. Pelletier, T. Metayer. Door Committee—H. Lafleur, P. Boutin. Check Room—A. Courville, G. Chapleau. Refreshments—J. B. Marcoux. Ladies' Committee—Melle. Jodoin, Melle. Burke.

A MAKER OF CHILDREN'S SHOES

(See Front Cover)

Mr. Clayton E. Hurlbutt, whose picture appears on the front cover, is one of the younger men in the manufacturing of shoes who has made a success of specializing. Fifteen or twenty years ago his father had a shoe store in Toronto, and in between the selling of shoes retail he occupied the time at making a few pairs of infants' soft soled shoes. This little side line grew so rapidly that Clayton, the son, became interested in the matter and finally the "back shop" arrangement became too small. A building was purchased, and they went into the manufacturing more extensively. It was a question of time when this building became too small, and the town of Preston offered inducements to locate there. This was done about nine years ago, and a new factory was built. But the progress of the company made it necessary for the company to enlarge their premises, so a new site was secured, and to-day they have one of the most modern buildings in factory practice. The company make Infants' Soft Sole Shoes, Children's Cushion Soled Shoes, and Women's Boudoir Slippers. Recently the company established an auxiliary plant in St. Mary's, which is kept busy all the time.

Mr. Hurlbutt finds time to take an active part in the municipal affairs of his town. He has been mayor on past occasions, and also a member of the school board and believes in being a public spirited citizen as well as a good maker of good shoes.

An impression has been created to the effect that the amount of the investment on Victory Bonds is to be taxed. Of course, such is not the case. The interest derived from the new bonds will bear taxation just as other items which go to make an income will be taxed. This, however, will not be a matter of much concern to the small investor as the income received by the average person is not touched to a great extent by the act.

Interior view of Mr. Gibbins' store,
Montreal



Shoe Profiteering in Great Britain

English Leather Trade to Eliminate Middleman or Factor—Boot Manufacturers Suggest Limiting of Retail Profits—Proposition to Standardize Footwear

A REPORT transmitted to Washington by United States Trade Commissioner Norman Hertz says:

"The newspapers of the United Kingdom have of late devoted considerable space to the subject of boot and shoe prices," says Commissioner Hertz. Profiteering on the part of retailers has been claimed so often and so persistently that the Shoe Distributors' Association has felt it incumbent to make formal denial of the charge. In the *Morning Post* this association says:

The Shoe Distributors' Association affirms that there have been many misleading statements made on the subject of boot profits, and directs attention to the following facts as stated in the *Shoe and Leather Trade Record*:

"Considerable misapprehension exists in the public mind concerning the profits made by retail distributors of shoes. This is due largely to the belief that the difference between the price charged for a pair of boots to the consumer and the price at which they are supplied to the retail dealer is clear profit. The average wearer must, however, bear in mind that the general cost of doing business—in other words, what are termed 'overhead charges'—must be allowed for. When the profits allowed on war-time boots were fixed by the Government, an enquiry to ascertain the overhead charges of retail shoe sellers was set on foot, and revealed the fact that these amounted on an average to 16½ per cent. on the turnover. The gross profit on war-time boots was fixed at 25 per cent. on turnover, but this was reduced to 8½ per cent. after overhead charges had been allowed for; and so far as the majority of shoe retailers were concerned the net profit was subjected to further reduction. About 60 per cent. of the retail shoe dealers in the Kingdom obtained their supplies of war-time boots from wholesale houses or factors, who were allowed a profit of 6¼ per cent. upon them, thus bringing the actual earnings of most retail distributors to 2¼ per cent. on turnover. Obviously, no shopkeeper could carry on business wholly under such conditions. The supply of war-time goods, however, was limited, and it was only because the retail shoe seller secured his normal profits on free goods that the war-time scheme was possible."

Eliminating Middlemen

The shoe and leather trade, including the leather manufacturers, shoe manufacturers, and dealers, is doing its best to eliminate all but one middleman, in order to cut down the price of shoes. This will be seen from the remarks made in an article which appeared in the *Daily Mail*.

Thanks to the intention of several makers to stamp a fair retail price on the goods, cheaper boots are promised. This policy is designed to reduce the number of intermediate profits between the manufacturers and the consumer.

A meeting of wholesale and retail distributors is to be held at the offices of the Boot Manufacturers' Federation to decide upon the shopkeepers' margin of profit. That being settled, the prices of boots will be fixed and stamped clearly on the sole. Standard boots will cost the same in the West End as in Bermondsey and Whitechapel. At first it is in-

tended that boots produced under this system will be a third of the factory's output, which was the standard adopted in the Government's war-time measure. The proportion may become higher than that.

The various branches of the trade have agreed to the principles that in the distribution of boots from the manufacturer to the retailer the services of not more than one merchant shall be employed, and that their own profits shall be restricted.

It is hoped that samples of the new standard boots and shoes will be shown at the Shoe and Leather Fair which opens at the Agricultural Hall, Islington, on October 6th.

TORONTO SHOE RETAILERS MEET

A largely attended meeting of Toronto Shoe Retailers was held on Friday, October 17th, at 10 a.m., at the Foresters Hall to consider the position of the retail shoe trade with regard to the Commerce Board investigation. Mr. W.T. Fegan was in the chair.

The feeling of the meeting seemed to be that while the retail shoe trade had nothing to complain of in the treatment of its members by the Board, and while the shoe dealers' position in regard to prices was fully brought out by the facts laid before the Commission, the erroneous impression created by comments in the daily press was more or less militating against the interests of dealers and the trade at large. The following squib from the *Mail & Empire* published that morning was an instance of this kind.

"Footwear prices in the United States should come down by next April, it is said, but the price-hoisters in Canada are still busy predicting further big advances. It should be made a criminal offence to publish unjustifiable reports that prices are going up. Trying to frighten people into buying has been a favorite game with a good many dealers."

Secretary Cook quoted a similarly misleading and hurtful article that had appeared in two other Toronto papers and explained that Mr. Fegan and himself had visited the editors and had a correction made.

After considerable discussion a committee was appointed to prepare a statement on behalf of the retail trade, to be forwarded to the Executive of the National Shoe Retailers' Association of Canada for action. The committee appointed were C. L. Owens, S. B. McCaul and C. A. Allen.

Mr. W. T. Fegan and Mr. Edward Cook were asked to act as a press committee to watch for statements in the local press with a view to correcting erroneous or misleading statements.

It was pointed out in the discussion that there were few men in the retail shoe business who were making more than a modest living, and that they were simply at the mercy of those from whom they bought their goods with regard to prices. They were all selling goods to-day at less than the same could be bought for from shoe manufacturers.

It is understood that a meeting has been called of the General Executive of the National Shoe Retailers' Association which will be held at Montreal or Ottawa in time to present the views of this body being placed before the Court of Commerce.

To remove doubts which exist in some quarters as to the relation of the Income Tax Act to the new Victory Loan it is necessary to state that it is the interest on the bonds that will be subject to the taxation—not the principal.

The idea that the amount of money invested in the Victory Loan is to be taxed is quite wrong. Only the interest on the bond comes under the tax.

VANCOUVER NOTES

Mr. E. Scott, a returned man, has opened a stand on Cambia Street.

Mr. A. Bibby, another returned man, has opened up on Commercial Drive.

Mr. H. Smith, with Messrs. J. & H. Hicks, have sold out and gone south to California.

We are pleased to see Mr. R. Ducannon back again and taking up his duties with the K Boot Store.

Mr. Fox, another returned man, and from Squamish, has taken over the stand of Mr. H. Smith, on Broadway East.

Archie Campbell, who was overseas three years with the 72nd, has returned and entered partnership with his brother, A. J.

Amongst the retailers business this last two weeks has been reported brisk. The few welcome showers had a material effect of driving purchasers to procure new footwear.

Mr. W. G. Langdon, city representative of the B.C. Leather & Findings Co., Ltd., has been appointed Hon. Secretary of the Royal Society of St. Georges.

We regret to announce the death of Mr. W. Dick, which took place rather suddenly at Naniamo, where he was spending a vacation. Mr. Dick was the senior partner of the firm of W. Dick & Son, Ltd., and has conducted one of the largest clothing establishments in Vancouver for many years, and about two years ago made it a complete men's outfitting emporium by the addition of a large and well equipped men's and boys' boot department.

At the Vancouver Exhibition (which, by the way, was

one of the best held) a very fine show of high grade boots and shoes were exhibited by Messrs. Bonberg Bros., of Granvill Street. This is only a young firm, two veterans, and by the class of work they are producing bid well to have a great future before them. The goods, all hand-made, are really works of art and surpass anything that has been



Patent Tie, made by the Blachford Shoe Manufacturing Co.

seen on this coast before, the brothers having served their apprenticeship in the finest bespoke shops of Paris, London, New York and Chicago.

The popularity of the last Victory Loan insures the success of the present one. It affords a splendid investment for small amounts and is absolutely secure.

COST OF SELLING SHOES

(Continued from page 35)

fair profit and the one outlined here, we consider, is no more than fair.

One should not allow the first appearance of figures to frighten them. When it is said that 42 per cent. is added to the original invoice it should be understood that it costs money to re-sell that bill of goods, and the retailer assumes all the risk in doing this, and it is by far from being the net earning of that merchant. If he could take that 42 per cent. and put it all in the bank to his credit it would be a very different matter, but when one considers what is meant by assuming the risk of conducting a business it changes or should change one's attitude toward that person.

In the Harvard report dated 1913, the average cost of doing a retail shoe business is placed at 42% of the turnover; in a recent estimate of the the University of Colorado the figure is 23%. In Canada where the population is sparse and the business more spread out, 25% is a fair figure.

Most retailers figure on at least 33 1-3 per cent. on their turnover, and this is especially necessary when fine or fancy goods are handled. In order to realize 33 1-3 per cent. on an annual turnover it will be necessary to add 50 per cent. to the invoice value of the goods. The man who does not base his business to-day upon a forty to fifty per cent. addition to invoice costs runs the chance of being up against it in the shoe game.

SHOE AND LEATHER JOTTINGS

(Continued from page 37)

the men. Here, by the way, is a wise pronouncement by the New York Journal of Commerce, in reviewing the labor situation. After reviewing the conflicts in which the people have been victorious from the revolution of 1776, the abolishing of slavery in 1864, and the fight with the money kings in 1900 it says: But now the same struggle has arisen in a new form, that of an attempt at self-willed mastery on the part of labor. The "dictatorship of labor," the proletariat, or whatever it may be called, is just as dangerous to real liberty, just as undemocratic and as unprincipled as was the autocratic power of wealth, or birth or negro slavery. If this nation is to continue on the American principle of equality of opportunity for all, the irresponsible and selfish power of labor must be broken as was the power of the trusts or other corporations. In fact, the first step should be to make the labor union responsible through incorporation. It must assume legal duties and responsibilities along with legal rights and privileges. Class legislation of any kind or form is equally unfair and undemocratic, not to mention un-American. This country is facing exactly the same kind of crisis that it faced in 1776 or 1861 or in 1900. The principle of the greatest good of all the citizens must win out or we admit the absolute failure of the principle of democratic government itself.

Outing
 TRADE MARK
 G. P. & R. LTD.

PLACE ORDERS NOW

Outing Brand Footwear has given the public such unflinching satisfaction in years past, that it should be the chosen line of every dealer. Merchants get the credit when they sell satisfactory goods, and in Canvas Footwear the creditable line—the one to go strong on is, Outing Brand.



“OUTING” Brand



Travellers are out now taking orders. Do not overlook the advantage of the 5% Discount allowed on all orders placed prior to Dec. 1st. Make your list big for it is always less satisfactory for you to have to place supplementary orders later in the season.



Gutta Percha & Rubber, Limited

HEAD OFFICES AND FACTORY: TORONTO

BRANCHES: Halifax, Montreal, Ottawa, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria

Rubber Trade Notes

Review of Rubber Conditions—Raw Rubber Stronger—Big Business in Sporting Goods—Weather Unfavorable for General Rubber Sales—New Concerns Entering the Business

THE remarkably fine weather that has obtained through the past two months has militated against any movement in rubber footwear. Usually we have a flurry or two of snow by the middle of October, and enough cold wet weather to at least start rubber stocks, but so far, this year there has been little to encourage the production and display of this class of goods. With the high price of leather footwear, however, it is felt that as soon as seasonable weather starts in there will be quite a boom in rubber foot coverings. People will endeavor, to a large extent, to eke out their ordinary shoes through the winter with rubbers. In the meantime, manufacturers are busy completing orders and in many cases the shipping of goods has been practically completed for the season.

The Tennis Season.—The orders for tennis goods are coming in to an extent that promises a very large season. Undoubtedly the high price of ordinary footwear has created an active demand for all kinds of outing and sport goods. In some cases innovations are noticeable in the styles and patterns, but for the most part last season's lines are intact. The call seems to be for the oxford in both men's and women's and some very substantial as well as stylish lines are found in the showing. It is also noticeable that the call is large for the finer grades, although all the lines are now put forth with an attractiveness in style and finish unknown a few years ago.

Raw Rubber Firm.—Advices from London and the East indicate a much firmer market in raw rubber and this, of course, is felt in the market on this side of the Atlantic. In view of the high rate of exchange planters and dealers are insisting on higher prices for cultivated rubber. The market for Brazil rubbers remains practically unchanged at 55c with plenty coming in while first latex pale crepe is quoted at 51c. There has been an active demand and a strong market for scrap rubber on account of the diminished supply.

A Wonderful Development.—The history of the development of plantation rubber is most interesting. Twenty years ago the proposition to grow rubber was greeted with smiles and prophecies were made that the enterprise would never succeed. In 1900 the production only reached about four tons and it looked as though the cultivated rubber would never seriously affect the raw rubber situation. The returns for 1917 record a tonnage of plantation rubber of 208,000 tons and 1919 will likely reach 250,000 tons. In view of the fact that the production of wild rubber is only a little over 50,000 tons annually it will be seen how large a factor the cultivated product has been in not only bringing down the cost of raw material which had gone up to considerably over two dollars a pound, but in providing for the tremendous demand for rubber products during and since the war.

N.S.R.A. COMMITTEE RECOMMEND STYLES

The two outstanding difficulties confronting the retailer and these lines are: first, the difficulty in securing merchandise, and second, excessively high prices; there-

fore, we recommend that all the efforts of this conference pertaining to misses' and children's shoes be directed toward the elimination of detail, speeding up production, and every intelligent effort possible be directed to the end of holding down costs.

The materials, in the order of their importance, will be tan and calf and side leathers; black calf and side leathers, black and tan kid, patent leather, white canvas, white buckskin, and white side buck.

As regards tan, the committee makes an important recommendation that the effort on the part of manufacturers to follow the cocoa and mahogany trend in men's and women's shoes will be discontinued in connection with Misses' and children's shoes, as experience shows that the demand from consumers is for the medium shade of tan.

The extremely high price of leather, and what we believe to be a too low differential between the price of A, B, C and D grades, has caused a demand from makers of men's and women's shoes almost universally for the higher grades, causing a scarcity of the higher grades as against demand and a frequent surplus of lower grades. We, therefore, recommend that tanners give some thought (in the interest of the trade) to marking down the lower grades correspondingly to make a larger differential which will allow manufacturers of misses' and children's shoes to use the lower grades of leather.

The development of misses' and children's lasts has been so well conducted along foot-form and orthopedic lines that we recommend no change and no addition to the already existing lasts in these lines.

In boots, there are two heights that please the consumer so well that we recommend that they be standardized and that two heights only be considered—the so-called "regular cut," and the "pony," or three-quarter, high cut.

In boots, lace Blucher and buttons will still hold good. In low cuts, lace Oxfords and Blucher Oxfords, ankle ties, strap pumps and barefoot sandals, will continue to be in the largest demand. No additions are desirable or necessary, except that there has been this season a strong demand for the Roman sandal. This shoe can be developed for 1920 and result in an extra sale to customers during the season. It is also thought there will be a general return to the Blucher style Oxford against the straight lace Oxford, because of its better fitting qualities and being easier for the mother to put on in the home.

We recommend to retailers and manufacturers alike, that while materials and labor force the high-grade children's welt and turn footwear so excessively high, that we give due thought to the importance of developing play boots and Oxfords made of the cruder and heavier materials which are less expensive, in some cases semi-by-products; that they be made with every possible item of labor eliminated, and that consumers be urged to buy these less expensive shoes for play and school wear.

Boys' and youths' shoes are to follow the recommendations made above for men's shoes.

ONE CAUSE OF HIGH PRICES

The story is told by a travelling salesman of two merchants in an American city, each of whom ordered a lot of fancy shoes. The dealers did business on opposite sides of the street, and each provided himself with identically the same kind of footwear. The salesman advised pricing shoes at \$10, and one merchant followed his advice. The other merchant decided for himself and put samples in his window bearing the legend "Only \$8.50." Prospective customers looked in both windows, but long before the \$8.50 shoes had been disposed of the \$10 shoes had all been sold and the merchant was ordering more. The moral of the story apparently is that one factor in keeping up the high cost of living is that there are so many persons in an average city who judge the value by the price.

WHITE

SHOE COMPANY, LIMITED

TORONTO.



W H O L E S A L E S H O E D I S T R I B U T O R S



Headquarters For RELIABLE FOOTWEAR

Our salesmen are now out with an Up-To-The-Minute Range that you will find most interesting, for Variety, Quality and Value. It gives you an opportunity to choose the market's best productions in

LEATHER FOOTWEAR and WHITE GOODS

all the newest Styles in Men's and Women's Lines, and a complete range of Shoes for Children.

DISTRIBUTORS FOR INDEPENDENT RUBBERS and SPEED KING OUTING SHOES

The efficient White Service is a valuable assistance to Retailers.

White Shoe Company, Limited

Wholesale Shoe Distributors

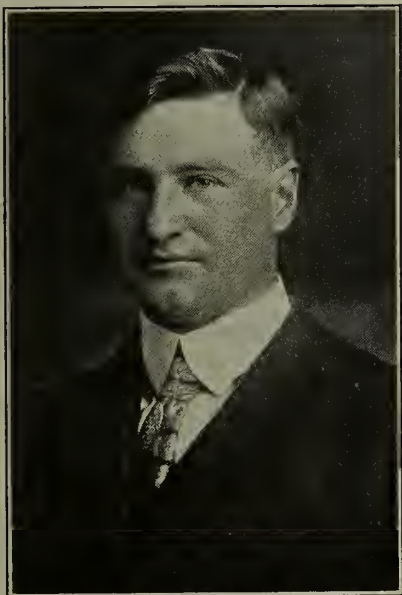
9 Wellington St. West : TORONTO

MARITIME MERCHANTS ELECT SHOE MAN

To a popular and respected shoe dealer of Moncton, P. L. Higgins, has fallen the honor of being elected president of the New Brunswick Retail Merchants' Association for the ensuing year. He was chosen at the fifth annual convention which closed with a most successful banquet in St. John on Friday, October 10th. The business meetings were held in Moncton and were very largely attended, many matters of vital importance to retailers throughout the province and elsewhere in Canada being discussed.

Hearty condemnation of the methods practised by the board of commerce was expressed in speeches and embodied in a resolution which called for representation by competent business men upon the board. Another resolution expressed a protest against parcel post and the system by which it is operated, while resolutions of other kinds pertaining to the business of retailers was dealt with, shoe dealers having quite a large share in the proceedings of the convention.

The visiting delegates in Moncton received a warm welcome. His Worship Mayor Hayes, H. S. Bell, President of the Board of Trade of that city, and R. P. Dickson, speaking for the branch of the R. M. A., there extended their greetings. A resolution was passed favoring Thanksgiving



P. L. HIGGINS
Moncton, N.B.

Day being observed on Monday as a permanent fixture to include the observance of Armistice Day. The Dominion Board of the Association was asked in a resolution to supply the branches literature in the nature of bulletins to be placed in parcels for customers, explaining and urging the importance of dealing with the retail merchants in each community. A special committee was appointed to consider the addition of certain features to the credit reporting branch of the association with the idea of its being improved. Another committee was appointed to gather information as to the advisability of having a fire insurance department similar to that in operation in Saskatchewan.

The resolution pertaining to the board of commerce, which was passed unanimously, was as follows: "That it is the opinion of this convention that the manner in which the board of commerce is conducting its inquiry into the high cost of living is by no means satisfactory, and that it is not producing the result that it was intended the board should produce, and we believe that its operations will not be carried out satisfactorily until the investigations and operations of the board are placed under the direction of competent commercial men, and we ask that this matter be referred to the

Dominion Executive Council with the request that they make every effort to have our wishes carried out."

When it came to the election of officers Mr. Higgins was of the opinion that it would be better in the interests of the association if all the executive officers were from one city, and asked that his name be withdrawn. His nomination was pressed, however, and on the ballot being taken he was declared elected. Another well-known member of the shoe trade, H. W. Rising, of St. John, was elected auditor, while the remaining officers were F. W. Daniel, St. John, first vice-president; W. G. DeWolfe, St. Stephen, second vice-president; and A. A. McIntyre, St. John, treasurer. Miss Frances P. Alwars, of St. John, was re-elected secretary and she and Wm. C. Trowern, Dominion Secretary, were warmly complimented upon the work they had done and were doing in the interests of the association.

An advisory committee was appointed as follows: Wm. Hawker, P. M. Rising, J. H. Vaughan, T. F. Drummie, G. M. Ross, T. A. Armour, A. N. McLean, A. E. Everett, C. H. Burtt, J. J. Weddall, R. P. Dickson, G. E. Ford, T. P. Price, Robert Strain, James Staples, H. E. Buck, L. W. Smith, A. E. McSweeney, S. E. Fisher, A. Skeene, J. P. McBay, W. Jennings, J. T. Carr, F. S. Creed, A. Archibald, and R. G. Innis. It was decided to hold next year's meeting in St. Stephen.

An able and interesting address was given by J. A. Banfield, of Winnipeg, Dominion President. He dealt with the work of the Dominion Association and expressed his pleasure at the way in which the New Brunswick branch had prospered.

J. C. BUDREO BEFORE BOARD OF COMMERCE

Mr. Budreo, of Queen street west, Toronto, was called before the commission. Mr. Budreo had also received a questionnaire and had filled this out very fully. When he came before the commission there was really very little to be asked. However, the commission had purchased shoes from him and when these were compared with the list they were found to tally exactly. In fact Commissioner Price told Mr. Budreo that the prices were all right. The percentage added to cost the commission thought was not out of the way.

THE CLASSIC SHOE BALL TEAM

W. G. Fallen, the genial sales manager of the Getty & Scott Co., of Galt, Ontario, always was a great ball fan. So he encouraged his boys to play ball. The factory had a team that had been unbeaten in the series of the city. But not long ago a sash and door factory went after "Yorkey's" nine and the way that sash and door bunch slashed the Classics was a shame. We dislike to tell the score, but as this story would not be of any use without the score, we are compelled to do so. It was 19 to 2, and the Classics made the two runs. It should be stated that the game lasted only five and a half innings.

City Purchasing Agent Stewart, of Vancouver, B.C., stated to the council recently that there had been 52 pairs of boots ordered for the police from a local firm last spring, which had never been used. The firm now wished to know if the city would take them with an additional charge of 50 cents per pair for holding them over. As it was generally agreed that the price of boots had advanced more than the 50 cents a pair since they were ordered, the council authorized that the boots be taken over.

You will be helping yourself by helping the Victory Loan realize at least the minimum set for it. It is a sure and profitable investment.

COLLIS CALF LEATHERS

**We Originate
Others Try to Imitate**

Known all over the world as being the Best
COLORED CALF made, and acknowledged
by everyone as the finest manufactured Calf
Leathers for fashion's favorite shoes.

COLLIS POPULAR BROWNS
Numbers 2 and 3

Collis Leather Company, Limited
Aurora, Ont., Canada

TWO LINES that mean **BIG TURNOVER**

Sisman's
"Best Everyday"
AND
"Aurora"



By completely covering your biggest demand in Men's Footwear these two Sisman lines produce the largest possible turnover in the shortest possible time. The "BEST EVERYDAY" is the master-built Staple Shoe. It leaves nothing to be desired in Fit or Wear—a shoe of exceptional value. The "AURORA" is strictly up to Sisman standards in shoemaking, and has an added touch of stylishness that classes it with the latest in fashionable footwear. Every individual sale in the big Sisman Turnover is a transaction that represents a real gain in profit and goodwill.

ASK YOUR JOBBER FOR SISMAN'S SHOES

THE T. SISMAN SHOE CO., Limited
AURORA, ONTARIO

The Fifty Year Reputation for Reliability

Means much in the making as well
as in the selling of

YAMASKA BRAND SHOES

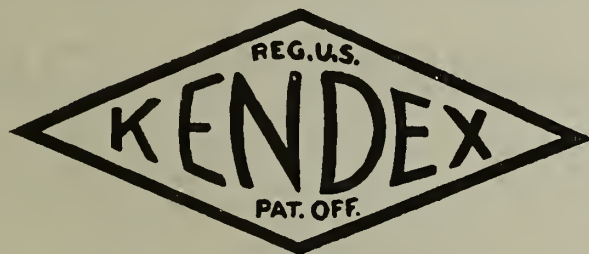
Proved Service brings repeat sales.
Year after year dealer after dealer
has built up a steady profitable trade
by handling and recommending
Yamaska Brand Shoes.

They are the *right* shoes for
you to handle *to-day*.

LA COMPAGNIE
J. A. & M. COTE

St. Hyacinthe

Que.



INSOLE STOCK

Made in white, oak and black colors. All weights from 2½ to 8 iron. It is absolutely fast color and a non-conductor; put up in sheets or rolls; uniform thickness and flexibility. An excellent insole for McKay or welt shoes, also for middle soles. Cuts and finishes to a clean edge.

SEND FOR SAMPLES

KENWORTHY BROS. CO.

STOUGHTON
MASSACHUSETTS

Represented in the Province of Quebec by HORACE D'ARTOIS, 224 Lemoine St., Montreal



RESULTS

That is what the *worth* of shoes is really judged by—by both dealer and wearer. In *Selling Results* and in *Service Results*

Ackerman Shoes

win the verdict for *reliability* by always giving complete all-round *satisfaction*. To get the best results in your staple shoe selling put Ackerman Shoes in stock *NOW*.



MAPLE LEAF BRAND RUBBERS FLEET FOOT OUTING SHOES

We are District Agents for the Dominion Rubber System and can give you reliable service on all Sorting or Placing Orders for their reliable lines of Rubber and Outing Footwear.

B. F. Ackerman, Son & Co., Limited

Peterboro, Ont.

Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"

FINE LEATHERS for FINE SHOES

High-grade Shoemaking and Davis Leathers are invariably associated. We are leaders in the creation of Fashionable Shades and every Davis production represents highest quality and value.

SMOKED ELK

is one of our most popular specialties, and you can always count on the reliability of any of our regular shades in

COLORED SIDES

TAN, CHOCOLATE, PEARL or BLACK

Shades that are enjoying an enormous sale now are our

TAN No. 103 and MAHOGANY No. 419

SMOOTH or BOARDED

There is no experimenting in using Davis Leathers.

OUR AGENCIES

PERCY J. MILBURN, 256 LEMOINE STREET, MONTREAL
RICHARD FRERES - 553 ST. VALIER STREET, QUEBEC

A. DAVIS & SON, Limited

KINGSTON, ONTARIO



CANADA'S PROSPERITY RESTS WITH YOU

**Continued Business Activity and Good Wages
Depend on Canada's New Victory Loan**

DURING the past four years Canada's prosperity has been due largely to orders from Great Britain and our Allies. Canada was able to obtain these orders because she advanced credit to these countries.

Canada was able to give this credit only because you bought Victory Bonds.

Great Britain, with France, Belgium, and other Allies, are now prepared to place large orders with us for the products of our factories, farms, forests and fisheries—provided Canada again gives them credit.

Credit must be given if we are to have any guarantee of good times and good wages.

But our workers on these orders must be paid their wages in cash; so, much of the money that you invest in Victory Bonds will go out in wages to Canadians.

You will be absolutely protected—you will get a good rate of interest and all of your money will be paid back at the time stated in the Bond.

Every cent will be spent in Canada, and ultimately circulate to the benefit of all.

Canada can give this credit only if you again buy Victory Bonds.

If Canada is not able to give this credit, other countries will.

Therefore Canada's continued prosperity rests with you.

Victory Loan 1919

"Every Dollar Spent in Canada"

Issued by Canada's Victory Loan Committee,
in co-operation with the Minister of Finance
of the Dominion of Canada.

“JOBBER ONLY”

I have the following samples for your inspection:

RENA FOOTWEAR CO., Montreal, Que.
Women's, Misses' and Child's McKays

WAKEFIELD SLIPPER CO., Sanbornville, N.H., U.S.A.
Women's White Canvas and Satin Turns, Covered Heels

MILTON SHOE CO., Milton, Ontario
Men's, Boys' and Youths' Standard Screw Staples.

HARRY E. THOMPSON

MANUFACTURERS' AGENT

10 VICTORIA ST. - MONTREAL, QUE.
Mappin & Webb Building

Worthy A Prominent Place In Your Stock



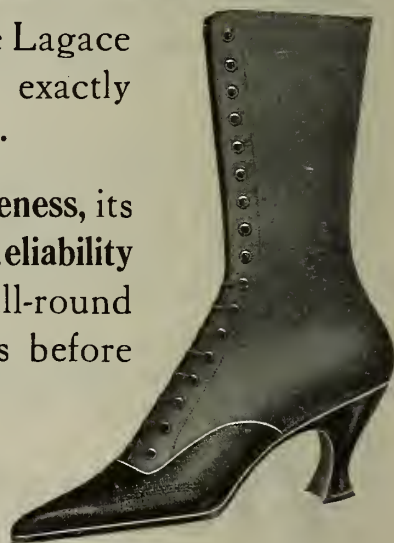
Every Shoeman will find in the Lagace & Lepinay Line Footwear exactly suited to his particular needs.

Because of its **extensiveness**, its sound **Values** and its **Reliability** it is one of the finest all-round

Lines you can handle. See our range of samples before doing your Spring placing.

Goodyear Welts, McKays and Standard Screws

MEN'S, BOYS', YOUTHS', LITTLE GENT'S,
WOMEN'S, MISSES', CHILDREN'S, INFANTS'



LAGACE & LEPINAY

25 St. Anselme Street Quebec, P.Q.



AMONG THE SHOE MEN.



The shoe repair men of London, Ontario, have decided to raise their prices.

R. George, Port Hope, is going out of business; he is going across the line.

It is reported that Proffitt & Son, Trenton, have gone out of business recently.

Sgt. Neild, a returned soldier, has opened a shoe store at 244½ Main St., Winnipeg.

Mr. Kelley, of Powell & Kelley, Toronto, recently spent some days in Montreal on business.

Yeomans and Tilbrook have taken over the business of J. F. Griffin, Belleville, shoe repairer.

Mr. Ben Martin, Montreal, was in Toronto recently, attending the funeral of Mrs. D. R. Feetham.

Ames-Holden-McCready have opened a branch in Calgary under the management of Mr. Logan.

Mr. Peter Doig, of the Tetrault Shoe Manufacturing Co., paid a visit to his Toronto customers last week.

Herb. Arnold, the popular shoe clerk, of Nickle's, has gone on the road for the Ames-Holden-McCready Co.

Mr. Truman, who has a brother in the repair business in Toronto, has started a shoe repair business in Trenton.

J. T. Petts, formerly of the Buster Brown Shoe Fame, has now taken a position with the John Slater Co., Montreal.

It is claimed there has been a big demand for sporting shoes this fall. Doesn't this mean there will be a big hockey season?

Mr. R. McAllister, who represents the L. H. Packard in the West, reports that he is selling plenty of goods in that country.

Mr. E. Packard and his son were in Toronto, attending the funeral of Mr. Van Dine, who was one of the travellers of the firm.

Holmes & Murdoff have opened a new shoe store in Belleville; they have also a store in Trenton. Mr. E. G. Jones is manager.

J. F. Griffin, Belleville, has discontinued his shoe repair store. He has gone to London, Ont. It is reported he will go into manufacturing.

Mr. W. P. Hodges, of the Industrial Export Co. of Canada, sailed on a business trip to England, and will be absent about two months.

John A. and Harry Clarke, of Hamilton, motored to Toronto recently on a pleasure trip, and then did a little shoe buying at the same time.

Harry E. Thompson, who represents the Wakefield Slipper Co., of Sanbornville, N.H., reports an unsurpassed sale of satin slippers in all colors.

Mr. Erster, of Peterboro, who has been in the retail shoe business in that city for some time, has sold his business and may go into the jobbing trade.

Mr. Tretheway, who represents Brandon Shoe in Ontario, reports that orders are easier to obtain than ever before in his history of selling shoes.

Mr. Mahaffy, who has a chain of shoe repair shops in Toronto, known as the Premier Shoe Repair Stores, has sold the Harbor St. link in this chain.

The Firestone Tire and Rubber Co. have secured a factory site in Barton county, just outside the city of Hamilton, and will erect a new building there.

The Utz & Dunn Co. have just issued their in-stock fall and winter catalog, and as usual it is up to the Utz &

Dunn quality. It is printed in colors and some of the lines of shoes are shown in natural colors, which adds very much

FOR SALE—Boot and Shoe Business, in one of the best districts of Toronto. Good, clean stock of high-grade footwear. Box 863, SHOE AND LEATHER JOURNAL, 1229 Queen St., West, Toronto.

WANTED—By returned soldier, well connected in the Maritime Provinces and thorough shoeman, a line of Men's Boots. Only favorably known house considered. Commission basis. Prepared to work immediately.—Address: Box 862, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto.

SHOE FACTORY PLANT FOR SALE OR TO LET—

In the Village of Elmira, County of Waterloo. The Village of Elmira is offering the factory and plant recently operated by the Ideal Shoe Co., Limited, for sale or to let, or to enter into such arrangements for same as may be agreed upon. This is no doubt a good opportunity for the establishing of a factory as a going concern, in a thriving and progressive town like Elmira. C.P.R. and G.T.R. railways; waterworks system; Hydro power system; and negotiations commenced for sewerage system. For further particulars, apply to the Reeve or the undersigned.—John H. Ruppel, Clerk.

AYLMER SHOES

for style

Quality



Durability

THE

Aylmer Shoe Company

LIMITED

Manufacturers of
Men's, Women's and Boys' Welts.

AYLMER, ONT.

L. H. Packard & Co.

MONTREAL Limited

Shoe Findings and
Shoe Store Supplies
of Every Description

Bunion Protectors

Arch Supports

Skaters' Ankle Supports

Also Selling Agents for

Globe Pillow Welt

==SHOES==

in all sizes

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
27 Front Street East Woodbridge Ont.
Toronto

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

IT NATURALLY FOLLOWS

If you once use THE PERFECT COUNTER you will become a firm believer in their Uniform Good Quality, Fit, Durability and Appearance.

We guarantee them to positively outwear the shoe, because they are made from selected fibre of the highest grade.

THE PERFECT INNERSOLE

Is the latest addition to our line. A genuine, pliable, water-proof INNERSOLE.

—ASK TO SEE IT—

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, Montreal

Beal's Shoepacks for Rough Work



The leather used is our own tannage, carefully chosen and fashioned into footwear in the best manner that skill and brain can conceive to get the maximum of resistance to wear and weather.

The R.M. Beal Leather Co.

Lindsay, Ont.

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.**

to the attractiveness of the booklet. A price list is given in the back of the book, making the catalog very complete and useful.

W. E. Single, of Medicine Hat, has taken a position with Riley & McCormack, Calgary, as riding-boot maker.

Alfred Mancari, of London, Ontario, a shoe repairer, while riding his bicycle ran into a wagon and was so severely hurt that he was taken to the hospital.

Earl L. Stewart, formerly with Getty & Scott, is now manager and buyer for the shoe department of F. R. McMillan Co., Limited, Saskatoon, Sask.

E. E. McIntyre, that popular traveller for Brandon shoes, says that selling shoes just now is simply a matter of taking orders. Business is more than good.

When the new addition of the Perth Shoe factory is completed, it will increase their output over 50%, which sounds good to retailers as well as to Perth Shoe.

Mr. Gauchier, president of the Canadian Footwear Co., of Montreal, and Mr. Trechette, salesman for the same company, were business visitors in Toronto last week.

Jas. Lawther, who represents the Hartt Boot and Shoe Co. in and around Toronto, has been showing his samples at the King Edward, Toronto, but is now in the western parts of Ontario.

Mr. Harvey Graham, representing Wm. Marsh Co., of Quebec, was in Toronto recently, and has gone west. He will visit Winnipeg and other western centres in the interest of his firm.

Friends of Mr. D. R. Feetham, manager of the shoe department of the T. Eaton Co. mail order business, will regret to learn of the death of his wife, which took place after a lingering illness.

The Ames-Holden-McCready Co., Montreal, have purchased another large warehouse with its adjoining storage properties in the rear. This will be used as a storage plant for the Montreal house.

The Felix Shoe store, of Orillia, won the prize for the best exhibit at the fall fair in that town. The store has just had an addition made to it of about twenty feet, and new fixtures have been added.

W. M. Leslie has taken over the shoe business of John McKeown, Belleville. Mr. Leslie is an old shoe man, being with Vermilyea & Son, Belleville, for eighteen years and should make a success of his new venture.

H. R. Hamilton, assistant manager of the shoe department, and S. P. Langdon, factory superintendent of the Gutta Percha and Rubber Limited, Toronto, are visiting the shoe jobbers in the Eastern provinces.

Mr. E. E. Scarrow, of Owen Sound, had in one of the prettiest windows recently that could be imagined. The feature decoration was autumn leaves. These were well chosen

for tints and colors, and were dropped in the bottom of the window giving a splendid effect. The display of shoes was also very attractive.

P. Brands, East Calgary, has installed a new Goodyear stitcher. Pete is an old hand at this game, and he showed that he knows something about it; one hour after the stitcher was in the store he was stitching on soles. He hopes to do quite a lot in sole stitching.

Edward J. Kelly, a well known shoe merchant of Brockville, died recently at his home in that city. Mr. Kelly had a good business in Brockville and was a much respected citizen, having served on the council and took a very active interest in the city's public affairs.

It is reported that the town of Owen Sound has taken over the shoe factory of the King Shoe Co., because the latter did not pay the interest on the bonds guaranteed by the town. The town may sell the plant as a going concern and may form a local company to operate it.

Mr. Mulcahy, of Orillia, Ontario, had a very good showing of shoes at the fall fair in his town recently and followed it with a very nice advertisement in the local paper. That is enterprise. Mr. Mulcahy is considering the matter of adding a shoe repairing plant to his business.

Mr. J. A. Scott, of Quebec City, accompanied by Mrs. Scott and daughter, recently sailed on the "Minnedosa" for Europe. The primary object of their trip is to visit the grave of their son, Harold, who was killed in action and buried in France. They will be absent about two months.

There will be a by-law voted on in Acton, Ontario, within a few weeks, merely as a formality to transfer the shoe factory built for the Reliance Shoe Co. to that of The Gourlay Shoe Co., of Kitchener. The latter people will occupy the building almost immediately and begin operations.

Mr. Jas. Marles, manager for Archie McKillop Shoe Co., in Calgary, startled the board of Commerce there by stating that about a year ago he found a retailer selling shoes at 100 per cent. profit on lines bought from his house. He immediately cut this man off and would not sell to any one who made such a profit. When pressed to tell who the man was, Mr. Marles would not tell.

The James F. Clark Ltd. factory situated at Montreal East, and which has been idle for some time, has been purchased by a company who will alter it and in the future manufacture drugs and chemicals. The shoe machinery which the plant contained has been offered for sale. It is understood that this chemical company has paid in the neighborhood of \$56,000 for the building.

Victoria, B.C., is advocating that a tannery should be built and operated somewhere on the island as there are many hides shipped out of the province and many thousands shipped through the province to the east, and there is no reason why a tannery and shoe factory could not be run in



HOCKEY BOOTS

Every Jobber should inspect our range of Hockey Boots for next Season. We specialize in these shoes and are able to give you exceptional values. With their good Quality and moderate prices they will command wide sale.

Our Heavy Footwear

fills the demand for strongly made, comfortable, well finished Work Boots. They are good sellers and Profit Makers.

J. E. SAMSON, Reg.

20 Arago Street - QUEBEC, QUE.

CLARKE & CLARKE Limited

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

BRANCH WAREROOMS

252 Notre Dame St. W., Montreal

553 St. Valier Street, Quebec

RICHARD FRERES, Agent

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 Gildstone Ave.

TANNERY
1704 Iberville St.



OUR McKAY and 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 Black Chrome Box Kip and Gun Metal Sides.

Your Jobber will quote you prices, or write us direct

A. A. COTE & SON LTD. Successors to
St. Hyacinthe Soft Sole Shoe Co., Limited
St. Hyacinthe, Quebec

CHAS. E. ROY & CO.

(REG.)

DEALERS IN

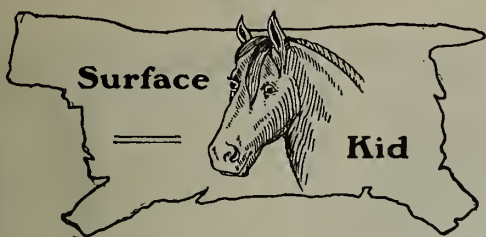
New and Second-Hand Machinery

Leather and Shoe Findings

Let us know your requirements

We may have what you want

31 Colomb St. QUEBEC CITY



SURFACE KID

GLAZED KID
SHEEPSKIN
CABRETTAS

Shoe Jobbers! When placing your order for goods made of Glazed Horse, be sure and insist on **SURFACE KID**, as it has the nearest appearance to Kid of any other similar stock on the market.

It is smooth, soft, pliable and durable, possessing all the qualities of genuine Kid.

GLAZED DULL and GUN METAL

MADE IN BLACK AND COLORS

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST

Victoria and manufacture these goods, and thus save a double shipping of raw material and finished products.

In Moosc Jaw the papers have a big head line that big profits are made on boots and shoes in that city. Then they quote from 30 to 60 per cent. on the wholesale prices are asked. Of course, nothing is said about what it costs to sell shoes and nothing is said about overhead expenses.

MARRIAGE OF WILLIAM BREITHAAPT

Mr. Wm. Breithaupt, son of Mr. L. J. Breithaupt, of Kitchener, was married recently in the Dunn Ave. Methodist Church, Toronto, to Miss Gertrude Hughes of the same city. Mr. L. O. Breithaupt, brother of the groom, was the best man. Messrs. Edward and Carl Breithaupt and O. Schwartz were ushers. The happy couple have gone on an extensive motor trip down through the eastern states touching at Boston, New York and other eastern centres. On their return they will reside in Kitchener.

TORONTO SHOE REPAIRERS

At the last regular meeting of the Toronto Shoe Repairers it was decided to have a general discussion at the next meeting on "How To Conduct A Repair Business." This will likely warm up to a pretty lively pitch, for there are some differences of opinion on this subject in the association. It will likely assume the proportions of a debate before it is done. Mr. Brodie, who has always been a member of the association and taken a very active part in the work, is leaving for California, and the association will make him a presentation on the same night. Arrangements, too, have been made for a smoker to be held at an early date. On the whole the association is progressing very much these days. There is a membership contest on also just now and the winners will be given suitable prizes for their efforts.

DEATH OF MR. E. D. VAN DINE

The many friends of Mr. E. D. Van Dine, who for the past fifteen or twenty years has represented the R. L. Packard Co. in Toronto and Western Ontario, will regret very much to learn of his death. Mr. Van Dine was a very



The late E. D. Van Dine

popular man with the trade, and had many business and social friends. He had a severe sickness about two years ago, from which he seemed never to have regained his old-time vigor, and about five or six weeks ago became ill again, and from this did not recover. He leaves a widow and one little girl. His home was on Sherbourne St., Toronto.

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.

Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

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

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“We deliver what you buy”

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Bench properly constructed with **USMC NEVERAX** Supports and Braces

Ready for immediate Shipment
Write for Catalog.

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New Equipment

Consider

USMC Neverax **Bench Supports Braces**

Of steel and standard design and easy to erect.

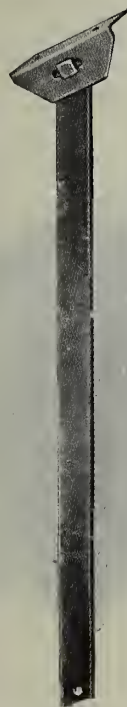
Moveable without destruction.

Insure a strong rigid bench.

Easy to dismantle.

Sizes to fit all requirements.

Can be stored without deterioration.



USMC NEVERAX
BENCH BRACE
No. 25



USMC NEVERAX
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No. 2 or 5.



ECONOMICAL

EFFICIENT

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United Shoe Machinery Co. of Canada Limited

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90 Adelaide St. West

Kitchener:
179 King St. West

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28 Demers St.



PATENT LEATHER

The Product Wherein We Excel

The Clarke Plant and the Clarke Processes represent the most efficient equipment and the most improved methods that it is possible to employ in the production of Patent Leather.

By devoting so vast an amount of energy and effort to this one task we have succeeded in evolving a product the EXCELLENCE of which is known wherever Patent is used.

Patent Shoes are always popular. Clarke's Patent is always preferred.

A. R. Clarke & Company Limited

Toronto

Branches at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire

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PATENT
LEATHER

CLARKE'S
PATENT
LEATHER

THE SHOE & LEATHER JOURNAL

Children's Shoe Number



ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

THE WHYS AND WHEREFORES

We are telling of the Goodnesses of Vode Kid to millions of shoe wearers every month.

The Goodnesses of Vode cover the different points of good leather that are necessary to good shoes. We are teaching women that Vode Kid is a good leather foundation from which skilled designing and good workmanship build good footwear.

The value of the standardized grades of Vode kid is known to most shoe manufacturers and shoe merchants. They also know that it may be found in correct shades demanded by Dame Fashion.

The knowledge is now going a step further—direct to the consumer.

COLOR A—HAVANA BROWN
is in popular demand. Our leather is guaranteed to be colored through with pure dyes. It is not coated with a pigment or paint finish.

STANDARD KID MFG. CO.

MANUFACTURERS OF BLACK AND COLORED KID AND PATENT KID

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Factories, Wilmington, Delaware.

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CHICAGO, ST. LOUIS, MONTREAL.



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DEPENDABLE PRODUCTS

INNERSOLING ... COUNTERS ... HEELBOARD



*They Must
Make Good
or We Will*

**BENNETT LIMITED
MAKERS OF SHOE SUPPLIES**

ONTARIO OFFICE
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CHAMBLY CANTON, P.Q.
CANADA

SALES OFFICE
59 St. Henry Street
Montreal

Made in Canada by the Largest Shoe Fibre Makers in the British Empire



Available January, 1920

TRENT VALLEY OAK SOLE LEATHER

After considerable unavoidable delay owing to contingencies beyond our control we are very happy to be able to announce to the many friends of this popular tannage that our new plant at Hastings, Ontario, is now completed, and that they will be able to secure their favorite Sole Leather again in the same quality and greatly increased quantity at the beginning of the New Year.

Former results obtained with TRENT VALLEY OAK for turns and fine welts are remembered well by all cutters; therefore we anticipate the demand will exceed the supply. Order early.

The Breithaupt Leather Co. Limited

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penatang Hastings Kitchener Woodstock

Dominion Calf

MADE IN CANADA



FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co. Limited
NEWMARKET ONTARIO



THE CREAM OF THE RUBBER TRADE

may be had with the Independent Lines. Did you notice with the recent little spell of wet weather what a rush there was for rubbers? Well, the Big Rush will soon be on. Don't allow your heavy lines to become low. Keep Sorted.

SPEED KING LINES

If you are among the late ones in placing for the splendid SPEED KING LINES of SPORTING AND OUTING SHOES, don't delay. The demand will be greater than ever next year.

INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	The London Shoe Co., Limited	-	London, Ont.
Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	T. Long & Brother, Limited	-	Collingwood, Ont.
Brown, Rochette, Limited	-	Quebec, Que.	Kilgour Rimer Co., Limited	-	Winnipeg, Man.
Fraserville Shoe Co., Limited	-	Fraserville, Que.	Amherst Central Shoe Co. Limited	-	Regina, Sask.
James Robinson	-	Montreal, Que.	E. A. Dagg & Co.	-	Calgary, Alta.
A. W. Ault & Co., Limited	-	Ottawa, Ont.	Dowers Limited	-	Edmonton, Alta.
McLaren & Dallas	-	Toronto, Ont.	The J. Leckie Co., Limited	-	Vancouver, B.C.
White Shoe Co., Limited	-	Toronto, Ont.			

The Independent Rubber Co., Limited
Merritton - Ontario





Strikingly Attractive

THE VANITY PUMP

This new Bell creation is a rare embodiment of snappy Style and fine Quality in a Dancing Pump. It is made on our popular, fine fitting Springtime last, and carries that expression of Daintiness that harmonizes with and adds to the attractiveness of the most fashionable Party attire. Made in Gunmetal and Patent Leather.



The Latest in a

GENTLEMAN'S DANCING PUMP

Your select gentlemen patrons seeking something distinctly classy in a Dancing Pump will be well pleased with this Bell model. Light, Comfortable, Well Made and decided'y Stylish, it fulfills every desire of the most particular in this class of footwear. Made in Gunmetal and Patent Leather.

With the season of social festivities now in full swing, you will find these two models, and many others in the Bell Line, the ideal footwear to feature for such occasions.

J. & T. BELL

LIMITED

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Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.
C. E. Fice, Representative

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

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes

ANCHOR SCOURED OAK SOLE LEATHER

SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

THE

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LIMITED

KITCHENER - ONTARIO



CHOCOLATE CROWN CALF BAL. TALBOT LAST
Stock No. 40

The Just Wright
TRADE MARK SHOE

The Just Wright
TRADE MARK SHOE

You Get The Credit

When You Handle Creditable Goods

And the "Just Wright" Line is the line of Footwear that does credit to any store.

Known universally—worn universally, because of their Individuality, their Gracefulness, their Fitting Qualities and their proven Merit.

If you want to have your store rated high in the estimation of the best patronage, feature "Just Wright" Shoes.

Several Lines of "Just Wright" Shoes In Stock

E. T. Wright & Company, Inc.
ST. THOMAS, ONT.

What Your Fellow Shoeman Thinks of Neolin Soles

THOMAS SCARFE
FINE SHOE REPAIRING

Halifax, N.S., February 26th, 1919
54 Cobourg Road.

Messrs. Goodyear Tire & Rubber Co., of Canada Limited,
Toronto, Ont.

Dear Sirs:—

During the past two or three years I have been watching with interest the development of Neolin Soles. I have also used some fibre soles, the makers of which claimed that they were as good as Neolin. I personally decided to make comparative test.

I prefer to stitch Neolin over fibre soles or leather, as I can take tight tension and close stitch. It is an easy sole to cut in trimming, and the edge will set perfectly.

As to public demand I have been satisfied beyond all doubt that Neolin is the sole the public will accept in preference to any other. I, therefore, found it to my interest to stock and offer Neolin to the public, realizing that I will give them value, which means a permanent and satisfied customer.

I trust that this bit of information may be of interest to you.

Yours very truly,

Thos. Scarfe (Signed)

Many Types of Shoes are Built with Neolin Soles

Suppose you had only one leather-soled number on your shelves. How much of your demand for leather-soled shoes would you satisfy with such stock? Yet some merchants think they can judge the sales value of Neolin Soles after stocking them

in only one last. Of course they fail to realize their due profit from the offering of shoes with Neolin Soles.

The Goodyear Tire & Rubber
Co. of Canada, Limited
TORONTO, ONT.

Neolin Soles



Only

BOYS', YOUTHS', GENTS'

in

GUN METAL AND BOX KIP

LAST MONTH 169 shoe stores put in **ROCKO** Shoes from Coast to Coast.

THIS MONTH is the last time this year we will invite you to see them among your Jobber's samples.

NEXT MONTH we will have the factory taxed to its capacity. Why?

ROCKO is not a high priced shoe.
ROCKO wears just a little longer.
ROCKO style and finish is appreciated.

Rocko

Office:

64 Wellington St. West,
TORONTO

Factory:

96 Rue St. Malo,
QUEBEC



SMART AND GRACEFUL

are the footwear creations presented in the "Classic" Range for 1920. In Beauty of Style and Excellence of Workmanship it faithfully maintains "Classic" Ideals in the production of Fine Footwear for Women. Every model gives that expression of Character that influences the discriminating woman to make "Classic" Shoes her choice.



Getty & Scott, Limited, Galt.



Correctly Shod with "Tru-Trod"

"Tru-Trod" Shoes for Children have such a splendid reputation with trade and public that no line is more worthy of FIRST PLACE in your CHILDREN'S DEPARTMENT. In Healthful Fit, Wear Service and Value they meet the demands of the most critical parent, while also delighting the juvenile wearer. The "Tru-Trod" Line is a real Children's Trade Builder.



CLASSIC
Tru-Trod

Makers of Fine Shoes for Women and Children

TILLEY'S

Is Headquarters for

High Grade Children's Shoes

Your Juvenile Trade is one of the most important items in your business—profitable in itself and leading to increased sales in all lines

NURSERY SHOES

CHARM THE CHILDREN — PLEASE THE PARENTS

Properly modelled to give the RIGHT FIT to growing feet—carefully constructed to give the maximum of WEAR SERVICE—attractively styled, moderately priced.

A COMPLETE STOCK ALWAYS ON HAND

and the extensive range offers a selection capable of meeting all your demands in Misses', Children's and Infants' high-grade Footwear.

Order them NOW and feature them early for Holiday Trade.

—Sole distributors for Ontario—



EVERYTHING IN FINDINGS

Reliable goods and prompt service in all kinds of Shoe Store Supplies.

REGENT
POLISHES

Black, Tan, Ox Blood, Chocolate, White Canvas Dressing and White Cake.
Beautifying, Restoring and Preservative Qualities Unsurpassed.

CHAS. TILLEY & SON

90 Richmond St. W.

Toronto

WESTON SHOE CO., Limited

CAMPBELLFORD, ONT.

Established 1875

Incorporated 1902

We desire to express to our customers and to those who purchase 'THE WESTON SHOE' our keen appreciation of the reception given to our Spring Samples. You have accused us of showing the finest range that we have ever put out, and of offering the best comparative values. We plead guilty to this, but at the same time we are not ashamed to make the admission, as there are extenuating circumstances.

Our lines of Ladies' Oxfords and Misses' and Children's Cushion Soles have sold beyond our wildest hopes.

For the present we shall have to stop selling, but hope in a few months to take up again the 'White Man's Burden.'

Thanking you,

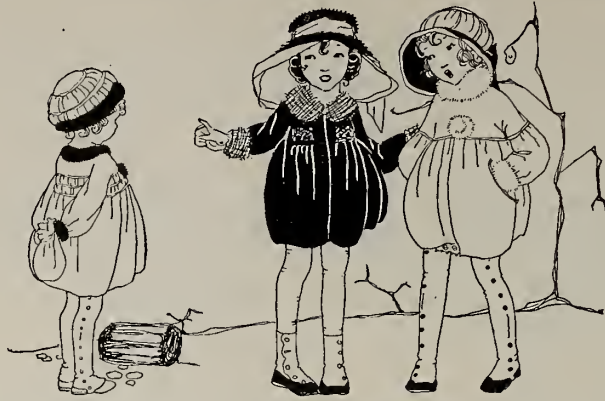
WESTON SHOE CO., Limited

Special Brands:

DIAMOND SHOE
CANADIAN GIRL
QUEEN CITY SHOE
IRONCLAD
ALBANY

Special Agents:

F. J. WESTON & SONS,
53 Wellington West, Toronto
GEO. WESTON SHOE CO.,
Broadview Ave., Toronto
FINCH MATTHEWSON CO.,
Winnipeg, Man.



ECONOMY through QUALITY is the only TRUE
ECONOMY in

CHILDREN'S FOOTWEAR

Because prevailing conditions and high prices may force products of inferior merit into prominence, the Shoe Dealers must be more careful than ever in choosing the lines they sell and recommend.

In CHILDREN'S FOOTWEAR the line that gives YOU the fullest PROTECTION by giving your CUSTOMERS complete SATISFACTION is

THE ECLIPSE LINE

Of Growing Girls', Youths', Misses'
and Children's

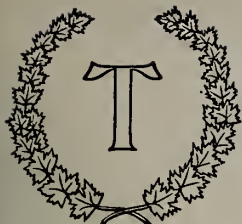
Turns, McKays and Stitchdown Welts

Eclipse shoemakers are SPECIALISTS in Children's Footwear. Their improved methods applied to carefully selected high grade material results in a product of outstanding MERIT and VALUE—a VALUE that means "ECONOMY THROUGH QUALITY."

There is no better or more extensive range of Children's Footwear being shown than is now in the hands of Eclipse Representatives. Be sure to see it before placing your orders for Spring.



GALT SHOE MANUFACTURING CO.
GALT, ONTARIO **LIMITED**



THE BEST ON THE PROGRAMME

The leading number on your SHOE
SELLING PROGRAMME for 1920
should be

TETRAULT WELTS

You will find them the hit of the whole
show.

They will put on a Shoe Merchandising Act which for Style, Fit, Value and Wear Service will get unlimited applause from the masses of men shoe buyers the country over.

And every single pair of TETRAULT WELTS gives such a pleasing performance that you can always count on repeated encores.

Make TETRAULT'S your biggest trade attraction for 1920.

The Standard Welt Shoe of Canada

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

Paris, France

Montreal

London, England

For the Daily Wear of the Working Man



*In Serviceability and Value
it gives you a hold on the
workingmen's trade that
secures for you their per-
manent patronage.*

TILLSONBURG SHOE CO., LIMITED

-- MAKERS OF --

Men's, Boys', Youths', Lads' Medium
and High Grade Staple Shoes.

TILLSONBURG

ONTARIO

Shoes
Your Best
Customers
Will Choose

METROPOLITAN
Women's McKays, Men's Welts

PATRICIA
Women's Welts and Turns

DA - LA - CO
Men's Welts

There is real SATISFACTION in handling a range of shoes possessing the saleability embodied in the Daoust, Lalonde Lines. They exert that strong appeal to particular people found only in shoes of latest approved Style, good Quality and worth-while Serviceability.

Our new line—Da-La-Co—is one of exceptional MERIT and VALUE, and destined to become a decided favorite in Men's Shoes.

Daoust, Lalonde & Co., Limited
Montreal

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



SPRING

Retailers

THE AIRD LINE

For Spring

Offers you unequalled Values
and the most extensive Variety in

HIGH GRADE, POPULAR
:: PRICED FOOTWEAR ::

Before doing your SPRING
PLACING be sure to see the
complete Range

At Your Jobbers

1
9
2
0

We Sell to Jobbers Only

AIRD & SON (*Registered*)
MONTREAL

“Peerless”

GLAZED KID

“Ruby”

GLAZED KID

THE TWO AT THE TOP

“Peerless” and “Ruby” are a pair of the choicest lines of kid available, in the judgment of the trade’s most expert manufacturers and in the estimation of the keenest shoe dealers.

In TEXTURE, STRENGTH and FINISH they are leathers of highest excellence. In ECONOMICAL CUTTING they enable the manufacturer to give good value and get good profit.

To keep your product AT THE TOP for quality and value use

EVANS’ KID

JOHN R. EVANS LEATHER CO.

of Canada, Limited

Specialists in Glazed Kid and Upper Leathers

214 Lemoine Street, Montreal

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.





SANDPAPER

SANDPAPER is a general term used for Paper, Cloth Paper and Cloth when coated with either a NATURAL (Garnet, Flint, Emery, etc.) or ARTIFICIAL (Carborundum, Crystolon, Alundum, etc.) Abrasive.

YEARS OF EXPERIENCE IN MANUFACTURING SANDPAPER FOR ALL PURPOSES NECESSARY

FOR THE

Shoe Manufacturing Trade

ENABLES US
TO FILL

All Your Requirements

PROMPTLY

FOR

ABSOLUTE SATISFACTION

SPECIFY

UNION and AMUNITE

(Natural Abrasive)

(Artificial Abrasive)

United Shoe Machinery Co. of Canada, Limited
MONTREAL

TORONTO
90 Adelaide St. West

KITCHENER
179 King St. West

QUEBEC
28 Demers Street



THE UNION STAMP



One stamp and one alone marks the Union Made shoe—the shoe demanded by the union man and his family—the shoe distinguished by excellence of workmanship and fair working conditions—The Stamp of the Boot and Shoe Workers' Union.

To retailers who desire increased business for 1920, the Union Stamp shoe is an essential asset.

Write to us to-day and we will send you a complete list of manufacturers producing Union Stamp footwear.



Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - Boston, Mass.

COLLIS LOVELY - General President
CHAS. L. BAINE - General Sec'y-Treasurer





You Don't Have to "Plunge"

in your footwear buying to get the best results. You don't have to risk large sums on heavy stocks of lines of uncertain saleability.

Rely On Robinson Service

It permits you to carry COMPLETE stocks in ALL kinds of Footwear without heavy reserves. It enables you to select from the CHOICEST lines produced, and our immense stock not only makes possible complete order filling and prompt delivery, but it also represents that extensive buying that means unequalled Values.

BUYING THROUGH ROBINSON IS A SURE WAY TO PROFITABLE MERCHANDISING.

James Robinson
Montreal



Link up Your Store
WITH
Dominion Rubber System
RUBBERS

The big advertisements, featuring these reliable Dominion Rubber System Products, are appearing in the leading newspapers and magazines from coast to coast.

The big new Posters are on the bill-boards.

Whether you carry "Jacques Cartier"—"Merchants"—"Maple Leaf"—"Dominion"—"Granby" or "Daisy" brand of Rubbers, you can get the benefit of all this publicity.

Link up your store with Dominion Rubber System advertising. Feature Dominion Rubber System Rubbers in your window displays. Put the attractive show cards about the store. Suggest to every customer who buys new shoes that they be fitted with the right Rubbers for that particular style and shape of footwear.

You can get satisfactory service through

Dominion Rubber System Limited
HEAD OFFICE - MONTREAL

Service Branches located at

HALIFAX	BELLEVILLE	NORTH BAY	EDMONTON
ST. JOHN	TORONTO	FORT WILLIAM	CALGARY
QUEBEC	HAMILTON	WINNIPEG	LETHBRIDGE
MONTREAL	BRANTFORD	BRANDON	VANCOUVER
OTTAWA	LONDON	REGINA	VICTORIA
	KITCHENER	SASKATOON	

The SHOE AND LEATHER JOURNAL



TWICE
A
MONTH

Office of Publication
1229 QUEEN STREET WEST
TORONTO

Acton Publishing Co. Limited
JAMES ACTON, President

MONTREAL OFFICE
326 CORISTINE BUILDING

TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any similar publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

PRODUCTION THE NEED OF THE HOUR

IN the last analysis the basic cause of all the unrest at present existing throughout the world will be found to be the scarcity of materials and goods for immediate need.

The awful destruction and waste in connection with the war must be made good and while there may be some alleviation possible through governmental action along sane lines, we will never overtake the great problem that faces the world at present until we settle down to bringing production to a point where the normal every-day needs of the people will be realized.

Work is the only cure—work in the fields, in the mines, in the work shops on the railroads, and wherever food, raw materials and manufactured necessities are produced and transported. Yet the mind of people seems to be set almost unanimously upon doing less than ever, and expecting more for what is done.

Men went five years ago, without thought of reward, and worked and fought without complaining either of the work or the pay in the supreme effort to save civilization from the cataclysm that seemed to threaten.

Since the close of the war, a spirit of selfish, heedless grasping has seemed to have taken possession of all classes, and from the extreme of giving substance and even life for the cause of liberty and truth, the cry is "what is there in it for me?" The Good Samaritan has become the Relentless Shylock.

Men went cheerfully and boastfully to do their "bit" overseas, and to-day their whole thought seems to be centred upon "doing" their neighbors. We are undoubtedly having in more respects than one the sins of the munitions profiteers visited upon us in the conditions through which we are passing, for no doubt the high wages as well as the high profits of the profiteers have had their effect. But there is a heroism just now in which the humblest as well as the greatest may have a share. Work—constant, steady work—is the challenge of the times to the men and women of this and other lands. Everyone can work, everyone can save, and these two simple remedies, and these alone, mean a sure return to more normal and satisfying conditions.

There may be little glory in the simple plodding trench work of agricultural, industrial or business life, but it means certain and permanent victory. The alternative which is as sure as that following demoralization in any army is defeat and privation that will bring back the soup kitchen, the poorhouse, and all that is meant by "hard times."

Fitting Children's Feet

It is as Important to Fit a Child's Foot as That of an Adult—Growing Feet Must Be Carefully Watched

WE have asked a prominent retailer to give his views on the fitting of children's shoes as he makes a specialty of this phase of shoe selling. The hints and experience he gives are well worth the consideration of every shoe retailer. His article follows:

It would hardly be appropriate to start this article with a complaint, still I almost feel that I should do it. If not exactly a complaint, I will say that we do not in our store agree with the present mode of manufacturing shoes for children. The tendency runs all to width. It seems to be the way of human nature to swing the pendulum too far in the other direction when a new idea comes into vogue. Now this is the way we feel about the making of children's shoes. Manufacturers came to realize that the shape of the child's foot needed a shoe of different proportions from that suitable for more matured feet. The broad shoe was conceded to be the proper thing for the little people. This is all right, but just here the pendulum swung too far. Everything went to broadness, and to-day it is only with difficulty that widths can be obtained in the smaller sizes of shoes for the little people.

We carry widths B, C, D and E, down as low as size four. We do not mean that we carry one particular line with that many widths in it, but we carry those widths in all lines. C and D are the best sellers, that is they meet the requirements of the majority of feet of children. The average manufacturer makes up to double E and does not make the narrower widths for his general selling. This we contend is going too much to the wide widths. In our case, we have had the manufacturer make our boys' widths on the girls' lasts, and thus we are able to have the narrower shoes. We have found there are a goodly proportion of children with narrow feet. This does not mean that the children are all delicate or scrawny in build who have this type, but naturally they are narrow and are the type that will be narrow when the child has grown to mature size. If one will stop and consider he will at once see how ridiculous to assume that the adults with narrow feet whom he is called to fit every day had broad chubby feet when they were small. Such an idea is quite impossible. These people, in possibly every case, were slight when they were children and had narrow feet then.

Fitting Children's feet requires more tact than does that of adults. You have two contending forces as it were, the parent and the child. The average parent thinks only about the width. The width gives the child comfort for the time being. Length is not thought of by either. The FEELING to the child is all right. The parent asks, "does it hurt?" The child replies "no." That settles it. If the

child's foot is not hurt and the shoe looks wide enough the parent reasons that is all that is needed. Right here is where tact is needed. Sometimes, too, a child will say the shoe is all right, fearing that if it says it is not, it will not get a new pair of shoes.

We contend it is more essential that the shoe of a child should be longer than that of an adult. The child has the natural growth of the foot to bring the toes nearer the front of the shoe and in playing its foot will work forward more than does the foot of an adult in ordinary average wear. We are confident the foot of a child will grow at least an eighth of an inch in six weeks or two months, which shows how important to have plenty of length. Another test is



Child's Button Shoe, patent vamp and cloth or kid top, by Hurlbut Shoe Co., Preston

to take a soft shoe and place it on a child when sitting. Have the toe at least three-eighth of an inch from the end of the shoe. Then stand the child down and let it stand and move for a little and see how close the toe will come to the end of the shoe. It will surprise you.

When a shoe is wide it permits the foot to press forward more than when the shoe has a snug fit. This is misleading to the mother. She does not take this matter into consideration. So long as there is width that is all she thinks about. We had a case where a mother insisted in taking a pair of shoes that we knew were too short for the child. Finally we told her we would not sell them to her. She asked why and we told her we considered the development of her child's foot more important than the sale of the shoes, and we would rather she would have some one else sell her the shoes she wanted than we.

Naturally she was a little peeved and went away, and obtained a pair as she wanted them. But, within a few weeks she came back and admitted she made a mistake and bought a new pair. From that time she has bought all her children's shoes from us and when she comes in, simply says she wants a pair of shoes, and leaves the whole matter of fitting to us. Further than this, she has moved to a place at least seven miles from our store, and still comes all that distance on the street cars to purchase the child's shoes.

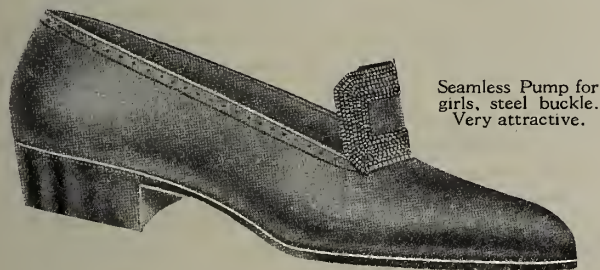
Another danger, and we consider this a danger, is that when a shoe is wide it may feel comfortable even though it be short. The child may say it feels all right and the parent may think it is all right, but the truth is that when the little foot gets running around in the shoe, the foot will go forward



and the toes will crumple. The danger of this is very apparent, and the results far from the best. Should a shoe be narrow it will give enough in width to be comfortable for the foot, but should it be short it will not give in length, and the little foot will be injured, for it should be remembered that little growing feet are more easily injured than are those of adults. We contend that a snug side fit with plenty of length is better than is a wide shoe that will be short.

Has it occurred to you that about 90 per cent. of foot ailments are in the front of the foot. Here are a few of them. Ingrowing nails, bunions, hammer toes, corns, callouses, enlarged joints, etc., and practically all from short shoes. Even arch troubles may be caused in some cases by short shoes. Here is what Dr. N. A. Goodwin, an American, says about foot troubles: "From my experience as a foot specialist, I dare say that ninety-nine per cent of the cases of foot trouble coming under my observation has been caused by the pernicious short-fitting shoes." The result of a short shoe on a growing foot is that the foot being deprived of room to lengthen out naturally, thus forcing the metatarsel arch bones apart, and straining the muscles, which in time causes the metatarsel arch to weaken, the foot with its many joints and muscles, being deprived of the freedom of action, cannot perform its duty naturally, will cause the child to tire easily or walk unnaturally.

When children's trade is one that is worth cultivating, because it is a coming trade, it should be seen that it is important that more attention be given to fitting than has been given in the past. Once a parent realizes that you are



Seamless Pump for girls, steel buckle. Very attractive.

interested in the welfare of the health of the child as well as retaining her trade, she will be liable to have a goodwill toward you and your store that cannot be had in any other way.

Now for the best selling styles, we find that some real neat dainty shoe always goes better than a plain one. Some little combinations that give a delicateness to the shoe is what pleases the average mother. We have a great sale of a little shoe with white buttons. The combinations are grey and black cloth, and kid tops with patent bottoms. The white buttons relieves the all-black effect, and these will harmonize nicely with either black or white stockings. White stockings with all-black shoes form too strong a contrast, and black stockings with all-black shoes are too dark, so when the shoe is relieved with the white buttons they will wear nicely with either color stockings.

We go light on freaky stuff. All white shoes and all white tops will sell very sparingly for parties and special occasions, but very few mothers buy for their children for such occasions. With white we find the first expression of a mother is: "Oh, they get dirty so quickly." But one should be willing to try anything once, but be sure not to put too much money into it. If you lose, smile, and go after something else. That's our way of working.

TRYING TO BLAME THE PUBLIC

The following article from the Indianapolis Times with a comment by the Toronto Star is interesting. We give the article as it appeared in the Toronto paper.

"The shoemakers, according to testimony before the grand jury at Boston, are having as much trouble disposing of the cheaper cuts of shoes as the butchers have with the cheaper cuts of meat. A perverse public insists on having porterhouse shoes while rump shoes and chuck shoes are neglected. Therefore, the profit must be made on the higher grade—you know the story, it's the same the butchers told. Experience with meats showed that the cheaper cuts were not nearly so cheap as the talk about them, and that, furthermore, they readily responded to an increase in demand by an increase in price. The situation may be similar in regard

Child's Strap Patent Slipper, by Getty & Scott, Galt.



to shoes. The cheaper cuts as well as the better cuts of shoes are, like the cheaper and better cuts of meat, not so cheap as they should be. Whether the fault lies with the price of hides, the price of labor, or the makers' and seller profits is yet to be determined, but one thing is certain, and that is that people don't prefer to pay high prices instead of low prices for anything."—Indianapolis News.

The "News" is quite right. The story that the public will insist upon having dear meat and dear shoes is all nonsense. If it were true in the case of meat the outcry against the high prices would come from the rich instead of the poor. The fact is that under present conditions the poor can hardly afford meat of any kind. Go into any butcher's shop, and you will find poor women looking about for anything in the form of meat, and finally buying for a whole family what would be only a moderate portion for one man. The delicious cuts of cheap meat rejected by a fastidious public do not exist.

There was a time when the butchers would give liver away to their customers or sell it at a nominal price. Liver and bacon, with a maximum of liver and a minimum of bacon, was a standard boarding-house dish. Now liver is as dear as bacon or porterhouse steak used to be. Nothing is wasted, and nothing is sold cheap.

Shoes are in the same condition. A few years ago a pair of good shoes for a man could be bought for five or six



One of Chas. A. Ahrens Co.'s "Chums" Shoes.

dollars. Such shoes do not appear now, even on the bargain counter. The poor and the thrifty have been having their shoes repaired over and over again until the uppers almost fell to pieces because of the enormous cost of a new pair.

Women have been blamed for wearing shoes of extravagant height and price. The fact is that they bought the articles that were offered for sale. They did not make the fashions, but followed those made by the manufacturers.

Get Acquainted With the Children

Children of To-day are the Grown-ups of To-morrow—Their Friendship is a Trade Asset

SELLING children's shoes is no fun for the average shoe salesman or retailer. There are a hundred and one objections to putting in a stock of shoes for the little people. But the little people's feet have to be shod as well as the feet of the grown-ups. And someone is going to do that shoeing.

On account of the specializing in everything these days the matter of specializing in shoe selling has shoved the



A nifty shoe for misses, with patent vamp and fabric or kid top.

shoes of children out of many shoe stores because these stores cater only to men or to women, or possibly both. But those who still stick children's shoes will take great comfort in the fact that the child of to-day is the adult of to-morrow, and those who have fostered the trade of the little fellows of to-day will likely hold the trade of those same little fellows when they become adults to-morrow.

Just how much attention do you give to this trade? There are many who stock children's shoes and do a good trade in them, but many sell these shoes to the parents, feeling that because the parents pay for them and do the selecting that the parents should receive the attention. This is one big mistake on the part of a retailer. Begin with the tiniest mite and cultivate the goodwill of that child. Fuss with him or do anything you like with him that will attract his attention and make him feel that you have an interest in him. Even if he is only four years old, it is time to start in to win him.

Do you ask why? There are many reasons why you should do so. First of all children are very impressionable. If you can gain their goodwill you will find it a very open door to the goodwill of the parents. The "Say so" of a child goes a long, long way with a parent. The displeasure of a child also has a sorry influence on the parent. If a child has a dislike for a store it is almost impossible to make that child want to go to it even with its parents and it will not like anything purchased there. This is bound to influence the parent.

There is also this thought mentioned above that children soon grow up and begin to purchase their own shoes. One is liable to look at children as if they will always remain children. This comes through always selling to children of

a certain size and forgetting that the children sold to five years ago may be to-day purchasing their own shoes, while other small children have come in to take their place. There is a well-known shoe dealer in a city of Ontario who is far from being an old man, and he has been in business for over thirty years in the same stand and has sold shoes to three generations and it looks as if he will sell to two more. He is actually selling shoes to some grand-parents to-day whom he fitted as children. The point in this is that it pays to cultivate the friendship and goodwill of the children. If a man purposes to remain in business in the same place for any length of time he should strive to hold all the business friends it is possible to hold. And the growing children are well worth getting acquainted with.

In another article in this number entitled, "How I Would Advertise a Shoe Business," the writer takes up some details of how the friendship of the younger people may be made and held.

One thing that should not be overlooked with the younger folk is that as soon as they begin to grow into the larger sizes they should be treated as if they are men and women. Young lads from fifteen to seventeen, especially if they are earning their own money, do not like to be taken into the boys' section to be fitted. Each wants to feel that he is something of a man and it is well to treat them in that way. The same principle will apply to young women. A young lady of fifteen or seventeen does not want to be taken into the children's section to be fitted, for she feels she has passed the childhood age.

There will be greater difficulty in fitting the growing girl with shoes than the growing boy on account of styles. The shoes of boys do not differ materially from those of a man in design and style while those of a girl differ considerably from women's in this direction. If a young lady has reached the time when she thinks she should wear a Louis heel it will be difficult to convince her that a lower heel would be better for her. This is a case where much tact is necessary.

But to come back to the smaller folk, the real children. Every shoe man should make a point to interest these little people. Should give them attention and make them feel that you are interested in them. It is only a question of a very short time till they will be grown into bigger people and they will not forget the impression made on them when they were small. They will not reason it out in their mind that because you gave them attention at a certain time when they were small they will deal with you. It will just be those impressions made that will automatically cause them



Child's Oxford Blucher, in tan or black calf.

to stay with you and they will not know why. But they will stay.

So by all means get acquainted with the children. Cultivate their goodwill. It will prove a great trade asset for you in present sales through the parents and in the future through their own trade.

The tremendous success of the opening campaign of the Victory Loan is a strong indication that Canadians are alive to the situation and intend to back their country—Don't fail to subscribe.

Selling By Mail

Why Should Not Retailers Take Advantage of the "Mail Order" Idea and Sell Shoes By Mail?

THERE are always those retailers who are ready to rail at the mail order houses and it is like barking at the moon or butting one's head against a stone wall. The mail order house is too deeply rooted to be eliminated by any process to-day. It has become a recognized factor in the commercial life of the country, and just as the people futilely tore up the tracks of the first railways built, fearing they would kill the breeding and raising of horses and the transportation by horse power, so it is just as futile to rail



Child's Oxford in tan calf. Wide toe and Goodyear welt.

away at the mail order house. The world had reached the period when the steam railway was needed and it came and came to stay. The world had reached the period when the mail order house was a product of conditions and it came and came to stay. So the sooner we adjust our minds to this fact and act accordingly the better it will be for us and our business.

The average retailer may not think he can enter the mail order field the same as the big mail order houses. But it is not necessary he should. He can enter it in a modest way. First of all he should take into consideration he has the stock. Selling by mail is just another way of increasing his patronage. His cost will be simply his printed matter, obtaining his lists and mailing the advertising matter and filling the orders. If he has any kind of a business at all there will be someone about the place who can look after this business or a part of it in spare time. It is a fact that one girl who to-day is very far from being an old woman, looked after all the mail orders of what is now one of the largest mail order concerns in Canada when that firm first went into the mail order business. She attended to the correspondence and did all the collecting of the goods and looked after the shipping, that is, saw that the orders were shipped.

Now for the real good live wire who would try this plan we suggest that he confine his territory to the small villages and towns, country districts, within a radius of twenty miles of his location. His printed matter should be modelled after that of the big houses so far as style is concerned. He will not be able to have color work; at least it will not be necessary. But he should have cuts. He need not have a great variety of lines. He could confine them to one real good line each for men, women, misses, boys, youths and children. It will be well to have something so very good in value that he can feature them. This will make the people sit up and gaze. Now should he desire to enlarge on these he may add some regular lines that will be more profitable, but he should have lines as stated so good that

people will talk about them. That is what draws trade and, especially in the mail order end of it. If he will give each of these lines a special name it will help to popularize them. This printed matter can be in the form of a booklet or a folder. But with six lines mentioned and allowing for a page of introductory matter and the cover design, an eight-page booklet could be used and would give splendid results.

The next question will be to whom these shall be sent. In other words, where will one obtain a mailing list? There are various ways to obtain such lists. First, sit down and write down all the names you know whom you think will be good prospects. You may be surprised and disappointed in the number you can write. You may have the feeling that you know pretty nearly every one in your district, but when you come to write their names on paper you will be surprised at how very few you can think of.

Your next appeal will be to a telephone directory. This will give you a goodly number. Then there will be the tax lists which you can obtain from your collector. You may obtain other lists that will give you a goodly number. The country districts may be had from the rural phone lists and also from church lists. It will be well to make out this list before you have your printing done as it will give you an idea as to the number you will need.

You should have some systematic way of keeping record of your orders and mailing list and matter sent out. Your lists may be kept in a card index or in a book. We suggest for the first lot that you keep them in a book. You can keep them either in the order of towns or names. Rule several columns after the names; the first one could be date of sending circular, next replies, next orders. A glance then at the pages of the book within a week of sending out the first lot of matter will tell you where you stand and how many orders you have received. It will then be necessary to have a good follow-up letter and within a week after sending the first booklet those who have not answered, should receive a letter calling attention to your having sent the book and that you have not heard from them, and possibly you have overlooked the matter, or should they not need any shoes just now you would like to have a word from them to that effect. Should you not hear from them, give them two weeks and then send another letter calling their attention to the fact that you have not heard from them and that as they may have overlooked the matter and lost the booklet you are sending another and would call

Child's Buttoned Shoe.
Broad toe. By J. W.
Hewetson Co., Limited,
Brampton.



their attention specially to the extra value offered. You should have a column after the names for the follow-up letters showing when you sent them.

Now we think you should not become frightened at this idea. It is quite feasible with the fellow who has the nerve to tackle it and push it. The great thing in your favor is that you have the goods. You know the stock. It is very different from starting into a new business of which you know nothing. So get busy now and see how much of the mail order business you can keep from going to the big city.

Cost of Children's Shoes

The Apparent Relative High Price of Children's Shoes Should Be Explained to Parents—Retailers Should Acquaint Themselves with the Reason

ALMOST every seller of children's shoes, when serving customers, will have met this exclamation: "My, what an awful price." It is natural that one should feel that a small article should not cost so much as a large one, and for years this has been practiced in footwear possibly more than in other manufactured articles. It is also possible there is a certain amount of injustice connected therewith. However, the general upheaval that has taken place in leather and shoe prices has affected the children's shoe prices in a more disproportionate way than those of adults. Any thought just at this time of paying seven or eight dollars for a pair of shoes for a child will be met with mental objection if not with that more outspoken. But, possibly, should adults' shoes go to a higher price than at present the proportion will not seem so great and this price may be paid without objection.

One of the main causes for the higher price of children's shoes is that leather to-day is not graded as it was in pre-war days. At that time the lighter stocks were all separated from the heavier stocks and were priced lower than the heavier lines. These light stocks were used for children's shoes, and naturally affected the price. To-day this grading is not done and manufacturers have to take the run of the stock, and are glad to get it at that. This means that the same price is paid for leather for children's wear as for that which goes into women's and men's lines.

Another very important feature in connection with the cost of making children's shoes is that of labor. Now, it is a fact that the cost of labor has been blamed so much that people are growing tired of hearing it used in connection with everything wherein labor is employed. But

in connection with the manufacture of children's shoes labor affects the price more than it does adults' shoes.

If one will stop to consider, he will find that the work on a child's shoe or misses' shoe will be almost as great as that of an adults' of the same class. Size makes very little difference. It is also a fact that if a worker can make a child's shoe of a good quality that same worker can produce shoes of good quality for adults. Then why should a person work for less money making a child's shoe when better wages are obtainable making adults' shoes? This simply means that practically the same wages must be paid for the manufacture of a small shoe as for a larger one.

The matter then resolves itself into one of cost of material and cost of labor, and when viewed in the light of details just given it will be seen that the apparently high price for children's shoes is not so disproportionate as might seem at first.

A BRAKESMAN'S EXPERIENCE

A couple of shoe travellers were sitting in a train discussing trade and general topics. The brakeman in passing heard them mention something about shoes. He sat down opposite and after listening for a few minutes, arose and went over to them and asked: "Are you men shoe travellers?" When told they were, he continued: "Well, I want to show you something. These shoes I am wearing I purchased the other day in the city at a sale. I went in and purchased a pair and afterwards the clerk showed me this pair, and said they were the well known Blank make and sold for \$10 regularly now. We have them in the sale to-day at \$5.95. I told him that had I seen them I would have taken them. He told me to get mine changed and purchase these. This I did. Then I asked why they would not sell at \$5.95, and he replied that people will not purchase a low priced shoe to-day—fear it is not good. These were some they had in stock before the price went up and while the same lines now cost \$10 and sold readily, at the old price they would not sell, so they were put into the sale. You can see for yourself that they are an excellent shoe and the cost was only \$5.95." The travellers were surprised, but the evidence was there on the brakeman's feet.



Prize window of Knechtel & Company, Stratford, Ont.

A Children's Shoe Window

A Well Dressed Window Showing Only Children's Wear Will Attract Attention And Should Sell Shoes for the Younger People

EVERY live shoe retailer desires a change in his window displays. He grows tired of trying to change things around so they will look different. Few of them think of putting in an all-children's shoe window, yet this would be a change and make an attractive display.

In connection with a display of this character a nice background will do much towards setting off the general appearance of the whole window and give an effect that will be attractive and pleasing to the observers. The sample back shown in the illustration is one that can be easily made. If your window is large enough you can have a border at the top all round as shown, about two feet deep. If the window is a small one you can reduce this to

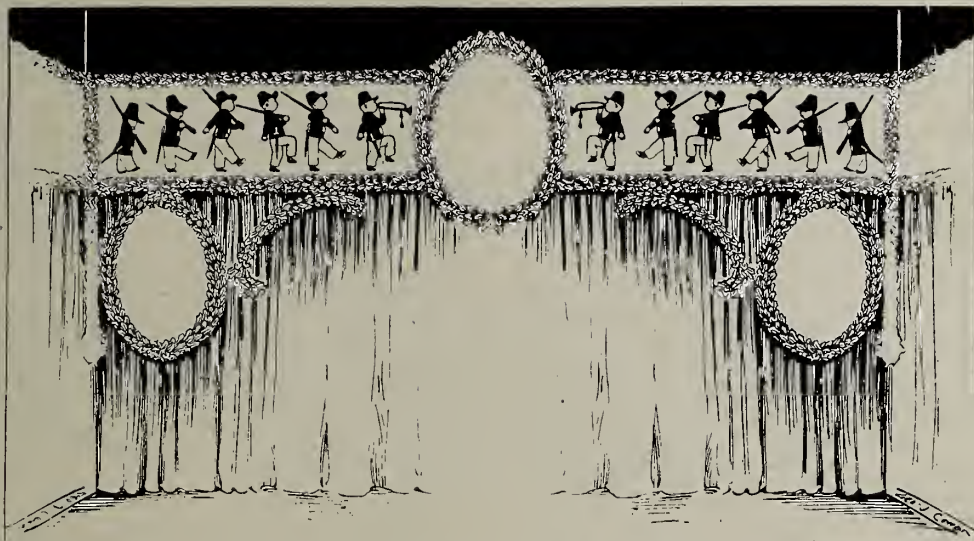
this idea can be adapted with a little thought so as to be quite workable. The main thing is to have the children's pictures which will be in keeping with the showing of the children's shoes.

GERMAN LEATHER ON SALE IN LONDON

The Daily Mail of London, England, says the first German commodity of importance to reappear in British markets is leather. There have been several comparatively small consignments of late, chiefly of the brand "C.H.," formerly prominent here. This leather is made by Cornelius Heyl, of Worms, and in the past week the London agents have offered patent sides in London at 7s. 6d. a foot, while reports from Midland mention box-calf of the same make being on offer at from 5s. 9d. to 6s. 3d. a foot.

There is a report of an actual sale at Kettering, but my inquiries in Bermondsey showed the leather merchants to be hostile to a ready resumption of business; while in Northampton the boot and shoe operatives, especially those who served during the war, are said to be disposed to refuse to work the leather into footwear.

The London agents who are offering the leather told me yesterday that the prices given above were "about right," but said that, far from there being hostility to the leather, there are plenty of people to buy it, and so far as



A Children's Window Background that can be made easily.

proportionate depth. This border can be made of wall board and painted with water wall paint or papered. On this border may be painted or pasted pictures similar to those shown in the illustration. These are soldiers, and can have red trousers and blue coats and the buttons and buckles touched up with a little gilt or yellow. Nursery pictures may be cut out of picture books and pasted on. Or you may cut pictures out of different colored paper and paste these on. In the ovals may be pasted pictures or neat cards may be lettered and set in.

The edge of the border and around the ovals may be done with artificial flowers of some kind. If these cannot be purchased conveniently, ruffled crepe tissue paper or ruffled cloth of some kind can be used with good effect.

The back can be made in different ways and whatever you may have in stock can be used to advantage. You may have a mirror back which will work well. Or you may have a wall-board back that can be used just as well as the mirror. Or if you prefer, you may drop a curtain as shown in the illustration. This can be of plush or velvet or cheese cloth. It should be quite full so as not to look skimpy. This will make a very attractive window.

Many stores have small windows, but even in these

they are concerned their trouble is that they cannot get much of it yet, and the Germans are short of supplies. The last consignment was 20 cases, via Rotterdam.

The agents for another prominent German brand, "C. F." (Carl Freudenberg, of Weinheim), Messrs. Alfred Morris, Sons, and Co., Ltd., denied that any of that make has yet appeared in London, "though it will presently." The head of the firm, who has just returned from Germany, said the Germans are short of raw materials. "It is impossible to say," he added, "how soon there will be substantial quantities again, but there can be no question of dumping, considering the quality of the goods and the fact that they are about 2s. a foot above English quotations.

Bermondsey merchants, with memories of the war and a warm regard for the Anglo-French Entente, are annoyed that while they have had leather from Alsace on order for a long time transport delays have been such that German goods have arrived here first through Holland. Whatever deficiencies there may be in the supply of British patent box-calf and glace leathers can, they declared, be adjusted by co-operation with French manufacturers, including those of the recovered provinces. Representatives of French firms were frequently met with in Bermondsey recently.

How I Would Advertise If I Were a Shoe Man

Showing It Is Possible to Turn Various Things into Advertising—Take Advantage of Personal Matters that Have a Touch of the Human Nature

(Continued from a recent issue)

I CLOSED my last article where I would give school children a prize of a pair of shoes for the best entrant at the Entrance examinations. Children are good advertisers for they are good talkers, and as I mentioned in my other article, one phase of good advertising is to get people talking about you, and children are people who are sure to do this.

I have found that the things which interest boys most are the things that interested me most when I was a boy. Human nature does not change much as the years go by. I played marbles fifty years ago, and I go out to-day and find boys playing marbles, using the same terms that I did when I played marbles a half century ago. And the same may be said of other games. But what a boy wants most in this world is sympathy. Sympathy with him in his work and play and especially in his troubles. So I run a boys' picnic every summer. I do not say anything about my business in connection with it. But when I run that boys' picnic and give prizes for the races and games and baseball match you need not tell me that every boy there does not remember me and something about my store.

Prizes are great attractions for boys and girls. With me I confine myself to boys, for I do not have any girls' lines, but there is no reason why the same idea cannot be adapted to meet the needs of girls. It is simply a matter of selecting prizes that will be appropriate for girls. For boys I give Ingersoll watches, membership tickets to the Y.M.C.A., Kodak cameras, footballs, baseballs and bats, fountain pens, thrift stamps, etc. The way I would suggest that this could be done in the shoe business is that when a boy had purchased so many dollars' worth of shoes he would receive his choice of these various prizes. This will give the lads a choice and also permit the one boy to still be eligible for either prize. The Y.M.C.A. tickets work well, for by arrangement with the Association you can give a one month ticket, or two or more months according to the amount of purchase. This allows a boy to secure a prize on a small purchase if he desires, or if he wishes to allow his purchase to stand to his credit for a bigger prize he may do so. But by all means, the boys should not be overlooked as advertising mediums.

Now I hear some plain kicker say: "One should not exploit these boys for the purpose of advertising." All right, Mr. Kicker, I'm ready for you. First of all it is not necessary to blare your advertising before them or tell them you are doing all this for the purpose of advertising. Now then, is it not better to enlist the sympathies and goodwill of the youths of your community than to be strangers to them? Can you not see the wonderful influence for good you can have with them by this enlistment of their favor? Will it hurt a boy very much to give him a membership ticket to the Y.M.C.A.? Can you not see that a picnic will open opportunities to you for influence on the young lads that will be lasting with them? They are in a pliable, plastic period and influences made on them when in that impressionable mood, will in all likelihood be lasting. So it works out to their good and your advantage.

Here is another real good thing that I have found pays

as an advertising feature. Use your picture in the paper. Don't be stingy with it either. Obtain a good big cut in some fanciful pose. Smiling if possible. But if you use a smile, be sure that you can carry it in your business. If you smile in the paper and look the grouch in your business and on the street, don't use the cut. Practice smiling. Smile all the time. Whether you feel like it or not—SMILE. Stand before a mirror one, two or more minutes every day and smile and be sure you watch yourself as you practice it. In connection with this smile-picture, run some little incident of your life when you were a boy. You will be surprised to know how people like to read things about people they know, and especially little incidents of their boyhood, for every boy has had about the same experiences and when one reads about another he feels he is reading about himself.

Now I hear the objector again. This time it is not the plain kicker, it is the modest fellow, but it amounts to about the same thing as a kick. He says: "Oh, I am not fond of parading myself before the public and showing my picture in the paper." A firm out west has been in the habit of publishing personal mention about its customers in its advertising. It will be something about the customers having purchased a new buggy or some other article. The firm says that occasionally a customer will come in and tell them to be sure and not publish their names. And when such people do the firm makes the greatest haste to publish it, for that is one way they have of asking to have it done and not yet has any of these "Forbidding" ones made any row. The same with Mr. Man-of-Modesty. You like to see your face in the paper the same as anyone else. But let us suppose you do not, is that any reason you should not use it if it is good advertising? Not a bit. When a customer comes into your store you don't stick your head under the counter, do you? Nor do you cover your face with a piece of paper nor wear a veil. I know you say that's different, but I say it's not. Your ad. in the paper is just as much a part of your store or business as is the inside of your store. You have just as much right to show your face in your ad. as in your store, and more so, for you will show it to some people there who never enter your store and it will give them an opportunity to become acquainted with you.

Use Magazine Article

Not alone need you stick to personal stories or reminiscences of your own, but at times you may use real live articles gleaned from magazines, newspapers or other sources, or you may tell good stories you have heard on others and tack them on to yourself. At other times tell of your troubles with your auto, if you have one. If you sell it, tell that you have sold it and the reasons why you sold it. You'll be surprised to know how people will talk about it. And why will they talk about it? Simply because, as I mentioned in my first article, no one else does it and it is out of the ordinary and did every one do it, why it would lose its force. But take advantage of it.

Also take every advantage of situations. If a Victory Loan is being floated, get into the swim and help float it. Buy all you can yourself and advise the other fellow to do likewise. Boost the thrift stamps by giving a card with one or two stamps on it as a prize. It is all good advertising. Then it is needless for me to suggest that you take advantage of your fall fair and boost it all you can and be there with some kind of a prize for both women and men. You will find it will pay you much more than it will cost.

I sincerely hope that these suggestions given will be of help to you and if you grasp the underlying principles that one should get away from the ordinary you will be able to do advertising that will stand out like an oasis in a desert or a felon on a little finger.



Blachford
Shoe Manufacturing Company.
Limited
Toronto



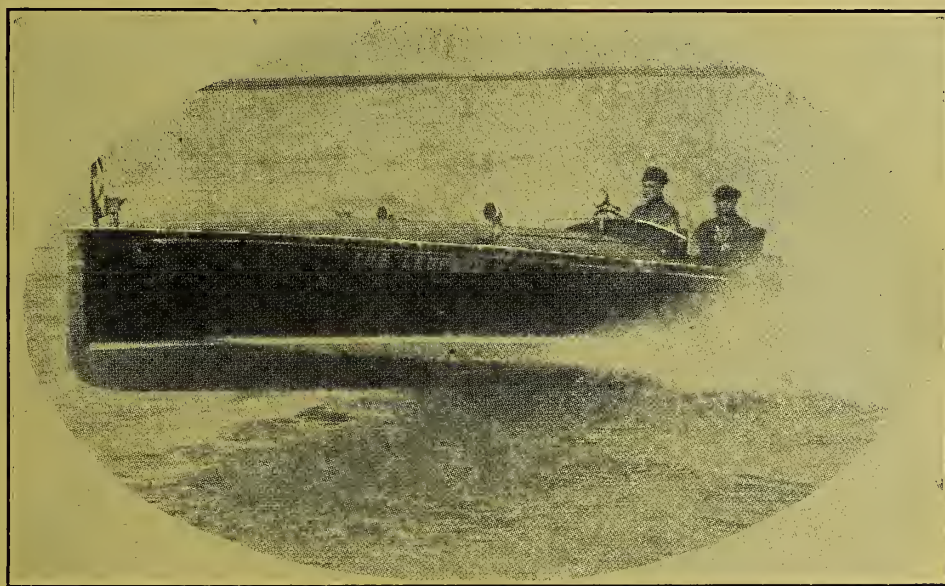
Spring, 1920

*Georgina and Onyx Shoes for the coming season
comprise the most distinctive styles ever
shown to the Canadian Trade.*

*We have maintained in every detail the high
standards of quality already
established.*

CLARKE'S

Away Out Ahead



Leopard I., Winner of Prince of Wales' Gold Medal

Making Records, whether in

Patent Leather Production or with Speed Boats,

winning Gold Medals and Challenge Cups or Leather Production Honors and Trade Supremacy, requires the utmost in Skill and Effort, and an improved Equipment that is RIGHT in every detail. These are the features that put the WINNING QUALITY into Clarke's Leopards

and

CLARKE'S PATENT LEATHER





Leopard III., Winner of the Great Lakes International Challenge Cup

On The Speed Course

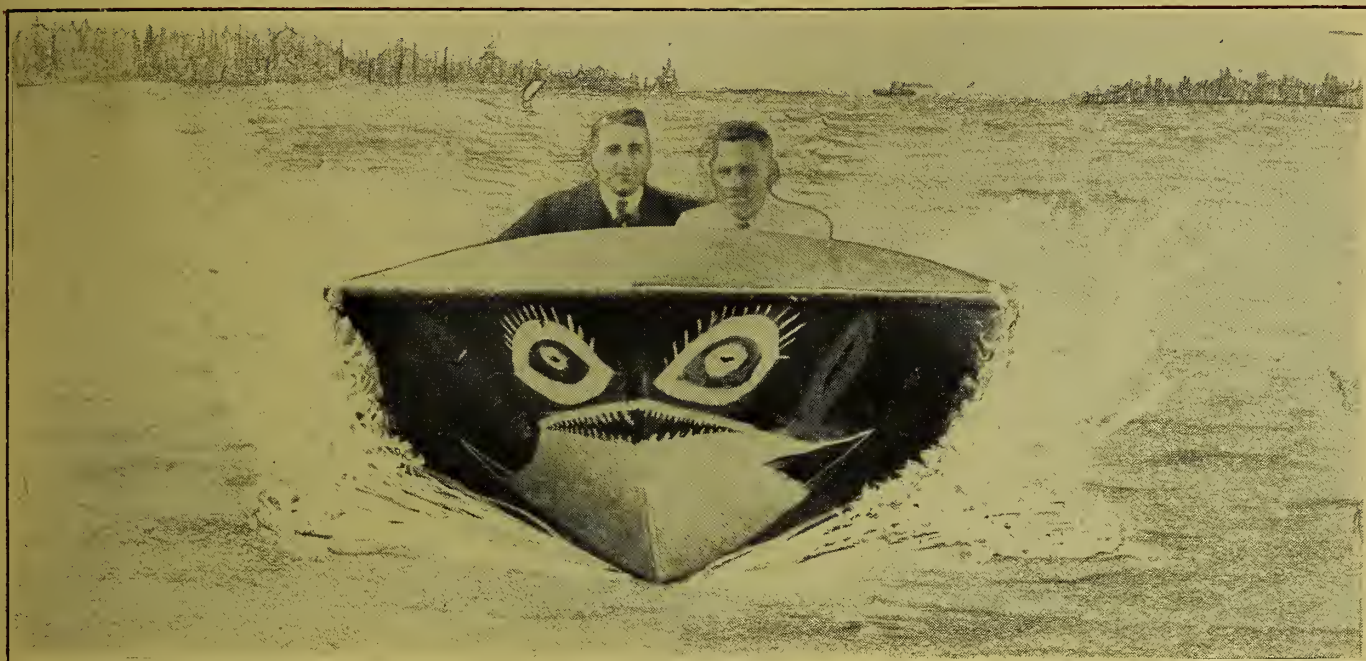
The Race Is To The Swift

And among the contestants in the Canadian National Exhibition Motor Boat Races the swiftest of them all were

CLARKE'S "LEOPARDS"

The two most coveted prizes—the Prince of Wales' Gold Medal and the Great Lakes International \$1,000.00 Gold Challenge Cup, were landed by Leopard I. and Leopard III. respectively. Mr. Griffith Clarke himself handled Leopard I., in the Special Race for the Prince of Wales' Medal, covering the twenty-mile distance in a little over 41 minutes. In the Great Lakes Challenge Cup Race Leopard III. performed like a world-beater, finishing up at a fifty-mile-an-hour clip. These victories will serve to make the name of Clarke's "Leopards" more widely known than ever in the motor boat world.

A. R. CLARKE & CO., Limited, TORONTO
Branches at Montreal and Quebec



Leopard III.

In the Leather and Shoe Field

The Battle Is To The Strong

And in every Test of Merit to which PATENT LEATHER can be subjected the one product that stands out stronger than any other is

CLARKE'S PATENT LEATHER

In TEXTURE and in FINISH, in APPEARANCE and in WEARING QUALITY, it maintains such a degree of excellence that it is regarded by the most critical as

THE STANDARD OF PERFECTION IN PATENT LEATHER

Its world-wide use is evidence of the SATISFACTION it gives to the WEARER as well as to the MANUFACTURER of FINE SHOES.

Largest Producers of Patent Leather

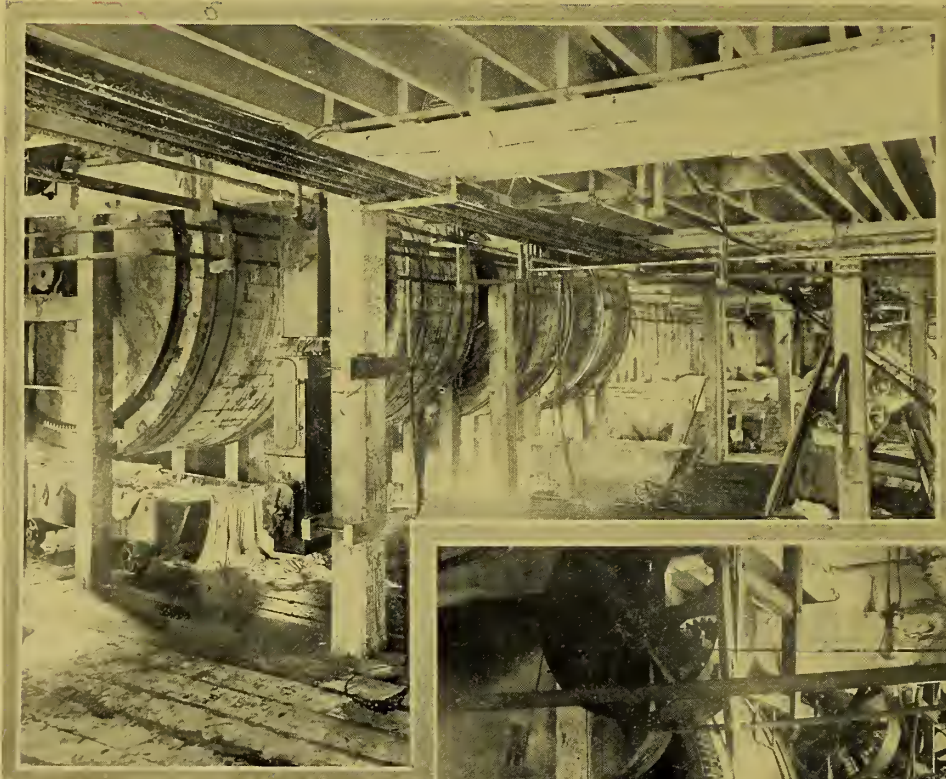
In The British Empire

**CLARKE'S
PATENT
LEATHER**

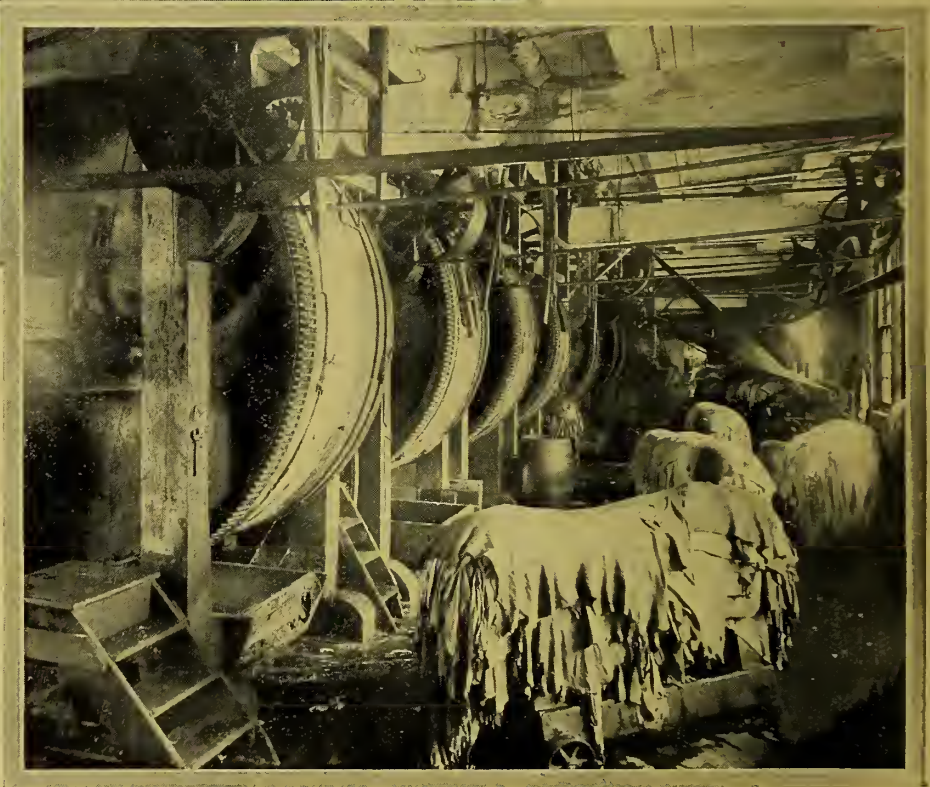
THE CLARKE PROCESS

**CLARKE'S
PATENT
LEATHER**

Has been evolved by years of Patient, Careful, Practical Experimentation—a process that ensures THOROUGHNESS from the start to the finishing of the Product.



The newest and best Methods and Equipment are used in this most complete Patent Leather Plant in the World.



Over Five Acres of Air Drying Space ensures absolute Dryness before putting the finish on **CLARKE'S PATENT**

Largest Producers of Patent Leather in the British Empire.

A. R. Clarke & Company, Limited
Toronto Branches at Montreal and Quebec

Advertising Children's Shoes



A row of rosy cheeks for a shoe ad.

Adopt Some Novel Idea in Advertising Shoes for the Little People—Circulars with Cuts to Supplement Your Newspaper Ads. Will Be Very Effective

ADVERTISING shoes for the little tots is somewhat different from that for older people. There are reasons for this. The appeal is all to the parents, while advertising of other lines appeal to the wearer. Parents can be attracted if appealed to with something in reference to the child. A parent is all wrapped up in her own child, then if the ad. has something ever so small that will associate the parent's mind with her child the way is well paved for a reception of the ad. by the parent.

Should your store be located in a town where you can use the newspaper for advertising you should use cuts of children in some character poses, at the same time allowing the words, CHILDREN'S SHOES or SHOES FOR CHILDREN to show well. Then after describing the lines you have to offer, quote prices.

Follow this advertising with a window display, suggestions for which appear on another page in this issue.

But for a real good advertising scheme we know of one firm who have made a success of a plan that can be adopted



A cut adaptable to a children's shoe ad.

in a city or town, and even in the smaller towns. For stores located in the outer sections of a large city this plan is an excellent one. Arrange to issue circulars once a month for three months. When we say circulars, we do not mean a cheap dodger effect, but one in which better paper is used, and a tinted paper if possible. Use cuts similar to those shown with this article. The circular should be about four and a quarter by eight inches, folded once, which will make four pages of the size mentioned. The four little heads could be used on the front page of one of the folders, and the other cuts shown could be used on the others later. It will be well in your advertising both in the papers and in the folders to emphasize the importance of fitting the children's feet properly. This will give you something to feature in the way of advertising. The public are beginning to recognize the importance of having properly fitting shoes because of the campaign that has been carried on from time to time in advertising and by shoe salespeople. The result is that they will read anything along this line more readily than would have been the case a few years ago.

On the front page this firm has the following introduction printed: "ARE YOUR CHILDREN'S FEET BEING PROPERLY FITTED?" Such an opening will naturally arouse the interest of the parent. Then a paragraph something like this follows in a panel in the centre of the page:

"No part of a child's body is deprived of freedom more than the feet, and the shapeliness of a matured foot depends entirely on the judgment used in fitting shoes that properly shape the foot as it grows." The sound reasoning of this statement should be apparent to every mother. The answer is—have your children fitted at _____, and the name follows at the bottom with the paragraph reading into it.

At the top of the two inside pages are the following lines: "Our shoes were bought before the big advance, and many lines are priced at less than present factory prices." This statement can be adopted by many retailers to-day.

A feature line in bold type runs like this: "ILL FITTING SHOES ARE THE CAUSE OF MANY FOOT TROUBLES." Then follows a quotation from Dr. N. A. Goodwin which reads: "From my experience as a foot specialist I dare say that 99% of the cases of foot trouble coming under my observation have been caused by the pernicious short fitting shoes."

Then another paragraph reads: "The result of a short shoe on a growing foot is, that being deprived of room to lengthen naturally the metatarsel bones are forced apart, straining the muscles, which in time causes the metatarsel arch to weaken. The foot with its many joints and muscles, being deprived of its freedom of action cannot perform its duty naturally, which will cause the child to tire easily or walk unnaturally."

Another paragraph follows: "Having given great study to the proper fitting of the feet we shall be pleased to advise you concerning any foot troubles in connection with your children. And it will interest you to know that we carry children's shoes in different widths suitable for slim as well as chubby feet."

The next two pages are devoted to lists of shoes for little folks and consist of short descriptions of the lines offered

(Continued on page 47)



A suitable cut for Children's shoe circular.

England's "Standard" Scheme

Standardized Shoes Are Now a Reality in England—Children's Shoes Are Scarce And High Priced as Here

CAPT. JAS. T. SUTHERLAND, of Kingston, Ont., who is still overseas, does not lose interest in the shoe trade, and occasionally sends us interesting matter concerning the trade overseas. He has just forwarded to us an article from the Liverpool Echo, which will be of interest to Canadian shoe people, as it shows what is being done in England in regard to standardizing shoes. It remains to be proven whether the plan will be practical or not. The article follows:

"Liverpool boot dealers are very well-satisfied with the new scheme for the production of standard quality boots, which has just been settled by the Federation of Boot and Shoe Manufacturers, and large orders are being placed for a share of the thirty million pairs of standard boots which the scheme proposes to put on the market.

The object of the scheme is two-fold: to maintain a higher standard of reliability, ensuring that all essential parts are made of solid leather, and to regulate the price



Growing girls' shoe,
by Getty & Scott.

from the delivery of the leather to the sale of the finished article to the customer.

The war-time boot, on the whole, was a great success, and the national standard boot, it is hoped, will find even greater favour.

Every pair will bear the words, "National Standard Quality" and the letters "B.M.F.," and the price stamped in plain figures.

All sizes are to be made in a variety of patterns, and the run of prices may be gathered from the following list:—

Men's Box calf walking boot (best grade), 48s; box calf shoe (welted), 32s; popular walking boot (medium grade), 27s 6d; heavy nail boots for agricultural workers, 22s.

Women's Glazed kid boots (best grade), 32s 9d; box calf boots (best grade), 30s 6d; glaze kid shoes (patent cap), 23s 6d.

Boys' boots for school wear, 22s; boots for Sunday wear, 26s.

Girls' glazed kid boots, 18s 9d; walking shoes, 11s 9d.

"During the war," said the manager of one of the best-known Liverpool shops, "the boot trade was working under enormous difficulties. And since the Armistice conditions have been very little better. At times there has been something like a famine in certain classes of goods, and when our meagre ration came along it was disposed of in a day or two. But, with the makers acting in concert, and all pulling the one way, we shall be able to supply a good, serviceable boot or shoe at a fair profit—in some instances a lower profit than in pre-war times.

"The whole object of the scheme is to keep up to a high level the standard of British boot production, and, incidentally, to educate the public into appreciating the value of value, if I can put it that way.

"We want everybody to wear better boots. Even when normal conditions are restored the scheme would be continued with advantage. Some of the boots which were turned out before the war were simply wicked, and no decent bootmaker with any pride in his trade liked to handle them. But the buying public had a great craze for cheapness, and you had to give people what they wanted. Standard boots will teach people the comfort and economy of wearing boots that will stand wear and weather; and when they weary of the standard pattern and go in for distinctive styles, they will still insist on quality.

Conundrum About Children's Shoes

"To a large extent," he went on, cheerfully, "the public are educating themselves. The short skirt has been a boon to the boot trade. It has made ladies keener than ever they were to be shod with smart, shapely and well-finished footwear. In a lesser degree the turned-up trousers have had the same effect amongst men, only that the principal effect has been to make the low shoe more popular than the boot.

Juvenile sizes are still difficult to get. "Upon my soul, I don't know where children get their boots nowadays," said another dealer. "It is a conundrum that beats me completely. We never seem to get any. Why is there such a shortage? It is because the workmen expect practically as much pay for making children's sizes as for adults. They don't like making little boots; that's about the size of it."

Dancing shoes will continue to be expensive this winter. For one thing, the long, slender heels, which mostly come from France, are hard to get, and patent leather—in the making of which Germans excel—is still a scarcity.

But brocade slippers, with buckles of brilliants, are now very popular for evening wear. Jade and silver and royal blue and gold are two favourite styles, and the jewelled heel shows signs of coming into fashion again.

And What About Prices?

The public will regard what is grandiloquently styled the "national standard boot scheme" with mixed feelings (writes our London correspondent), and we sincerely trust that the Government will keep a close watch upon what appears nothing less than a big combine of manufacturers on the lines of the American trust.

We are prepared to believe that we shall get a good article, though in telling up this the manufacturers are displaying no particular virtue; but if a real leather article is to be purchased by the elimination of healthy competition, the public may find that it has gained little.

The prices which I have seen quoted are for some grades reasonable, though not excessively so; but the outlook is dismal if they have come to stay.

Buy Victory Bonds because you help yourself as much as others.



The truth of the old saying that "Merit Asserts Itself" is constantly demonstrated and decisively proven in the manner in which REGAL SHOES dominate the footwear field.

Merit is our aim in their production—a superior merit by which they take first place for Style, Fit, Wear, Service and Value.

With the additions we have made to our range for Spring REGAL MERIT will assert itself more strongly than ever during the coming season.

Regal Shoe Company, Limited
472-474 Bathurst Street, Toronto

REGAL SHOES



Leather and Shoe Trade Jottings

Conditions in the Shoe and Leather Trades—Market Continues Steady and Promises Continued Strength—Protesting Against Board of Commerce Methods—Prospects for Spring Trade

THE SHOE AND LEATHER JOURNAL has taken the trouble to enquire amongst both manufacturers and retailers as to the effects of the press reports of the recent investigations as to shoe prices. The universal verdict seems to be that business has been seriously handicapped by the erroneous impressions created in the public mind by the charges of profiteering. One retailer doing a large family trade, claims that for a couple of weeks after the Toronto investigation his sales dropped fully twenty-five per cent. and it was a common thing for people purchasing shoes to refer to profiteering in the shoe trade. Customers on being told the price of an ordinary shoe would remark that the dealer probably had three or four dollars' profit on the transaction. He said he went to the trouble of showing shoes to people, and telling them exactly what they cost him, and showed also shoes that were costing more wholesale at the present time than he was asking for them. Nevertheless, the impression of crookedness was hard to remove.

Dealers Acting Together.—In some localities, shoe dealers have got together to combat the campaign of slander that is injuring their business, with good results as far as the local papers are concerned. The press report credited to President McIlwain, of the Eastern Wholesale Shoe Dealers' Association of the United States, seemed to create as much trouble as the reports of the Board of Commerce. President Feegan and Secretary Cook, of the National Shoe Retailers' Association of Canada, went to the trouble of wiring to Boston, and securing a denial to the alleged statement of Mr. McIlwain, and secured the publication of the denial. One large city retailer went to one of the Toronto dailies, and threatened to withdraw his advertising if they gave space to these unjust statements without checking them up. Undoubtedly, if retailers followed his example, less of the wild statements that are appearing from time to time would be found in the press. The Executive of the National Shoe Retailers' Association is shortly to meet and deal with this and other matters affecting the retail shoe trade, and no doubt a statement will be prepared for publication that will fully state the retailers' position with regard to shoe prices.

Calling Off the Dog.—A representative deputation, containing several prominent leather and shoe

manufacturers, waited upon the government last week and laid before them the complaint that some of the methods of the Board of Commerce were doing serious injury as well as injustice to business generally. They pointed out that the publishing in the daily press of private information that had no direct bearing upon prices was keenly resented as inflicting injustice and indignity upon individual firms. Some strong language was used with regard to recent press reports of investigations in different parts of the country and the government was asked to put a curb upon the "Court's" tendency to parade its doings and proposed doings before the public. The desire to eliminate profiteering was endorsed, but it was pointed out that a much more satisfactory and just way to arrive at conclusions as to overcharging was to follow the article through the various processes of production to the consumer's hands. The deputation strongly condemned the personnel of the Board consisting, as it does, of two lawyers and a labor man, and pointed out the desirability of having business interests properly represented upon it.

Leather and Shoe Conditions.—Business both here and in the United States continues about on the same basis, as far as leather is concerned. Both sole and upper in the best grades are still firm and in good demand, although in some of the less desirable grades there have been substantial concessions. The shoe manufacturers are buying fairly well but are following a most conservative policy. Never in the history of the trade have stocks in manufacturers' hands been so low. The best of the concerns have only enough leather on hand and coming in to see them through the next four months. Tanners are only working on two-thirds of their capacity on account of the scarcity of labor and shortage of raw stock, so that there does not seem to be much hope of increasing supplies should the demand improve. Shoe buyers have been going carefully for the past three or four months and have only covered their actual requirements in footwear for the coming winter and spring. How lower prices can be expected under these conditions is difficult to see. At all events it would seem that the shoe business is in a comparatively safe position as far as general lines are concerned. In the finer goods, especially kid, the market continues steadily upward. Colored kid sold last week in New York at \$1.75 a foot and leather men are predicting two dollar kid in the near future. What this means in women's shoes will easily be understood. But the women will have it so. They want high-priced leather footwear and they are making it hard for the ordinary buyer to get shoes at a decent price. A large manufacturer of fabrics said to a SHOE AND LEATHER JOURNAL representative in New York the other day that their business was practically at a standstill. In spite of the inducement of price and attractiveness of materials offered, the big demand was for leather in the finer grades.

The Hide Situation.—The hide market as far as

(Continued on page 47)

M

M

Beresford and Vassar Footwear.



ELEGANCE—
of Design and Finish

EXCELLENCE—
of Material and Workmanship

Minister Myles Shoe Co.,
Toronto Limited





YOUR LAST CHANCE

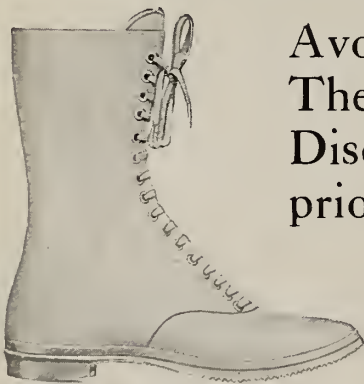
To Get the Extra Early Order Discount of 5%

Outing Brand Footwear possesses the limit of reliability. Guard against customer dissatisfaction by giving your customers the best in Sport and Outing Footwear for 1920. You will always be glad you handle "Outing Brand."



"OUTING BRAND"

Reliable, Satisfaction Giving Footwear



Avoid late delivery by ordering NOW. The Trade receive Special Early Order Discount of 5% on all orders placed prior to December 1, 1919.

*Travellers are now out with 1920 Samples.
Save your biggest list for "Outing Brand."*

GUTTA PERCHA & RUBBER, LIMITED

Head Offices and Factory, Toronto

BRANCHES: Halifax, Montreal, Ottawa, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria

Rubber Footwear Notes

Manufacturers Are Filling Orders Better Than Last Year—Sport Goods Are Being Ordered Heavily

CONTRARY to all expectations that many merchants were carrying over fairly big stocks of rubber from last season on account of the mild winter of 1918 and 1919, the reverse seems to be the case. Manufacturers report that just as soon as wet spells come the sorting orders come in as plentifully as other years. This is a good indication that the majority of merchants were able to clear their stocks pretty well last spring.

Manufacturers report that they are doing even better than they had expected in filling the fall orders. There is, of course, bound to be a little delay, but on the whole the delays are not what many expected, and the manufacturers themselves are pleased with the way they are gingering up production.

Orders this fall for sport shoes have been in excess of other years, which shows the growing popularity of these lines. "In fact," said one manufacturer, "it is a case of a necessity, if shoes do not stop going too high in price." However, it is a fact that the popularity of these goods has been increasing every season and now they are a recognized line in every retail shoe store, and are well known by the public in general. The models that have come into existence through the ingenuity of the style man and the cutter have done much to make these goods so saleable, for there is now a shoe for almost every one who desires to wear this class of summer shoes.

The models, too, have much of the style and snap of leather shoes, which makes them suitable for street wear. And manufacturers are predicting they will be worn much more than ever this coming summer.

Raw Rubber—Price remains firm. In fact, it is expected that it will go up 8c or 9c a pound. Naturally there will be the query why this should be. The reasons given are the longshoremen's strike in New York. Some manufacturers are wondering if this is a reason or a pretext. It is also stated that the tremendous demand for auto tires has caused makers of these goods to stock up very heavily in raw material. This naturally has had an upward effect on the price.

POOL PROSPERITY TO KEEP IT HERE

Canada is facing great problems. Through the Victory Loan 1919 she calls upon all her people to pool their present phenomenal prosperity in order that it may be preserved. All citizens must lend liberally. The savings they have accumulated must go into the Victory Loan, where they will become more while doing a noble work for the whole nation.

Allowing your savings to stay idle will do neither you nor the nation any good. If everyone did that your opportunity to save would cease. Savings must be invested that they may increase themselves, and the place to invest them now is in the Victory Loan.

BIG PRIZE CONTEST BY THE STANDARD KID CO.

Shoe retailers and their salespeople and other employees will have a splendid opportunity of entering a contest of unusual merit given by the Standard Kid Manufacturing Company of Boston. The prizes given aggregate \$2,500 in cash, with a first prize of \$1,000. The others are very

handsome too, being \$500, \$200 and \$50 for the second, third and fourth. Then for consolation prizes the company offer seventy-five prizes of \$10 each.

What makes this contest the more unique is that the company are arranging it for the retailers, a class of people with whom they have no direct connection or trade relations. By this method they hope to get into closer touch with the retailer, feeling that they can give them a better idea of the consumers' needs and by this means they may be able to learn how they can still further improve their well-known kid leathers and help to realize their ideal, which is to give the greatest amount of satisfaction possible to users of their kid leathers. It will also bring them into closer touch with the wearers of shoes made from their kid leathers. Now send in your suggestions, you may receive a really worth while prize.

EXPLANATION OF THAT QUEBEC BOOT ORDER

In connection with the recent communication received from Dr. Pelletier, by the Quebec Board of Trade, in connection with shoe orders, and which was conveyed to Mr. Herbert V. Gale, President of the local Boot and Shoe Manufacturers' Association, over which some newspaper



How about speeding up human's shoes?

controversy is now going on, Mr. Herbert Gale, in conversing with The Telegraph this morning on the subject, stated emphatically that there was no question of labor conditions discussed by the boot and shoe manufacturers in considering Dr. Pelletier's message. The reasons given for not being able to more thoroughly take into consideration the subject of filling these orders was simply that they lacked details, and until these were obtained no boot and shoe manufacturer in Quebec could offer to make a tender or decide whether or not these orders could be accepted. A statement in this morning's issue of a local paper which reiterated former statements in the same direction and said that the blank order was "declined on the grounds of pressure of business, and unstable labor conditions," is entirely erroneous and misleading, and, as stated before, the question of labor conditions never came up nor was it referred to, in the decision arrived at by the boot and shoe manufacturers.

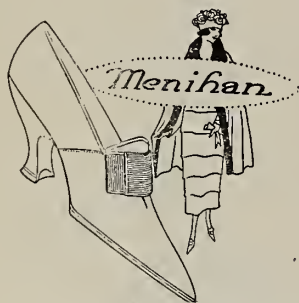
It is expected that the workingmen of Quebec will be pleased with this statement, as the inference spread broadcast by recent reports would give one the impression that labor conditions in the boot and shoe business was responsible for the attitude of our local boot and shoe men in turning down a proposition that might eventually lead to the increasing of this trade.

**FINE
FOOTWEAR**



**FOR
WOMEN**

Introducing Exclusive Styles—Presenting Exceptional Value



Beautiful in Design, trim and comfortable in Fit and durable in Wear Service, Menihan Shoes through genuine Merit command the admiration of the most particular women. They express Footwear Fashion in a most original and winning way. They present a wealth of selection that will satisfy the most varied and exacting Style Tastes.



AGENTS FOR DOMINION OF CANADA

Do not fail to see our complete range of Samples before placing your orders for Spring.

Geo. E. Boulter

**WHOLESALE SHOES
and RUBBERS**

Specialty Jobbers

3 Wellington St. East

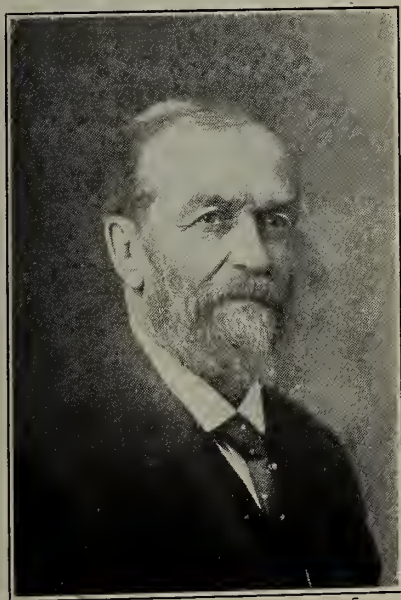
PHONE M. 5833

TORONTO, ONT.

DEATH OF MR. PAUL F. PAYAN

The death occurred recently at St. Hyacinthe, of Mr. Paul F. Payan, after a brief illness. Mr. Payan was born in Mens, France, nearly 80 years ago, and was of Huguenot descent. He came to Canada at the age of 14 where he learned the tannery business at Granby, and nearly fifty years ago founded the firm of Duclos & Payan, of St. Hyacinthe. He was president of the St. Hyacinthe Electric Co., and later interested in the Southern Canada Power Co. He always took a deep interest in municipal affairs, and was elected to the mayoralty in 1910, and was re-elected until 1914 when he resigned. In 1873 he married Miss Olympe Duclos, who survives him. He is also survived by three sons and five daughters. They are Louis Payan, of St. Hyacinthe; J. R. Payan, of Montreal; and E. Payan, of St. Hyacinthe; Mrs. Fred Moseley, of St. Hyacinthe; Mrs. Auger, wife of Dr. A. Auger, of Jamaica, N.Y.; Mrs. Emerson Fee, of St. Hyacinthe; Mrs. Jas. Morton, Norwich, Conn.; and Mrs. Harper Shields, St. Hyacinthe.

The funeral was one of the largest that was ever held in St. Hyacinthe. It was held from his home in that city



THE LATE PAUL F. PAYAN

on October the 25th, and the interment took place in Montreal. On arrival of the train in Montreal a large assemblage of citizens were at the depot. He was buried in Mount View cemetery.

Mr. Payan was a Protestant, but a man greatly beloved by all citizens. The factories closed on the day of the funeral to allow all citizens to show their respect, and this accounted for the great attendance at the funeral.

VANCOUVER NOTES

Mr. J. Stinn has reopened his old stand on Main St., which has remained closed for several years past.

Mr. W. G. Langdon, city representative for the B. C. Leather & Findings Co., has just been appointed honorary secretary to the Royal Society of St. George.

The increased price of sole leather duly arrived here all right, and took many by surprise, especially those who had been fostering the hope that leather prices were on the down grade. As it is, present prices are lower here to-day than many places in the East, notwithstanding extra cost of freight. Hemlock bends are quoted at \$110 and \$112, Oak \$1.20. Cut stock has not moved; it really seems to

be going out of favor since the manufacturers have under-sized them, they are far too narrow and short for general use.

Messrs. Vos & Son, who have been in business several years on Cordova St. as manufacturers of loggers' boots, have disposed of their business to Messrs. F. Taylor and McLaughlan, both of whom have been connected with the trade for sometime in this city. Mr. Vos, with his family, intends to return to Holland in the spring, going from this city to New York by road.

BOSTON SHOE RETAILERS' CONVENTION

Boston is preparing for the largest gathering of retail shoe dealers ever held in America. A representative of the SHOE AND LEATHER JOURNAL had a chat last week with Mr. H. B. Scates, of Filene Sons Co., who said that arrangements were well in hand and that the reception committee were preparing for 5,000 visitors.

In addition to the convention and its business and social attractions there will be a shoe and leather exposition with historic as well as practical and business features that will make a visit to Boston well worth while.

Boston is determined to make the whole affair an epoch in the history of the retail shoe trade of this continent and already arrangements for hotel accommodation are well under way. The local committee has abundant financial and other backing to carry out its plans.

ADVERTISING CHILDREN'S SHOES

(Continued from page 35)

and the price of each. If you issue these circulars they should be well distributed in your neighborhood, and you will reap good results from them.

Do not have them printed on cheap looking paper. Use something with a nice tint, and have the matter well set up and the whole thing attractively done, and you will obtain better results than if it is a careless piece of work and done on ordinary stock.

LEATHER AND SHOE TRADE JOTTINGS

(Continued from page 37)

domestic lines are concerned remains about stationary, the tanners buying only what the requirements of their business demand. Native packer steers are still quoted at 48c. for September kill, which is about what was asked and received a month ago. Country buffs are changing hands at 36c., the demand being somewhat better than two weeks ago. Calfskins are still firmly held at \$9.00, \$10.00 and \$11.00 for the three weights. Foreign calfskins are now practically unobtainable. The dry hide market is quiet, sales being few and scattered. There is, however, no weakness apparent in the market. The dock hand strike in New York has complicated matters somewhat, but enough supplies have been coming through to meet the needs of buyers. Sheepskins are quiet and prices are unchanged. The goatskin market remains about the same, but although there seem to be plenty of skins in sight the market does not moderate. The European demand is such as keeps the market on an even keel. Morocco manufacturers are being kept busy but are unable to work their establishment on anything like full capacity and they claim that there is comparatively little raw stock coming forward that is adapted to high-grade stock, especially colors. There has been a good deal of talk during the past two months of a slump in hides, but notwithstanding that the season has been the quietest of the year there seems to be no indication so far of any tumble in values.

Your Victory Bonds will work for you every minute of every day and night.



Stray Shots From Solomon

*Wisdom crieth without;
she uttereth her voice in the street.*

One thing you may be sure of, is constant employment, if you are a servant of the Devil. There are no lockouts, and the mill is always running overtime. In fact, the staff is always chasing the employees with work. If a foreman was to push his hands like Satan is rushing his help, there would be a strike at the end of the first day. The funny thing is that hands keep right on humping, although the wages are worse than the meanest scab shop on earth. 'Evil pursueth sinners.' When you start a crooked life, you will get plenty of crooked work. The way opportunities for rascality follow one upon another is one of the features of this whole business of sin. You never thought the first time you lied that the day would come when you would reel them off with the clock. You did not dream when you made the first sharp turn that you would be an adept shyster inside of a very short time. You can remember when a low story would bring a blush to your cheek—to-day you have a stock of your own that you retail to those as low-minded as yourself. Young man, don't get in the way of evil. It will hound you to hell.

* * *

Sniffing and sighing do not make repentance any more than singing and preaching constitute righteousness. The jails and prisons are full of penitents who, as long as their wings are clipped, droop their heads and meditate on the way of the transgressor; but as soon as the coop is opened they forget all about the bread and water and the lockstep. The idea that some people have of religion makes it a by-word. Be as vile and crooked as you can, and after you have tasted to the full the intoxicating pleasures of sin, get down on your knees, confess your sins, join the church, and give the remainder of your useless life to psalm singing and religious enterprises, and prepare for a soft place in the kingdom of heaven. The reason so many people keep out of the church is that they see so many in it who take this easy way of disposing of a record of lustful villainy or crooked chicanery. The kind of repentance that goes down with people, and that will stand the light of the great white throne, is that which has its foundation deeper than a mere desire to escape the fate of the ungodly. "By mercy and truth iniquity is purged (atoned for)." What the church and the world need to-day is more of the kind of repentance that seeks to

purge wrong-doing by atoning for it. Have you been an oppressor, a destroyer of the reputation or character of others? Give evidence of change of heart by the exercise of mercy. Have you been a black-mouthed liar, a brazen cheat, a slick manipulator? Make known to the world the change in your life by telling the truth, dealing justly by your fellows. "Shew me thy faith without thy works, and I will show thee my faith by my work." Repentance that does not show itself in the life is not worth a politician's promise.

* * *

When men have weighed us, and conscience has sifted us, there is a test applied to every one of us that will search us to the very marrow. THE FINAL ANALYSIS row. The supreme question with the One with whom we have to do is not who or what are we, but what have we intended. "The Lord weigheth the spirits." What a mercy that the final analysis is not left to man. On this score some of those who seem to have made a tremendous failure of life may surprise the world in the day of manifestation. Some poor wretch who has not been too overwhelmed by his own misfortunes to drop a tear over the grave of someone else's hopes, may find his tears turned to diamonds in the days to come. "She hath done what she could." "Inasmuch as ye did it unto the least of these my brethren." These gracious words lift the veil from the unseen world, and give a glimpse of a justice that is not as man's. On the other hand, when the mask is lifted from human hearts, and the evil intent of pharasaical scoundrelism exposed, what a revelation there will be. Ye have heard that it was said by them of old time, "Thou shalt not commit adultery. But I say unto you that whosoever looketh upon a woman to lust after her hath committed adultery with her already in his heart."

* * *

It will pay you to put a gag on your mouth. If you will just count up the difficulties you have got into and the money you have lost through wagging your jaw, you will begin to realize what a serious drawback a long tongue is to a business man. When you are tempted to express any opinion but a good one in regard to your neighbor, keep your lips closed. When you feel inclined to enlarge on the merits or demerits of a political candidate to a customer, don't. When you are drawn irresistibly to tell your business secrets, or dilate on your family affairs to your friends, put your tongue in your cheek. When you feel like setting your mouth going, just to hear yourself talk, quit. You can afford to do about a quarter of the talking you get off regularly. People will think more of you, and you will begin to think more of yourself. The babel of talk that is indulged in day in and day out, that means no more than parrot chatter, and the quantity of vicious talking that hurts others as well as the talker, is appalling. "He that guardeth his mouth keepeth his life."



To Permanently Please

all members of the family to whom the lustrous finish, easy comfort and long wearing qualities of glazed kid appeal

USE

NOVILLA KID

It has every quality which makes genuine glazed kid desirable and in addition "IT WILL NOT SCUFF."

Thus the only objection to glazed kid shoes is removed.

You can also sell NOVILLA KID FOOTWEAR at more popular prices.

Order your kid shoes cut from NOVILLA Kid.

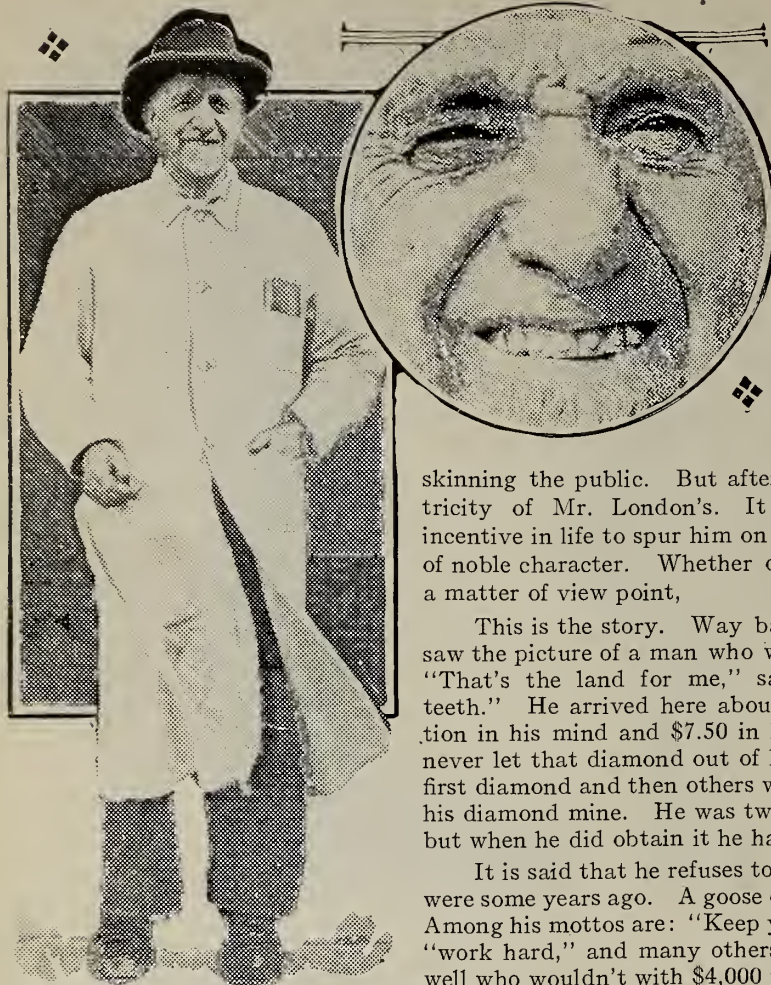
CASTLE KID COMPANY

Originators and Sole Producers

CAMDEN

NEW JERSEY





“Teeth of Pearls”

The Ambitions of an English Youth Fulfilled in Canada

THE pearly-toothed person has nothing on Jas. London, a Toronto hide and skin merchant. The illustration shows how Mr. London has diamonds set in his teeth to the value of \$4,000. Of course our readers will say this was ridiculous. Others will say that it shows how the hide men are

skinning the public. But after all there may be a lesson in this same bit of eccentricity of Mr. London's. It is well that every young man should have some incentive in life to spur him on to achievement. It is well that this incentive be one of noble character. Whether one considers this man's a noble one or not is simple a matter of view point,

This is the story. Way back over fifty years ago, when a boy in England, he saw the picture of a man who was a Canadian who had a diamond set in his tooth. “That's the land for me,” said Jimmy London, “and I'll wear diamonds in my teeth.” He arrived here about forty-eight years ago with the diamond determination in his mind and \$7.50 in his pocket. It was uphill going, but young Jimmy never let that diamond out of his mind. It took him twenty-eight years to get the first diamond and then others were added. To-day he is quite wealthy in addition to his diamond mine. He was two weeks securing work when he first came to Toronto, but when he did obtain it he has not stopped since.

It is said that he refuses to raise his tenants' rent and they remain as low as they were some years ago. A goose or turkey is also said to go to each tenant at Christmas. Among his mottos are: “Keep your promises,” “cut out the grouch and keep smiling,” “work hard,” and many others. The latter he faithfully does. As for his smiles—well who wouldn't with \$4,000 worth of diamonds to show when he did so?

MEETING OF MONTREAL SHOE RETAILERS

The regular monthly meeting of the Montreal Boot and Shoe Retailers, was held in their hall, Dandurand Building, St. Catherine Street East, on Thursday evening, October 9th.

After the business of the previous meeting was disposed, in which a reference was made to the success of the banquet which the Association held recently at the Place Viger Hotel, the Secretary read a number of communications which had been received from Shoe manufacturers in reply to communications which the Association had addressed to them regarding the practice of selling goods retail. Without an exception, all these letters promised co-operation with the retailer in endeavoring to do away with this evil.

Quite a lengthy discussion then took place in reference to the Resolutions passed by the National Shoe Retailers' Association at their Convention held in Toronto in July last. Those present unanimously agreed to send a copy of the resolutions endorsed by the Montreal section of the Retailers' Association and which were passed at the National Shoe Retailers' Convention to the Secretary of the National Association.

A discussion then followed in reference to a Russian delegation which is now visiting Canada, which is endeavoring to buy footwear and who are willing to purchase any kind of boots and shoes regardless of style. This delegation is not prepared to pay cash for goods, but are offering other goods in payment. A committee of two members was appointed to inquire into the matter with a view of seeing what could be done in regard to this Russian delegation in a way of selling to them obsolete styles which had accumu-

lated in retail stores. This committee promised to report the result of their investigation at the next monthly meeting.

TRICKETT MEMORIALS

As a memorial of the employees of Sir H. W. Trickett, Limited, who fell in the Great War, an estate of about three and a half acres has been purchased, adjacent to Waterfoot, which is to be fitted up as a park and playground for the community. One half the purchase money has been provided by the Company, one quarter by the “Trickett” employees, and the balance is guaranteed by the Trickett Choral Society. Twelve scholarships have also been provided in the Waterfoot Secondary School for children of men who fell and of present employees of Trickett Limited.

The scheme is the product of the broad-minded philanthropy of Mr. Oliver Eatough, J.P., the head of the Sir H. W. Trickett, Limited, who has been in the forefront, not only of public spirited efforts of this kind, but who is an active exponent of the doctrine of better relationships between employer and employee.

At a recent meeting in Waterfoot, Mr. Eatough outlined his ideas of the future relationship between capital and labor. In the course of a lengthy address on the relation of the Church to present-day conditions, he said: We could only expect industrial peace and social happiness by hearty co-operation and goodwill. The Christian Church should show an interest in every aspect of social life. He was afraid she had lost a great opportunity by leaving to others outside the church the work of reconstruction, for if Socialism was ever to be the ideal some people think it should, then it must be based on the teachings of the lowly Galilean. He was looking and longing and praying as a business man for peace, both in the industrial world and elsewhere.

**TOP GRADE
SHOES - -**

**COST MORE—BUT THEY
ARE worth
the difference—they
wear longer.**



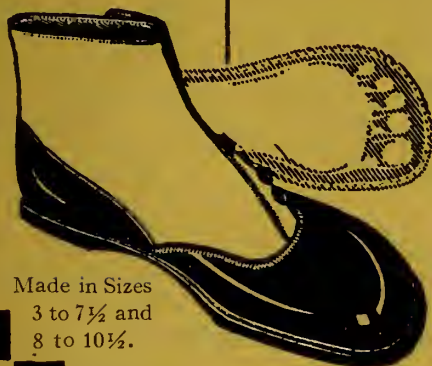
Nothing but Top Grade Materials go into Hurlbut Welts. The manufacturers of Calf, Patent, Welting, Linings, Thread, and Oak Soles will tell you that The Hurlbut Company demand the best — Top Grade.

That is Why

**HURLBUT CUSHION SOLE
Shoes FOR Children**

have the reputation they have for long wear. They are noted for other things as well.

Style
Comfort
Flexibility



Made in Sizes
3 to 7½ and
8 to 10½.

The only Tackless
Cushion Sole Welt
made for children.

Only
One Grade
**TOP
GRADE**

THEY
cost more
but
**WEAR
LONGER**

WHOLESALE DISTRIBUTORS

PHILIP JACOBI

5 Wellington Street East - - TORONTO

UPPER LEATHER

BARK CHROME RETANNED

SPLITS

WAX FLEXIBLE OOZE

We Solicit Your Enquiries for Leather that has Stood the Test of Time

OUR AGENCIES

PERCY J. MILBURN, 256 Lemoine St., Montreal, P.Q.

RICHARD FRERES, 553 St. Valier St., Quebec, P.Q.

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO

“EUREKA”



No. 924—Black Kid
No. 925—Brown Kid

To the Jobbing Trade only

Our new 9-inch Black and Brown Kid Bals. are trade builders. They are well constructed and are money makers.

Write our Sales Department, **Am-Bri-Can Distributors**, 64-68 Adelaide Street East, Toronto for up to the minute prices on our lines.

EUREKA SHOE CO., LIMITED
THREE RIVERS, QUE.

EVERY DEALER WANTS 'EM

A reliable every day selling and every day wearing shoe that will give satisfaction every day. Well, all that is embodied in the

Yamaska Brand

And there's a pair for every member of the family from Tommy to Grandpa and all have that same satisfaction.

LA COMPAGNIE

J. A. & M. COTE

St. Hyacinthe

Que.



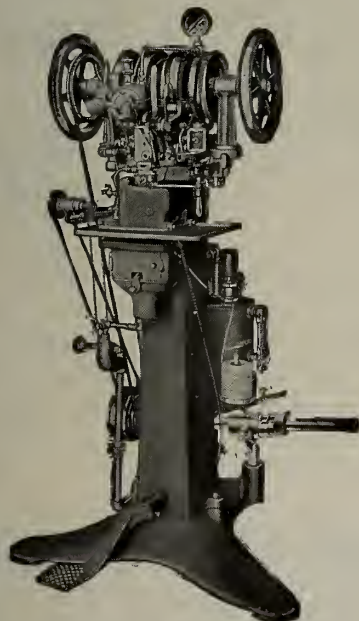
Landis Outfits are Money Makers

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

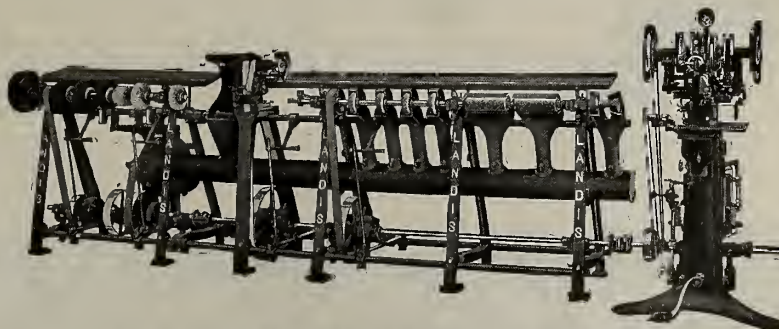
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price and terms.

Landi 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

C.F.S.
Co.
REGISTERED**SPATS! SPATS!! SPATS!!!**C.F.S.
Co.
REGISTERED**ANNOUNCING IMMEDIATE DELIVERY OF****High-Grade, Fine-Fitting American Over Gaiters****FROM STOCK****You SAVE Money by Buying DIRECT from US****NOTE
BUTTONS ON
SPATS LIKE
MILOS****Save the Middle Man's Profit****You can make money with these SPECIAL PRICED C.F.S. SPATS. This is no idle boast. People know what they want and when they see them will buy them. TRY THEM AND BE CONVINCED.****FIT PERFECTLY
IN STOCK
DEPARTMENT****FIVE BIG SPECIALS****OUT OF MANY C.S.F. OVER GAITERS**

Cut of No. 1050 and 1050X

No. 612. 12-Button, 24 oz. Pure Wool Felt	Per Doz. Prs.
Colors—Castor, Brown, Pearl, Grey, Taupe, Fawn	\$25

No. 1050. 12-Button Broadcloth	- - Per Doz. Prs.
Finest Fitting and Quality. Turns water.	\$38
Colors—Fawn, Taupe, Castor	

No. 1200. 14-Button "Shuform"	- - Per Doz. Prs.
Unseen Buckles. Genuine 30 oz. Kersey Material	\$43
Colors—Brown, Taupe, Pearl, Grey, Castor, Fawn	

No. 1050X. 12-Button	- - - Per Doz. Prs.
Same cut as No. 1050 but Material is 30 oz. Genuine Kersey. Colors—Brown, Taupe, Pearl, Grey, Castor, Fawn, etc.	\$43

No. 35. Men's American Best Fitting Spats	Per Doz. Prs.
Genuine Kersey Cloth, 30 oz. In all Standard colors	\$30

Cut of No. 1200
14-Button Shuform

NOTE—Send sizes with order. State number and color plainly.

Terms—2% 10 days, net 30 days. If not rated send reference.

N.B.—Also Special Prices on these stock lines: Whittemore Dressings, Kelly's Polishes, Laces all kinds, Insoles, Viscol Oil, Rubber Heels, Buckles. Everything in Shoe Findings.

Write for Specials also in Shoes. Case Lots Only.**THE CANADIAN SHOE FINDINGS NOVELTY COMPANY****2 TRINITY SQUARE****TORONTO, CANADA**

Clarke's Patent Leather

A Business That Has Grown From a Small Beginning to be the Largest Concern of its Kind in the British Empire

THE story of Clarke's Patent Leather is not one of the to-days, it is a story of the yesterdays. Had any one told John Clarke, grandfather of the present head of the firm, when he started his little tannery in Peterboro nearly seventy years ago, that it was destined to reach such proportions as the present plant, he would possibly have considered that person a false prophet. Nevertheless, it was from that unpretentious beginning that the present institution arose.

For thirty years the tannery was conducted in Peterboro, and then it was moved to Toronto and located on its

in this industry, and it is a striking example of what can be done by Canadians, for with characteristic stick-to-it-iveness, inherited from the father, the troubles and trials and expense of experimentation incidental to a new industry were overcome, and the product was brought to a state of perfection that is the envy of other manufacturers and dealers in all parts of the world. It was no easy job starting the manufacture of patent leather in those days. It had not reached that stage where men were satisfied with it. There were objections to be surmounted. There were prejudices to be met; there were a thousand and one things to discourage and little if anything to encourage, except the indomitable faith in themselves and their confidence in the product and the hope of a Columbus that land was ahead. And the firm stuck and the firm landed.

When you consider some of the things with which they were met, you will better appreciate the work the Clarkes have done in bringing Patent Leather to its present high state of efficiency. To start into the manufacture of a product that meant the expenditure of thousands of dollars and this article one that was not made in Canada, thus having no precedent to follow, and worse than all, raw



Office and Main Factory of the A. R. Clarke & Co., Limited, Toronto

present site. This was in 1882. Mr. Clarke's three sons had already come into the business, for it was no more than natural they should have taken an active part in the work, for the leather business then was as important as it is to-day.

When they moved to Toronto, the name became A. R. Clarke & Co. In 1898, however, the firm was reorganized and became a joint stock Company, known as A. R. Clarke & Co., Limited, and was capitalized at \$25,000. Fifty or sixty hands were employed at that time.

About the year 1889 the firm started making glazed kid in addition to tanning sheep skins, to which they had confined themselves up to this time, and it was not till 1902 that they began the manufacture of patent leather, which has since become world famous and known as Clarke's Patent Leather. They were the first Canadian firm to launch out

materials not obtainable in Canada, you will see what a herculean task and work of faith the Clarkes had set their faces toward. But, as stated above, they stuck and landed.

The skins necessary for their new undertaking were obtainable only, or to a very great extent, in Russia. These were colt and cow hides and had to be imported in immense quantities, which added financial worries to the trials of a new manufacturing venture. Things went along, however, swimmingly under the guiding hand of Mr. A. R. Clarke. But just as everything was running smoothly, so far as raw skins were concerned, along came the war and upset the basket and spilled the raw material beans all over the floor. When we tell you what the raw skin need is, you will then understand what it means to be suddenly mussed up in this way. The output of the patent leather plant to-day is

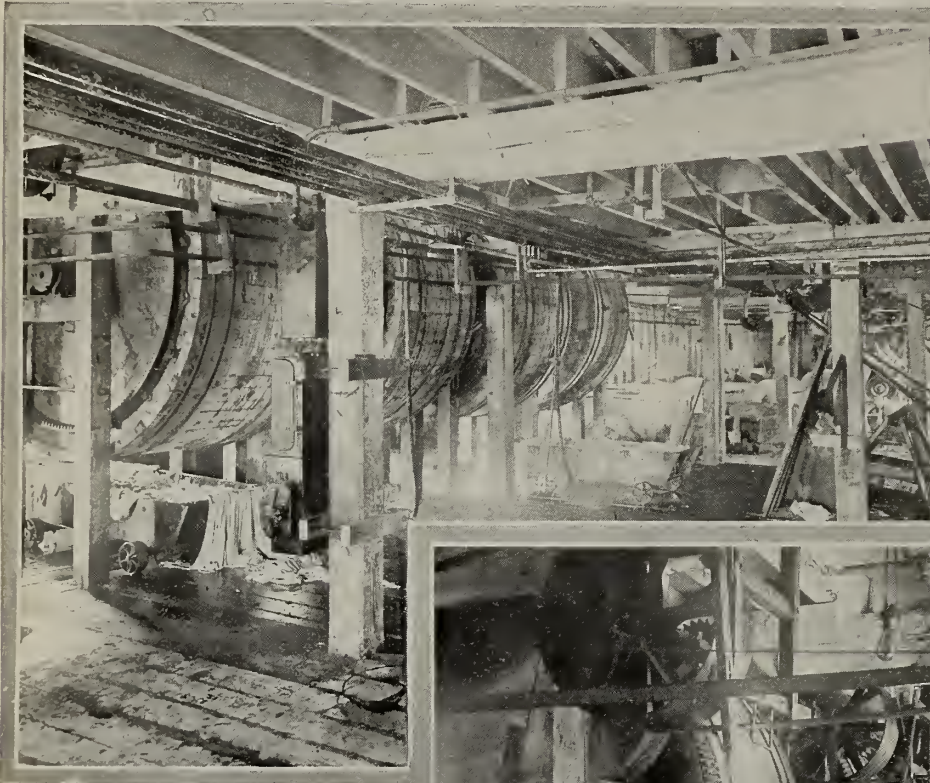
about 1,000 sides a day. That's some quantity. Some day when you are driving along the road observe a herd of cattle in some farmer's field, which will be large if it has in it thirty heads. Now figure how large it would require to be did that herd have to provide 1,000 sides of raw hides, not once, but every day in the year, and you will be able to mentally grasp what it means to make Clarke's Patent Leather for the use of Canadians from the Atlantic and Pacific.

The lighter skins are used in making patent leather, being those with a run of from twenty-five to forty-five pounds. And it must be remembered that only the best grades of skins are used in making Clarke's Patents. This idea of quality is an inbred one handed down from John Clarke, of Peterboro, to sons and grandson. The results may be seen in this fact, that from a plant in 1898 with fifty or sixty hands, to-day there are upwards of three hundred, with an output that will reach this year over \$3,000,000.

When we mentioned above that Clarke's Patent Leather was used by Canadians from coast to coast, we opened another subject. While this is strictly true it is not half the truth concerning this product. The other portion of the truth is that this leather has a world market. There have been two factors instrumental in bringing about this condition. One was the quality of the product, the other the energetic business policy and executive ability of the firm.

Wherever there is a mar-

Tanning Patent and Glove
Leathers, No 1 Factory.



Drums used in tanning the
Leather, No. 2 Factory.

While it was a serious matter to obtain hides at the beginning of their project, it now became a much more serious matter when the supply was suddenly cut off. At the beginning the plant was not far advanced, but now the plant was large, and in full operation with men and machinery to be supplied with raw material to keep each wheel and each hand turning and in operation. But the management was equal to the occasion. At that time Canadian hides were not considered so satisfactory as the imported products and were also not obtainable in sufficient quantities. They had also drifted into certain markets from which it was hard to divert them. But the Clarkes were faced with a hard proposition and determined to obtain and use Canadian hides so far as possible. The result was that to-day seventy-five per cent. of the raw hides used come from good Canadian-raised cattle, raised by good Canadian people. The Clarkes were always Canadians and the present manager, Mr. Griffith B. Clarke, is distinctly a Canadian in every way. He has inherited very much of the business ability and executive of his father and grandfather, and was born in the business, and knows it in every detail from head to tail, which is a good simile when talking about hides.



ket for patent leather, Clarke's is known to the patrons of that market. On this continent are agencies situated at New York, Boston, St. Louis and Rochester, and in Canada, Montreal and Quebec have representatives. Then on the other side of the globe Australia has an agency, and in London, England, the leather is standard with patent leather buyers.

Now something about the quality. The founder, John Clarke, made quality a foundation stone on which to build a business. A. R. Clarke, the son, built on the same stone, and so well have they built that the present management has learned that any other policy would be one of extreme

foolishness, so the same foundation stone is retained in the conduct of the business.

Manufacturers and retailers, not long ago, were shy of using patent leather. It was attractive and took with the public, but its serviceability was questionable. Trouble arose with customers and not infrequently were cards to be seen in retail shoe stores reading as follows: "We do not guarantee shoes made of patent leather." This was another difficulty the Clarkes were up against for ten long years after they started the making of patent. Patiently they labored to overcome the difficulty of cracking and blistering, with a result that to-day they have gone a long, long way on the road to making a patent leather that will give the maximum amount of service and has gained for itself with manufacturer and wearer a reputation from which it would be difficult to be dislodged. It is simply a case of quality.

As a rule, the name, tannery, does not suggest very pleasing thoughts nor memories of pleasant odors. But when one visits the splendid plant of A. R. Clarke & Co., they receive a surprise, for the plant is one built on modern factory practice of architecture. There is a large four-storey building whose spacious windows permit a flood of light to enter, making cheerfulness the feature of the workshops. Six acres are occupied and utilized in the making of their products, for it requires a great deal of open space for certain parts of the process of manufacturing patent leather. And just in this connection it may be well to give a little idea of the process required in the manufacture of this now splendid leather.

The process up to that of finishing is not unlike that of an ordinary tannery. For example, the hides are first taken into the beam house. In this department the hides are thoroughly washed and soaked to remove all foreign substances. From here they are fleshed and trimmed and cut down the centre of the back to make them into "sides." Then comes a soaking in a solution of lime to loosen the hair so it may be easily removed. In the time of the elder Clarke the removing of the hair was done by hand and was a hard and laborious task. But workmen in those days did not mind it, even though the work was arduous and dis-

agreeable. To-day how different. Instead of workmen bending all day over a beam breaking their backs while removing the hair through a process of scraping, a man feeds each hide into a machine where it comes out shaved as if by a tonsorial artist, only very many minutes quicker.

A number of knives on a revolving cylinder are the principal agents in removing the hair. The hide is fed to



Portion of Patent Leather Department

this cylinder by rollers and held firmly to the knives while they deftly and accurately remove all traces of hair

It is a remarkable fact that hides are a by-product. Despite this fact, there have been many industries built up on this very by-product that in themselves have many other by-products that are very important. For example, the hair from the hides is all carefully saved and dried and finds a market that brings to the tanner some considerable revenue. There are many uses to which this hair can be put which give it considerable value.

Following this process is that of removing all traces of the lime in which the hides have been soaked. This is an important feature, for should any traces of lime remain in the hide it will to that extent be detrimental to it.

When many of us were younger than to-day the term "Split leather" carried with it about the same stigma or



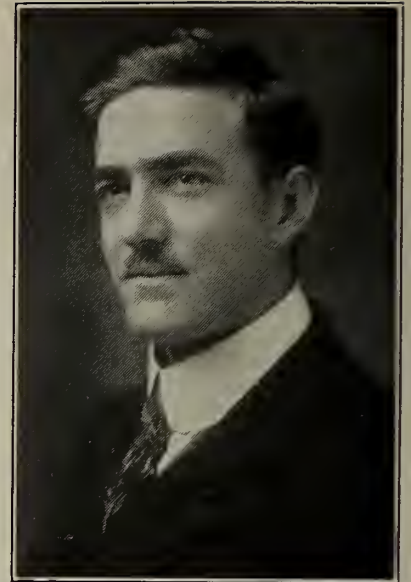
Portion of Patent Leather Plant where measuring and sorting are done.



MR. C. A. UPPER
Secretary



MR. GRIFFITH B. CLARKE
President



MR. J. C. HOLT
Superintendent

mental feeling toward leather as does the word "Shoddy" toward cloth. But the splitting of leather is an absolute necessity. If one will stop to think they will at once see that cow hide could not be used as upper leather, for it would be too heavy. So after the removal of the lime the hides are taken to the splitting machine and there put through the operation of being split.

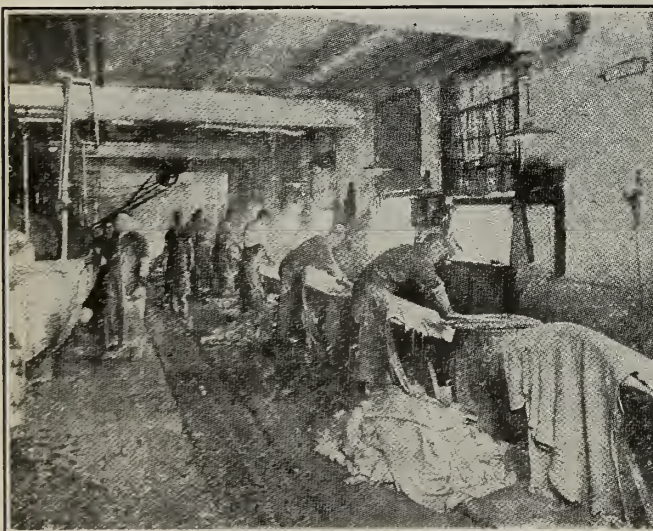
The knife which does the splitting is a band knife similar in principle to a band saw. It is of fine steel and about two inches wide. The hide is fed to it by rollers, the top one being held in a rigid position and made of brass to insure rigidity. The lower one is slightly flexible to take care of the unevenness of the hide. The stableness of the top one insures that the top part of the hide when split will be of uniform thickness. The grain side of the hide only is used in making Clarke's patent leathers. The flesh side is sold to other dealers, irrespective of the fact that the company makes gloves and other articles in which split leather sometimes is used. But they do not utilize this product. Another case of Clarke quality.

The next process is the actual tanning. This means that the hides are now placed in huge drums in which is chrome tanning liquid. It should be emphasized that

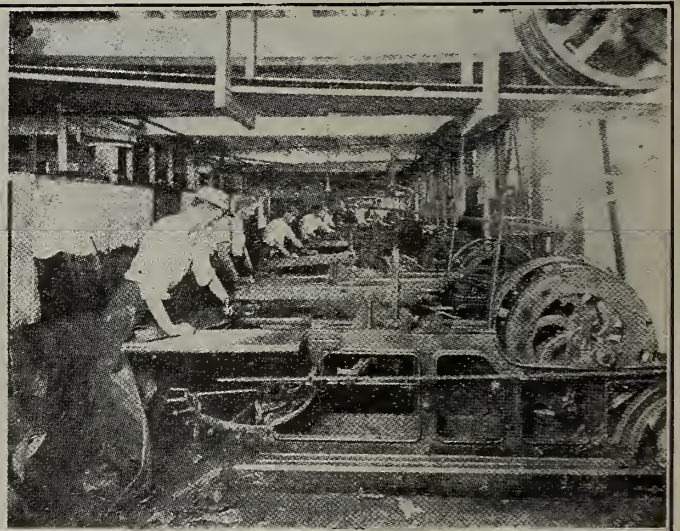
Clarke's leathers are tanned by the chrome process, which has long been recognized as the preferable method of tanning, for it yields a more pliable leather that does not become hard, is more weather proof and gives much better general all-round satisfaction. This, then, is the foundation of Clarke's Patent Leathers.

This process of tanning removes the natural oils that are in the hides, and it is now a case of artificially restoring these oils or their substitutes. But in this process a double effect is obtained. The hides are placed in large revolving drums in which they are oiled or lubricated, if you wish to use that term, and also dyed black. Following this treatment the hides must be stretched and smoothed, which is done with a "Setting-out" machine. This also removes the water from the hides, after which they are placed in a drying room and submitted to a hot-air drying process.

After this a "Staking" machine is put into operation on each hide, which further stretches and smooths it. Not satisfied with this operation they are still further stretched on wooden frames by being tacked as taut as two men can pull and tack them. On these frames they remain for about twenty-four hours, when they are taken off and



Portion of Beam House



"Staking," an important patent operation

"staked" again to insure softness and also are buffed with an emery wheel to take off any roughness.

Now a process of de-greasing is put into operation, and is done by the use of benzine, and as this is very inflammable this process is carried on in a separate building. The object of this de-greasing is to take out some of the grease, or at least the excessive amount, so the leather will take the varnish which is the finish that was once "Patented," and from which this really black enamelled leather received its present name. This is one illustration of how a name will sometimes stick to a thing. The really correct name for patent leather is black enamelled leather, but so long has it been called patent leather that it would be madness to try to change its name now.

Now comes the enamelling or varnishing. The hides are now stretched on frames and the finishers varnish them with wide brushes, and they are then placed in drying ovens. After coming from these ovens nature has a hand in finishing the leather. The fine glossy effect of a good patent leather is obtained by the sun. The frames are taken into the open and allowed to remain in the sun for some time, which gives the

"patent" finish your own boots. You cannot do it. Well, yes, you can, too. But you cannot guarantee permanent results. Now that is where the Clarke people have the advantage, every stage of the game from receiving room to finished product is done with one object in view—to produce a leather that will stand the test of wear. The company maintain their own laboratory and mix, boil and make their own varnish that puts the "patent" on the product.

In addition to the making of patent leather the company tan gloves and clothing leather and work a great deal of this material into manufactured goods. When it is

Finishing Department Glove Leather



Drying Glove Leather



known that about twenty-four thousand gloves are made at the Clarke plant every week, it will give some idea of the extent of this company's operations in manufacturing finished products.

The cutting of gloves is done mostly by hand, though a few machines are used. When we say the cutting is done by hand we mean with dies and mallets. Clarke's gloves, like their patent leathers, are a standard of quality all over this country, and are all sold under their own brand. Their other lines which include leather coats have that same reputation for being of the high grade class.

leather a splendid glossy and rich effect. The leather is now done so far as finishing the surface is concerned. When the frames have been returned to the factory, men cut the hides from the clips that hold them in the frames and boys take the bits of leather from the clips later. The next process is to sort and measure the skins and pack them for shipment.

Please do not imagine you could go to a paint shop or hardware store, and purchase a can of black enamel and

And this is the story of Clarke' Patent Leather, Yet it would not be completed did it not have some reference to the personnel of the firm. As mentioned above the original member was John Clarke, who started the business in Peterboro sixty seven years ago. His three sons came into the business. These were A. R., C. E. and F. G. Clarke. It almost seems that death had marked these brothers for its own when they were just in life's prime. The first called was Mr. A. R., who was on the Lusitania. Mr. Clarke

lived for some time after the boat's disaster, and it was hoped he would recover from the effects of his awful experience. But, though he fought well, he was not able to overcome the results and died in England.

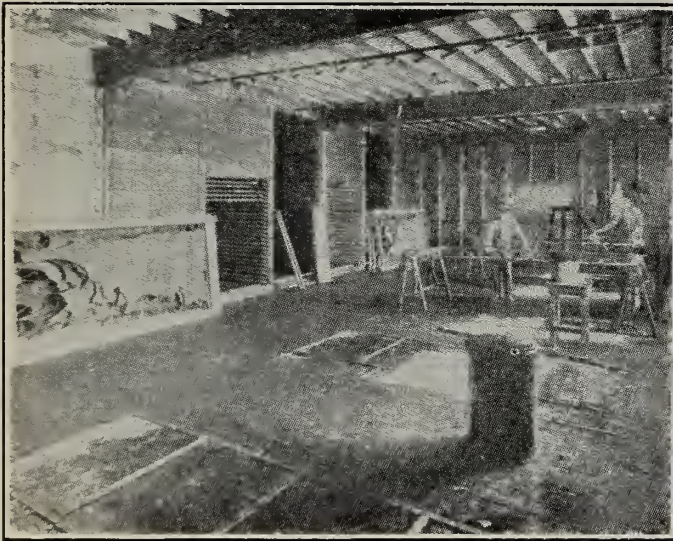
Mr. Chas. E. Clarke died on Christmas Day, 1917, and his brother, Mr. F. G. Clarke, having applied himself to business very closely, was ordered to take a rest, and went away to the other side. But he was taken suddenly ill while in the eastern states, and died before he could reach home. These two brothers had been disassociated with the A. R. Clarke Co. for many years, having gone into the manufacture of sheep skin leather. The present manager, who is president of the company, is Mr. Griffith B. Clarke, son of Mr. A. R. Clarke. He is a graduate of St. Andrew's College, and, as he jokingly put it, A. R. Clarke & Co.'s Patent Leather University. And there is more truth in this than humor. When he left college, on the instructions of his father, and without a word of protest, he donned overalls and smock and buckled down to work with the rest of the boys and



Portion of Patent Leather Finishing Room

roof. And just how well he learned it may be judged from the fact that during the last four years which it has been under his management it has been during the distressing period which the war has played havoc with everything. Despite this fact it is expected that this year's business will exceed that of any year since the firm has been in business.

Mr. Clarke is a young man, a very young man to have



Ovens and Varnishing Room



Some of the medals won by Mr. Clarke's Leopard

men in the beam house, and asked no favors from them nor his father nor the office. He was an apprentice and went in to learn the business. He learned it, too, from cellar to

such an important business dropped on to his shoulders. Yet in addition to handling it successfully he finds time to devote to sport and club life. He is an enthusiastic motor

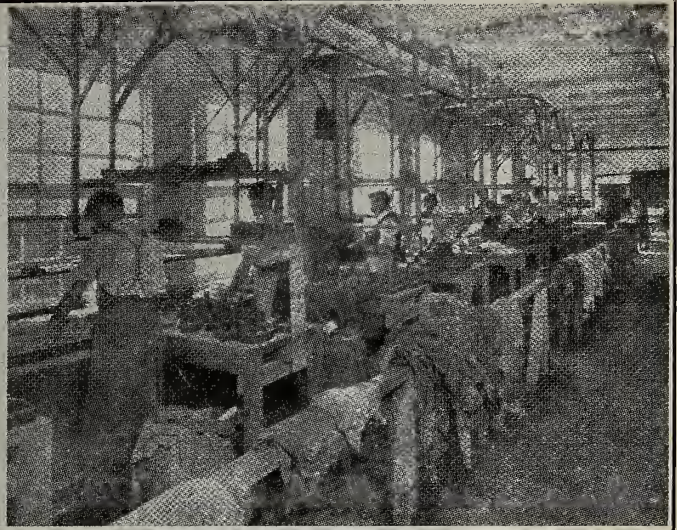


Sun-finishing Patent Leather

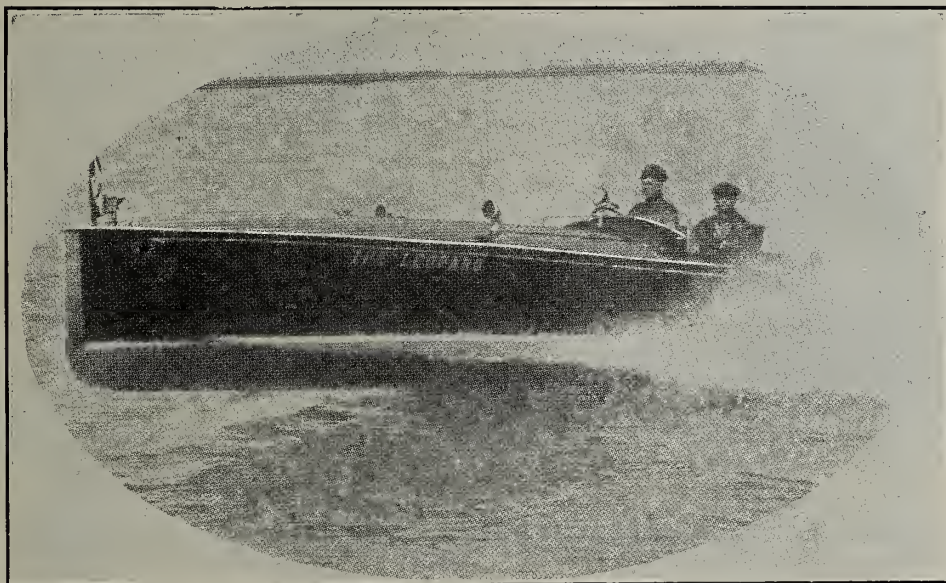




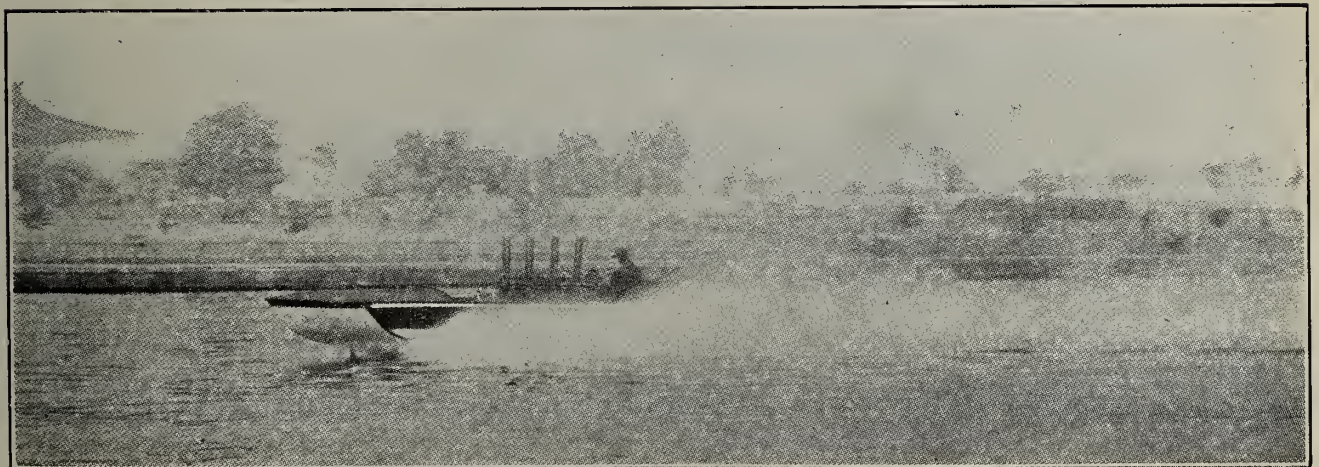
Section of Glove Stitching Department



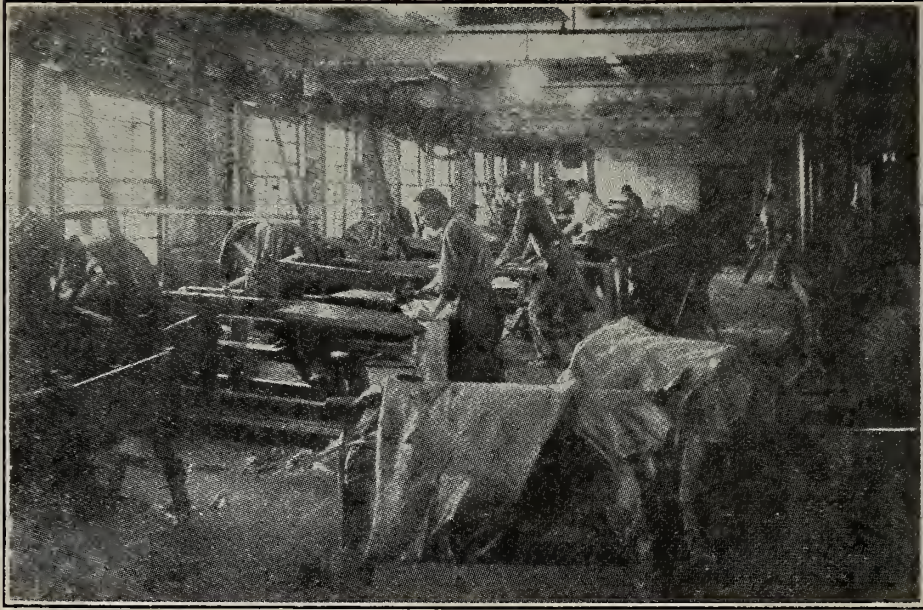
Portion of Cutting Room—Glove Department



Leopard I. that carried away the Prince of Wales' Gold Medal



Leopard III. making the "dust" fly in a mile-a-minute stride



A section of the Glove Leather Department

boatman, and has won some of the coveted prizes at all tournaments for motor boats in these waters. Among these was the International Gold Trophy Cup last September at the Canadian National Exhibition, and the Prince of Wales medal on Labor Day. He also took second prize in this race. He owns three boats, Leopard I., II. and III., and they are the speediest crafts on the lakes.

Associated with Mr. Clarke in the executive part of his business is Mr. C. A. Upper, who has grown up with the firm and the business, having started when he was but fourteen years old. Another young man, who is a right hander to Mr. Clarke, is Mr. J. G. Hault, who has been superintendent of the factory for twelve years.

Last summer the firm took their entire staff and families to Wabasso Park by boat from Toronto, and paid all the expenses of the outing. Over a thousand people took in the trip. It was an exceedingly enjoyable event. There were athletic sports, including races, base ball, etc., and a supper in the evening.

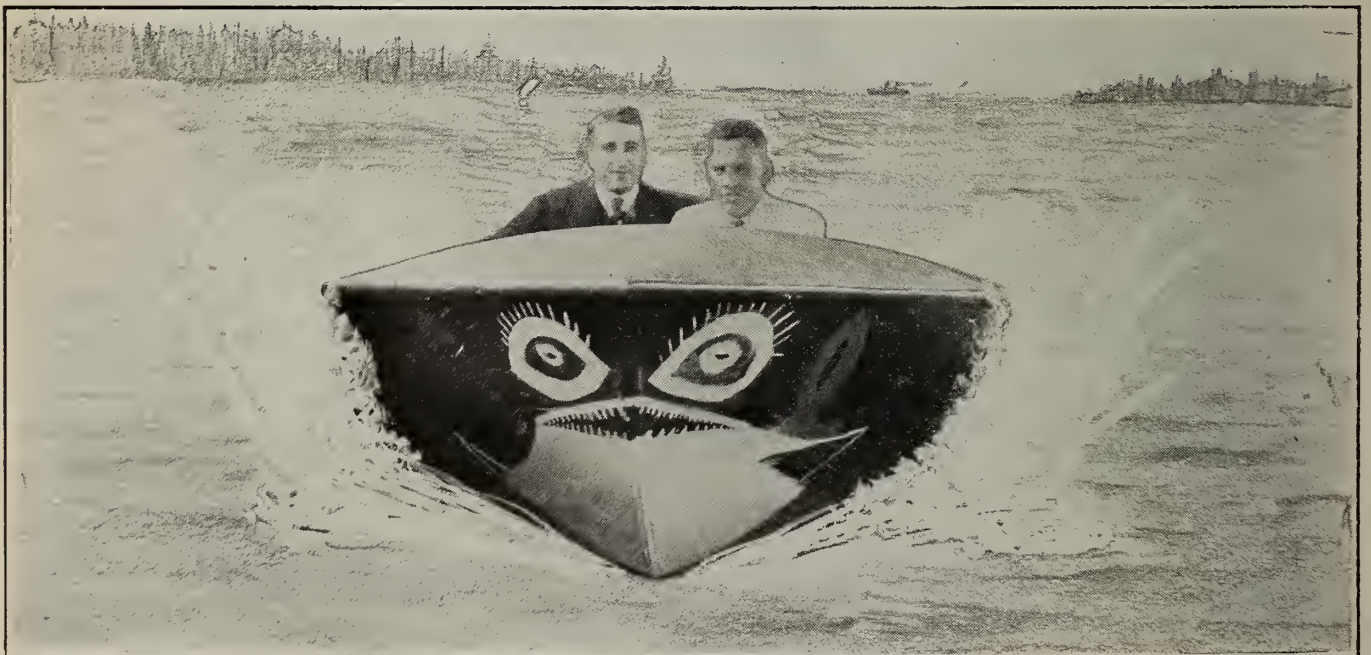
ADVERTISING CAMPAIGN—WHY SHOES COST MORE

J. J. Fiske, advertising manager of the Newark (N.J.) Star Eagle, has just finished a successful campaign among the readers of his newspaper and the local shoe dealers. He compiled four pages of data to prove that the high cost of shoes was not to be blamed upon the retailer, manufacturer or tanner, but upon the fact that cattle are slaughtered for beef, not hides, and that the consumption of beef has been decreasing while the consumption of hides has increased.

Space on the pages was sold to shoe merchants of Newark, each presenting his message in a two-inch card beside the text of the argument.

Mr. Fiske has copyrighted the pages and has syndicated them in a number of cities.

This was a unique way of arriving at the high cost mark, but it could not settle the perplexing question nor lower prices.



Mr. Clarke's Leopard III. that is always a winner

Beauty and Quality Serviceability and Value
 IN
FOOTWEAR *for* WOMEN

An Extensive Range of
Leather and White Goods
 Of Unusual Interest To Jobbers



There is no better selling line of Women's Footwear being shown than is presented to you in our splendid range. A real trade creator for Jobber and Retailer.

Popular Styles—Neat and Snappy
 Good Shoemaking—The Best of Material and Workmanship
 Popular Prices—Representing Exceptional Value

You will be well pleased with the results if you feature this dependable line.

WE SELL TO JOBBERS ONLY

GAGNON, LACHAPELLE & HEBERT

55 Kent Street

MONTREAL, QUE.

Shoes for Women and Misses

\$2,500 Prize Offer For the Best Answers to These Five Questions!

Your answers will make it possible for us to go still further in realizing our ideal—to give the users of Kid Leather the *Maximum of Satisfaction*.

*Only Retail Shoe Merchants and
Their Employees Are Eligible*

Question I. What advantages do you see in Kid Leather for shoes and how can we make it still more desirable to the consumer?

Question II. What sort of retail advertising service could we render that would be of most help to you?

Question III. Would it be helpful to you if you could show your customers the brand of nationally advertised leather in the shoes you offer them? Why?

Question IV. How many and which colors should kid leather manufacturers standardize? Why?

Question V. Which magazines of general circulation, one or more, do you read regularly? Why?

Attend the 1920 Convention, N. S. R. A., Boston, January, 12-17

Observe the Following Conditions

WRITE your answers on one side only of a sheet of plain paper. Brevity in replying will be a consideration in rating the answers. Answers must be received by 12.00 noon, Wednesday, December 10th, 1919. Fill out the coupon on this page and place in a small sealed envelope. Place this sealed envelope together with your unsigned answers in another envelope and mail to

**The Editor Boot & Shoe Recorder,
207 South Street
Boston, Mass.**

In this way none of the judges will know whose answers they are passing upon and their decisions will be based entirely on the merits of the answers.

AWARDS

First Prize	-	-	-	-	-	\$1,000.00
Second Prize	-	-	-	-	-	500.00
Third Prize	-	-	-	-	-	200.00
Fourth Prize	-	-	-	-	-	50.00

To encourage competition there will also be given 75 honorable mention prizes of \$10.00 each.

JUDGES

ARTHUR ANDERSON
Editor Boot & Shoe Recorder

E. S. GILE
Mgr. Weekly Bulletin of Leather & Shoe News

JAMES STONE
Editor Shoe Retailer

HOLLIS B. SCATES
Pres. Mass. Retail Shoe Merchants' Assn.

C. F. ALLES
Sales Mgr. Standard Kid Mfg. Co.

Aside from the value of the prizes, the information resulting from this contest will enable us to be of much greater service to you.

Send in your answers.

STANDARD KID MANUFACTURING COMPANY
207 SOUTH STREET **BOSTON**

Name of Contestant.....

Firm Name.....

If Employee, position held.....

Address.....

Street.....

City.....

State.....

An Unfortunate Statement

Not Much Helped By Denial—Did Great Damage to the Shoe Trade—Copy of Dispatch and Refutation

LAST month an Associated Press dispatch appeared in most of the daily papers throughout the United States and Canada purporting to come from the President of the National Boot and Shoe Manufacturers' Association, J. Frank McElwain. The dispatch read as follows:

SHOE PRICES TO FALL

Head of National Manufacturers' Association Says So

New York, Oct. 14.—Footwear prices are due for a tumble—in fact they have dropped 20 per cent. since the middle of August, and are going to take still another plunge after Christmas, J. Frank McElwain, president of the National Boot and Shoe Manufacturers' Association, said in an address before the Middle States Shoe Wholesalers' Association here to-night.

Mr. McElwain said the consumer should notice these declines beginning next April, as the shoe now being manufactured will not be marketed until that time. He said a falling off in the demand from Europe was responsible for the reduction.

Even the French-Canadian press seized eagerly upon this bit of "information," and used display headlines to announce the prospective "fall" in the price of footwear as evidenced by the following from a large Montreal daily:

BAISSE DE 20 P.C.

Le prix des chaussures a fait une chute et il baissera encore davantage d'ici au mois d'avril, déclare J. F. McElwain, président de la "National Boot & Shoe Manufacturers' Association."

New York, 15.—Le prix des chaussures a subi une baisse de 20 pour cent depuis le milieu d'aout, et tout laisse croire qu'il va baisser encore après

Noel, a déclaré J. F. McElwain, président de l'association nationale des manufacturiers de chaussures, dans un discours prononcé devant l'association de l'Etat central des marchands en gros de chaussures, ici, hier soir.

Il a déclaré que le consommateur va constater ces baisses à partir du mois d'avril prochain, parce que les chaussures qui vont être manufacturées ne seront pas mises sur le marché avant ce temps. Il a ajouté que c'est par suite de la diminution dans les demandes européennes que le prix a baissé.

Probably nothing has happened in the past six months to upset business conditions more in the shoe trade. Almost immediately the effect was felt in sales and the shoe trade papers were deluged with enquiries from bewildered retailers.

Mr. McElwain has denied the statement attributed to him, and makes the following explanation:

"My remarks at the Middle States Shoe Wholesalers' meeting in New York, Tuesday, October 14," says Mr. McElwain, "were misquoted in the newspaper reports of that meeting Wednesday.

"The fact is that there has been a decline of approximately 20 per cent. in the price of hides from the high point reached in August. It, however, must be borne in mind that shoe prices have never reached the high peak represented by the August price of hides, and have in reality been based on hide values no higher, and in many cases considerably lower than now prevail.

"Shoe factories have to-day a larger volume of orders on hand than can be taken care of during the next three or four months. During that period they will require a large quantity of hides, leather and other supplies. Desirable leather is extremely scarce and cannot be quickly obtained.

"There is, therefore, no indication of a recession in the price of shoes in the near future. It is my opinion that shoe prices for spring will be no lower than at present."

The denial was sent broadcast, but is the old story of the woman scattering the goose feathers and attempting to gather them up again. The damage has been done, and the flaring headlines are remembered when the explanation is missed or forgotten. The man who talks about lower prices for shoes in the spring is just making a guess, and a very wild guess at that. At present indications point the other way.

COMPARATIVE COST OF LEATHER

A well known manufacturer of children's high-grade shoes has furnished us with a comparative table of costs of leather in 1914 and 1919, which will be of great interest, for it shows the tremendous jumps that have been made in the intervals. The table will also help largely in solving the reason for the higher prices which now obtain in children's footwear. It should be borne in mind that these are high-grade lines quoted below.

G.M. CALF BTN.

MATERIAL	Price		Per cent. Increase	Price of Welts Sizes 8/10½		Per cent. Increase
	Spring 1914	Fall 1919		1914	1920	
G. M. Calf.....	.24	1.24	plus 415%	1.75	4.95	plus 182%
Patent.....	.29	1.25	" 295%	1.75	4.75	" 172%
Oak Soles.....	.21	.40	" 95%			
Linings.....	.15	.56	" 274%			
Weltings.....	.06	.12	" 100%			
Cushion Felt.....	1.50	3.30	" 120%			
Thread.....	1.74	.473	" 172%			
Machines and parts.....			80% to 120%			
Labor.....			45% to 50%			

A New Departure

A new development in the leather industry has produced a leather that will be a money-saver to the shoe manufacturer both from price and cutting qualities, and it will also produce a shoe the appearance of which will be a selling feature.

A SIDE LEATHER

With an approved *Semi-Chrome Tannage* giving the feel and having the strength of a full chrome leather.

It is made

In All Colors and Finishes

This special process of tanning so affects the cost that we are able to offer this leather at from fifteen to twenty-five cents under present Side Leather prices.

This is not a substitute, it is a new leather, suitable for high-grade shoes.

It's An Eyeopener

and you should be in on it. We will be glad to sample you and quote prices.

J. A. SCOTT

EVENTUALLY

CITADEL LEATHER CO., Limited
MONTREAL and QUEBEC



Footwear Headquarters



From Coast to Coast, Ames Holden McCready Limited is Headquarters in Canada, not only for leather shoes but for

Rubbers Canvas Footwear Tennis *and* Outing Shoes Felts

The normal requirements of every Canadian retailer can be supplied by this company.

More than 5,000 retailers already appreciate the convenience and economy of concentrating their purchases with a house which can and will give prompt and dependable stock service on all varieties of footwear.

AMES HOLDEN McCREADY
LIMITED

T. H. RIEDER, President

"Shoemakers to the Nation"

HALIFAX ST. JOHN QUEBEC MONTREAL OTTAWA TORONTO LONDON
WINNIPEG REGINA CALGARY EDMONTON VANCOUVER

H. O. McDowell

H. N. LINCOLN

INTERNATIONAL SUPPLY CO.

IMPORTERS
MANUFACTURERS



JOBBERS
SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

MAIN OFFICE AND FACTORY
37 FOUNDRY ST. S.
KITCHENER

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

Lynn Wood Heel Co.,
Keene, N.H.
Wood Heels and Die Blocks.

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.

H. S. & M. W. Snyder, Inc.
Boston, Mass.
Kids, Cabrettas and Horse

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.



Every manufacturer of shoes has had more or less trouble with heels coming loose and insoles curling. These troubles are particularly frequent with manufacturers of women's shoes.

Staytite will eliminate these troubles at very small cost and at the same time reinforce the counter.

Staytite is made of Hard Fibre and fits inside the the counter under the insole. It is so formed that it holds heel, counter and insole securely in place and adds strength to the shank. Heeling nails cannot pull through or loosen.

Staytite built in your shoes means a new selling point, and an effective talking point for your salesmen.

Send paper pattern of your insole for sample pair. State whether you want McKay or Welt.

MANUFACTURED BY

Staytite Manufacturing Company

Rochester, N.Y.

Are You Prepared For a Big Holiday Trade?

Footwear is a popular and very appropriate Christmas Gift Article—especially for Children. Dealers can develop a splendid trade and reap an extra profit by featuring footwear for gift purposes.

“Little Canadian” for Children

is the most reliable Juvenile Line you can handle—the choice of particular parents—a favorite with the young folks.

Moccasins and Hockey Boots

also enjoy a big sale at this particular time. We have a complete stock of the best selling lines—for Children and Grown-Ups,

Gift Goods for Older People

CANADIAN *and* ENGLISH FINE FELT SLIPPERS, MEN'S FINE LEATHER SLIPPERS, TURNS and MCKAY SEWN, in Brown and Black Vici Kid, in Romeo and Everett patterns.

“IMPERIAL” BRAND FINE SHOES for Men and Women. Latest Styles, Newest Lasts and Patterns. Made in all Fine Leathers, Goodyear Welt and McKay Sewn.

See that your stock is complete in all lines NOW.

Early Displays Mean Big Business.

We can give you a prompt service on all RUSH ORDERS.

McLAREN & DALLAS

Wholesale Shoe Distributors

30 Front St. West

-

TORONTO

Standard Shoes For England

30,000,000 Pairs Will Be Offered to the Public—To Be Sold Considerably Below Present Trade Prices—Manufacturers' Federation Behind the Scheme

THIRTY million pairs of standard boots and shoes are to be produced by British manufacturers and offered to the public at considerably less than the present trade prices.

Except those who want high-class fancy goods, every section of the community is to be catered for.

Samples of the new goods are on view at the Shoe and Leather Fair at the Agricultural Hall, Islington.

They are of all sizes and patterns, and of excellent quality and workmanship. There are smart walking boots for both sexes, neat shoes of every description, heavy boots to withstand the hardest wear, and sensible footwear for youths, schoolboys and girls.

Here are some of the retail prices at which they will be put on the market.

Men's—

Box calf walking boots (best grade).....	48s 0d
Box calf shoe (welted).....	32s 0d
Popular walking boot (medium grade).....	27s 6d
Heavy nail boots for agricultural workers	22s 0d

Women's—

Glazed kid boots (best grade).....	32s 9d
Box calf boots (best grade)	30s 6d
Glaze kid shoes (patent cap).....	23s 6d

Boys'—

Boots for school wear.....	22s 0d
Boots for Sunday wear.....	26s 0d

Girls'—

Glaze kid boots	18s 9d
Walking shoes.....	11s 9d

"The public will have to wait several weeks before they can buy the new standard makes," said Owen Parker, president of the Boot and Shoe Manufacturers' Federation, "and we cannot expect to get supplies in bulk on the market until next January. About twenty million pairs were produced under the war-time scheme, and we hope to exceed this record by quite 50 per cent.

"This national standard boot scheme has a twofold object," continued Mr. Parker. "In the first place we want to maintain a higher standard of reliability in the production of boots than before the war, and ensure, by means of a carefully-prepared specification, approved by the representatives of the industry, that all the essential parts are made of solid leather.

"Secondly, we desire to regulate the price of the article, from the producer of the leather to the consumer, so that in none of the stages of production is there any possibility of excessive charges.

"Profits in each section of the trade are restricted, and the public can be assured that the prices are no higher than what is consistent with fair, and only fair, remuneration.

"At present the cost of boots is steadily increasing, and the prices I have quoted may be subject to fluctuation. The variety of designs may also be extended in accordance with the demand.

"Later on, there may be no need to protect the public against profiteering, but we are anxious to eliminate for all

time the practice of adulterating the quality in order to sell at cheap prices.

"Every pair of boots produced under this new national standard scheme will have the retail price distinctly marked on the soles. They will also have the name of the district of origin stamped on them, and the identification number of the manufacturer for the purpose of investigating any complaints that may be made."

BUCKING THE FRENCH LAST

There has been a tendency in the past few months to emulate the French style of short vamps on women's shoes, and in order to avert a stampede at a time when conservation and sanity are more than ever essential in the shoe business, a meeting of the Styles Committee of the Allied Trades was held recently in New York.

It was the unanimous view of the joint committees that the radical, short-vamp, square-toed French last is not adapted to the American foot, that it is not artistic or stylish, and, therefore, should be "turned down" by the trade.

It was strongly the opinion of the committee that merchandise which conforms to the style recommendations previously promulgated by the National Shoe Retailers' Association's Styles Committee, and concurred in by the joint Styles Committees of the Allied Council of the Ameri-



A Hurlbut Moccasin



A Getty & Scott Classic



A Hurlbut Welt



An Ahrens "Chums"

can Shoe and Leather Industries, wherein was recommended "vamps be no longer than four inches," will continue as the leading styles for Spring 1920.

Discussion brought out that there is a very limited call for the old-fashioned American "stage" last with an extreme high heel and short vamp, and the committee recommended that retailers should not encourage this type of shoe, but should cover their requirements with a few pairs.

With the addition of the above recommendations, the Joint Committees reiterated its support of the original Spring 1920 Styles Program.

STOCKS OF LEATHER

Reports at Washington of holdings by packers, dealers, importers and tanners of hides and skins, as of September 30, show decided increases in leading lines. An important increase shows in calf and kid skins, the amount being 321,169 skins, or 54.9 per cent. over holdings as of August 30.

The increase in cattle hides was 287,237, or 5.2 per cent. in the month. In goat skins there occurred the largest increase that has happened for many months, the amount being 4,612,976.

CHILDREN'S FOOTWEAR

To combine Neatness, Style and Finish, with

Weight and Durability

in Children's Footwear, has been a problem with most shoe manufacturers

Children's lines are a feature of nearly every order coming in to us, either by mail or through our travellers. Indeed they have

Always Been Leaders in the Old Reliable Line

No storekeeper handling Amherst Shoes deems his stock complete without a well assorted line of Children's Strong School Shoes.

Amherst Boot and Shoe Co., Limited

Amherst

Halifax

Regina

HERE'S A NEW IDEA

Testifying recently before the High Cost of Living Commission, at Lansing, Mich., Isaac M. Roden, of the Roden Leather Company, Grand Rapids, declared that the only way to check the constantly advancing scale of shoe prices was for the public to cease buying shoes.

"I never saw a pair of shoes that was actually worth more than \$12 a pair, and when a person pays more than that he is getting nothing in return for his money," said Mr. Roden.

"The remedy for high-priced shoes will come only when people stop buying something which is worth nothing. You get far less value for your money put into shoes at \$15 and up than you do when you pay \$5 a pair."

There is at this time a sufficient supply of hides, according to Mr. Roden, and he charged high prices to manipulation by Chicago packers.

MANUFACTURERS' HOCKEY

Now that the boys are all back from overseas they are looking forward to a continuation of the Manufacturers' Hockey League, in which the fine brand of hockey played and the sportsmanship shown by the different teams always assured a great following at different games. The A. R. Clarke Co. team won the Mercantile League championship cup the winter of 1914-15, and now the boys are back and eager to defend their claim as champions.

BARK THAT TANS QUICKLY

Quebracho bark, one of the chief exports of the Argentine, will tan leather at least three times as fast as the bark of the oak or the hemlock, and in less than ten years fortunes have been made by investing in Quebracho lands. Nearly 1,000,000 tons of the wood or the dry extract are sent to the

United States and Europe annually. The growth of the tree is of the slowest, and it is estimated that 1,000 years is required for it to reach maturity.

HURRYING MAN AND BUSY MAN

There's a wide difference between the busy man and the hurry man. The hurry man usually is surrounded with clutter; he is more in evidence rushing from one thing to another than in doing either of them; he wastes his own ability, impedes and wears on others. The hurry man is constantly putting off one thing because he's got to do something else, and the day is strewn with things undone or left behind.

The competent busy man, on the contrary, has time to attend to whatever worth while is brought to his attention. He never leaves a thing until it is completed or as nearly so as circumstances permit. So far as possible, each thing is done and out of the way, in turn. The greater his responsibilities and the pressure upon his time, the more thorough and systematic his work, and in addition he deputizes all that is possible. There is something little short of inspiring in the way a busy executive does things and gets things done.

The hurry man is a grasshopper, the busy man a static force.

CONTINUE PROSPERITY BY PURCHASING BONDS

It is a small task to be accomplished. All that is required is a little team-play on the part of the citizens. This can be accomplished by supporting the country in its Victory Loan 1919. The country needs financial assistance that it may continue the projects it has undertaken in order to avoid unemployment; that it may lend money to Great Britain and Allied countries; that they may buy our products and thus maintain the prosperity of our farming, lumbering, fishing and manufacturing industries.

Don't Wait

Till the first of the year to start preparations
for 1920 advertising.

Do It Now!

PERCY C. BLACK,
President

C. S. SUTHERLAND,
Manager

T. N. CAMPBELL,
Vice-President & Secy-Treas

Amherst Boot & Shoe Company, Limited

RETAIL DEPARTMENT,
A. L. WRIGHT, Mgr

HIGH GRADE SHOES EXCLUSIVELY
WRITE FOR OUR CATALOGUES

PHONE 67
P. O. BOX 448

Amherst, N. S. AUG 2 1919

Acton Publishing Co. Ltd.

Toronto, Can.

Gentlemen:-

Permit us to congratulate you on the very
artistic cover design for our new catalogue just received
from you. We may say we also had designs and estimates
from Ottawa and other Publishers but none of them as dainty
and feminine and appealing as yours.

We thank you heartily for your interest in
the matter and hope to have many future seasons booklets
to place in your competent hands.

AMHERST BOOT & SHOE CO., Limited
RETAIL DEPT

Per *A. L. W.*

Acton Service

Will mean money to you. Let us help you in your campaign.

PRINTING DEPARTMENT
ACTON PUBLISHING CO., LIMITED

1229 Queen St. West

Toronto, Ontario



None Better for Value

That is the verdict of every shoeman who
inspects our extensive range of

Goodyear Welts McKays and Standard Screws

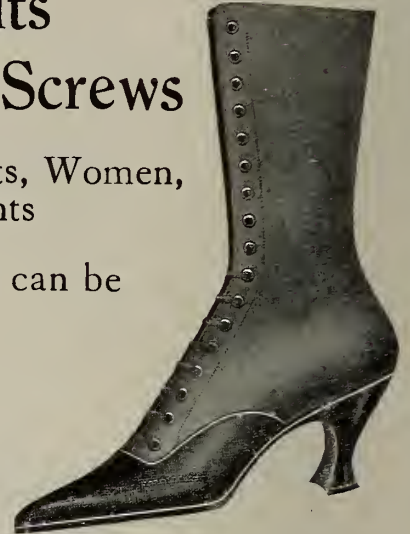
For Men, Boys, Youths, Little Gents, Women,
Misses, Children and Infants

It meets a big, popular demand, and each pair can be
conscientiously recommended
for serviceability.

LAGACE & LEPINAY

25 St. Anselme St.

QUEBEC, P.Q.



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.

DENIES SHOE MEN ARE PROFITEERING

Conditions in shoe retailing to-day are outlined in a letter addressed last week, by A. H. Geuting, president of the National Shoe Retailers' Association, to Representative Siegel, of New York, on the subject of the Siegel cost-marking bill now pending in Congress. In part, Mr. Geuting states:

"My experience is that shoe retailers are not profiteers, and I desire to ask, have you any concrete evidence to the contrary? We have investigated wild and malicious statements made by agitators to the effect that shoes were bought for \$4.00 and sold for \$24.00, but invariably these statements have been found to have no basis of fact.

"The facts are that the shoe retailers of the United States are not making 10 per cent. net profit on their turnover. The latest figures compiled by the Harvard Bureau of Business Research of Harvard University, covering the period of the last twelve months based upon reports, upward of 5,000 merchants carrying all classes of shoes and located in all kinds of communities show that the average net profit has not been more than 9.7 per cent. The best profit in our business to-day is not sufficient to cover the increased cost of merchandise.

"Reverting to your bill, every cent or burden put upon the retailer by reason of Government control necessarily must be passed on to the consumer eventually. I repeat that shoes are retailed in the United States by efficient people on the lowest possible basis compatible with safe business.

"You have referred to the Central Leather Company's financial statement indicating that this statement furnishes argument that enormous profits exist in our industry. If it can be proven that the Central Leather Company controls a market illegally, the Government's course is plain. The retailers of shoes are not responsible for dividends which may be shown by the Central Leather Company or any other leather manufacturer, be they large or small.

"Your proposed system of stamping the cost upon merchandise would create a great expense and by its complication every retail institution in the country would be turned into a mad house. To supervise such a system would greatly increase the consumer's already heavy burden of taxes and would accomplish nothing, because no merchant can stay in business without a proper profit.

"I firmly believe that prices will never recede until we have greater production, better facilities of transportation and communication, closer contact with the world's production, free and open markets, and everybody striving to do an honest day's work for an honest day's pay. Thus more will be done towards reducing prices than through any alternative yet suggested.

"The shoe industry is the most highly competitive, the most organized, and the most efficient in America. The shoe industry has never enjoyed the privileges of a high protective tariff, and is one of the best examples of an industry that has advanced, and achieved efficiency, world-wide, without Government protection, such as has been enjoyed by the textile industry and others."

EXPORTS OF HIDES AND LEATHER

Hides to the value of \$2,761,397 have been exported from Canada since the placing of the embargo on the export of hides, while leather to the value of \$2,053,601 has been sent out of the Dominion.

The return shows that export still takes place under license, and that no application for license has yet been refused.

Victory Bonds are not only a profitable investment—they are safe.

Chums

REGISTERED



FOOT HEALTH FOR CHILDREN— A HEALTHY TRADE FOR YOU—

comes with handling and recommending "Chums". Carefully constructed of high-grade material, and specially modelled to fit correctly, they are exceptionally durable, yet soft and pliable and give the necessary protection and allow the proper development to growing feet.

"Chums" are nationally advertised. Their merits are known the country over. See the "Chums" Line for the coming season now being shown.



Charles A.
AHRENS
limited
KITCHENER, ONT.



The Peterboro Shoe

Has the Style and Finish of a higher priced line, coupled with an iron wearing quality that makes satisfied customers.

THAT'S THE SECRET OF THEIR POPULARITY

FOR MEN, BOYS, YOUTHS and LITTLE GENTS

We are Agents for

The Dominion Rubber System in the Peterboro District, and carry a complete stock of their lines at all times—

MAPLE LEAF BRAND RUBBERS and FLEET FOOT OUTING SHOES

B. F. Ackerman, Son & Co., Limited

Peterboro, Ont.

Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"

CHANTECLER POLISH

KROWS OVER ALL

This polish is absolutely the best grade that can be made. No material of any price will make a better one.

BOSTON BLACKING COMPANY

152 MCGILL STREET

MONTREAL, P.Q.

GEO. H. MORRIS, VANCOUVER

Geo. H. Morris, who runs the Goodyear Shoe Repairing Co. in Vancouver, has been taking an extended trip through the east, going as far as Boston. He also visited Montreal and the other eastern Canadian cities. He called on the Journal on his return trip and says he had a most delightful trip. Mr.



Exterior of Mr. Morris' store

Morris, while at Adalarde, Ont., had the misfortune to be in a railway wreck but escaped uninjured. The engineer was killed and six cars derailed. Mr. Morris says the train had 13 cars and the engine number was 2513. But the accident happened on the sixth, not the thirteenth of the month.

The illustrations show the proprietor (Mr. G. Morris) and staff of the Goodyear Repairing Store, Pender street, Vancouver. It will be noted they are all believers in quick and easy transportation. Mr. G. Morris is seen in the Maxwell car and amongst the operators is Mr. T. Allison, who is an enthusiastic cyclist and has been the winner of many valuable prizes at cycling meetings during the last summer. He is standing in the centre of the group. He has just returned from a trip to the old home in England, where he had a most delightful visit with the friends of his boyhood.



Interior of Mr. Morris' store

The above store is one of the largest, best equipped and up-to-date in Western Canada. The staff has been increased since this photo was taken a few weeks ago.

OUR VILLAGE COBBLER

This item, taken from the Daily Mail, London, Eng., and sent us by Capt. Sutherland, shows that the cobbler

still holds a place in the hearts and community in dear old England.

Our village cobbler is an institution and his workshop is the centre of the gossip of the place. He sits behind his flower-framed window, and the perfume of rose and pink is wafted in to blend with the aroma of wax and leather. While he hammers and stitches the benches behind him are occupied by callers who have dropped in to pass the time of day. They find his talk so engrossing they extend their stay for hours on end.

Here is the ideal life for a man of quiet temperament. He is his own master. The clang of factory bell has no terrors for him. There is no rush home at meal times. He works with utter disregard of eight and seven hour movements. No frenzied orator is able to make him see that his lot is hard or that his life is servile. He works when he likes, he gossips when he likes.

If the afternoon be favourable he takes his rod for an



Photo of accident to train Mr. Morris was on

hour among the trout. In winter he can always spare a day to attend a meet of hounds.

And when he returns, if Mrs. Jones has left a message that she would like her bairn's little shoes mended in time for school next morn, he flouts every ordinance of trade union leaders and soles and heels them by lamplight.

This cobbler is more than a repairer of worn-out boots and shoes. He is a craftsman. He buys wooden soles and can make a pair of clogs for the farm laborer. He can turn out a pair of Sunday shoes for the rector or the buxom lady who presides at the "Red Lion."

He has a pride in his work. He uses no shoddy material. He has no mechanical contrivances, save a stitching machine worked by a treadle. He does everything by hand, for he is the descendant of the craftsman of ancient days who laid the foundation of our trade supremacy before steam was used or trade unions had divided handicrafts into water-tight compartments.

Poets have sung of the village blacksmith, but it is the shoemaker whose little shop is the focus of our rural life. It is there the news of the day is debated. It is there that local movements are given a start. It is there that village gossips—from squire to game-beater—love to foregather. For the cobbler is a man of parts, often an oracle, and almost surely the leader of a political section. But everybody respects him, and now his son is back from the war the family name over the door will be handed down to the fourth generation.

BOOTS, SHOE UPPERS & MOCCASINS

We manufacture these lines for the trade—



No. 600 Boys' Red Oil Grain Solid Leather Boot

Order your Moccasins and Shoepacks now before it is too late.

Our boys' boots are the ones you will re-order. They sell like hot cakes.



No. 407 Shoepack

Try Sample and See

BEAL BROS. LIMITED

52 Wellington St. East

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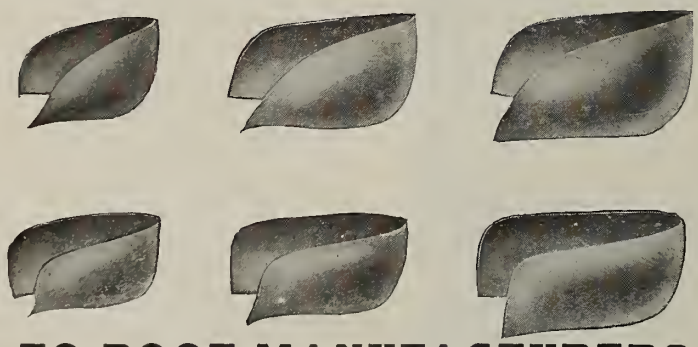
Toronto, Ont.

LEATHER and FINDINGS

FAIRE BRO^S & CO., LIMITED

RUTLAND STREET, LEICESTER, ENGLAND

Manufacturers of **STIFFENERS**



TO BOOT MANUFACTURERS

Our well-equipped modern factories are adapted to meet all your requirements in high grade

SOLID GRAIN STIFFENERS
GRAIN BACKED STIFFENERS

SOLID SPLIT STIFFENERS
TWO PIECE SPLIT STIFFENERS

THREE PIECE SPLIT STIFFENERS
LEATHER LAYER STIFFENERS

In all sizes.

Men's, Army, Women's, Children's and Golosh Shapes.

BE SURE AND SEE OUR SAMPLES BEFORE RE-ORDERING.

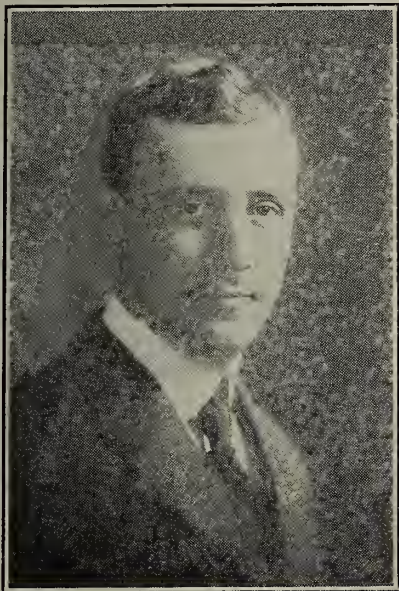
IT WILL PAY YOU TO DO SO

FAIRE BRO^S & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER

PERCY J. MILBURN

Mr. Percy J. Milburn, who recently resigned his position with Marlatt & Armstrong Co., Ltd., Montreal, in order to go into business on his own account, and who has opened up an office and warehouse situated at 256 Le Moine St., Montreal, is one of the best known and popular leather salesmen in the Dominion, having for 17 years represented the above firm on the road, covering Canada from Lake Huron east to Newfoundland.

Mr. Milburn, whose bilingual attainments are well known, being very fluent in the French language, is a gradu-



PERCY J. MILBURN

ate of the Montreal High School. Immediately afterwards he accepted an office position with Marlatt & Armstrong Co., Ltd., later going on the road as salesman for them. He is a man of genial personality, is a shrewd business man, and has the happy faculty of making friends and holding them. He is highly regarded by the trade, and has accepted agencies of the well-known tannery firm of A. Davis & Son, Ltd., Kingston, side leathers, and the Davis Leather Co., Ltd., Newmarket, calf leathers.

HANDSOME NEW CATALOG

The Miner Rubber Co. have just issued a handsome new catalog that should be a wonderful help to retailers all over the country. The company is pursuing an advertising campaign which includes eighteen of the best circulated farm journals in Canada. The catalog gives suggestions how to take advantage of this advertising by giving pointers on how to display and sell the goods advertised. The company also furnish its customers with free electros with which to advertise your own business. The plan is truly a good one and should work to great advantage for both the company and the retailers.

AHRENS' ANNUAL BALL

On Wednesday evening, October the 29th, the Masonic Hall at Kitchener rang with mirth, music and merriment, the occasion being the second annual ball of the employees of the Charles A. Ahrens Co. of that city. A hundred and seventy-five employees and their sweethearts and friends enjoyed the event, and a thoroughly enjoyable evening was spent by everyone present. The committee, under the able chairmanship of Mr. Albert Hoffert, had all arrangements so well in hand that everything ran off without a hitch. A

buffet luncheon was served at half time and "Home Sweet Home Waltz" closed an evening that everyone enjoyed.

LATE MORRIS BACHRACH LEFT ESTATE OF \$95,615

The late Morris Bachrach, who left an estate valued at \$95,615, in his will filed in the Surrogate Court recently, bequeathed his \$30,000 interest in the Bachrach Company in equal shares to his seven sons and left \$5,000 to each of his four daughters, to be paid as they attain their majority or in the event of marriage. The income from \$21,000 insurance for a period of ten years is to be divided equally among the Jewish Day Nursery and Children's Home, The Toronto Hebrew Religion School, Toronto Hospital for Incurables and the Hospital for Sick Children. At the end of ten years the executors may dispose of the capital as they think fit. The residue is to be divided equally among the seven sons and four daughters.

SELLING TENNIS SHOES IN WINTER AND FELT SLIPPERS IN SUMMER

A manufacturer stated recently that he had made a discovery whereby there should be a good demand for tennis shoes in winter and felt slippers in summer. One day last winter he was attracted by a newsboy who was wearing a pair of tennis shoes on a very cold day. He inquired why the boy did this. The lad replied that they were the most comfortable things he had worn. He used lumbermen's socks and on cold frosty days his feet were not cold at all. This is a good test, for the "newsies" have to stand around for considerable time without much opportunity of exercising their feet.

The lad was asked what he did when it was wet. To this he replied that he wore rubbers over them. This was a new idea to the manufacturer and he does not see any reason why many, especially children, could not take advantage of this scheme.

Regarding felt slippers in summer, he says he has tested this himself. In summer when the house is without fire there are many times when a cold floor is not very inviting to a bare foot, or even to a foot on which are stockings. Especially is this true at the summer cottage. So by this plan of selling out of season as well as in season, there will be an all year sale for tennis shoes and felt slippers. Some idea.

NEW SHOE STORE

One of the latest additions to Barrie's list of fine shops is the Taylor Shoe Store, opened recently. The store, formerly occupied by H. B. Myers, has been entirely rearranged into an up-to-date shoe store, the painters and decorators combining with the shop assistants in transforming the premises into a most inviting store. A row of inverted lights down the centre gives ample light and the artistic arrangement of the stock is most commendable.

Mr. Taylor is an experienced shoe man, having a wide knowledge of the trade, and progressiveness was well-defined in his store arrangement on its opening day, as well as in his advertisement.

A CORRECTION

Editor SHOE AND LEATHER JOURNAL:

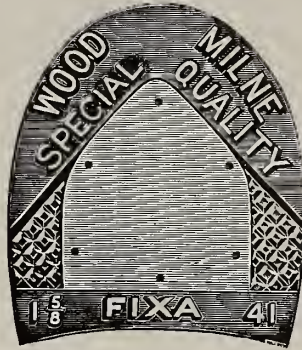
Dear Sir,—In your issue of 16th inst., under the heading "Shoe Trade Investigation," appears: "Mr. Russell asked Mr. Redden who in his opinion was responsible for the high cost of shoes. Mr. Redden said he believed it to be the manufacturers."

I presume the source from which the report in your Journal came was the item published in a local newspaper to the above effect. This local item was entirely erroneous.

A. W. REDDEN.

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

AYLMER SHOES

for style

Quality

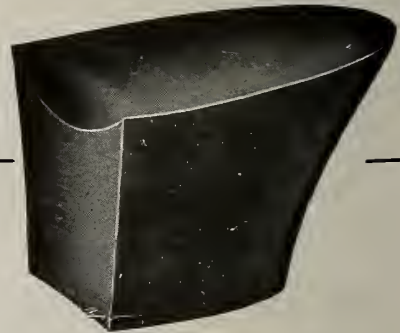


Durability

THE
Aylmer Shoe Company
LIMITED

Manufacturers of
Men's, Women's and Boys' Welts.

AYLMER, 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

AMONG THE SHOE MEN.

There is a change reported in the business of F. C. Taylor, Ottawa.

Mr. Underhill, of Barrie, was a business visitor in Toronto last week.

It is reported that S. J. Esber, Toronto, is succeeded by Arnott & Medham.

Mr. F. N. Beardmore, of Montreal, was in Toronto on business last week.

Mr. E. J. P. Smith, of the Rena Shoe Co., is at the Queen's hotel, Toronto.

Mr. Wood, of Wood Bros., St. Catharines, was on business in Toronto last week.

There is a change reported in the business of John Wilkins & Co., Montreal.

Mr. Materson, of Iroquois Falls, Ont., was a business visitor in Toronto recently.

Mr. J. F. Bentley, of the Slater Shoe Co., is registered at the Queen's Hotel, Toronto.

W. C. Myers, representing the Parisienne Shoe Co., Montreal, has been on a trip.

Chas. Tilley & Son, Toronto, have secured the agency for the Murray Shoe Co., of St. Thomas, and will stock

Galt, has been at the King Edward Hotel showing the company's lines.

Mr. A. Levy, shoe retailer, of Toronto, is confined to his room with an attack of grippe.

The Adams Shoe Co., of Toronto, was burglarized of a number of pairs of shoes recently.

It is reported that the Firestone Tire and Rubber Co. will establish a factory in Hamilton.

Mr. R. B. Gravlin, of the White Shoe Co., Toronto, is on a buying trip through the east.

Mr. C. Reider was in Toronto recently on his way to the west, where he is taking a business.

Mr. J. W. Muir, of the Blachford, Davies & Co., Limited, was in Ottawa on business recently.

Mr. Wilcox, of London, England, is in Ontario just now with a line of overgaiters made in England.

Jack Cameron, who represents Minister-Myles Co., says that business is real good along his route.

Mr. A. C. Kimmel, of the Cobourg Felt Co., of Cobourg, was in Toronto one day last week on business.

Mr. R. S. Foot, of the Independent Rubber Co., Merritton, was in Toronto on business last week.

Placide Dugal, Walkerville, is expecting a change in the location of his store about the first of 1920.

Mr. Charles A. Ahrens, of Kitchener, was in Toronto buying leather for "Chums" one day last week.

Thieves entered the store of Mr. Jack Cohen, in St. John's, Nfld., and stole a number of pairs of shoes.

Mr. Ed. Lewis, leather merchant, Toronto, attended the funeral of the late Mr. Payan, in Montreal, recently.

Mr. Elliot, of St. Thomas, has been in Toronto for a day or so doing some buying for his retail store in that city.

Mr. M. Mereizsky, of Windsor, Ont., was in Toronto purchasing stock for his retail shoe store in the border city.

A shoe repairer in New Westminster, B.C., had about twenty dollars' worth of leather taken from his shop recently.

Mr. W. A. Hamilton, of the W. B. Hamilton Co., Toronto, is in Montreal on a shoe buying and inspection trip.

It is reported that the Dunlop Rubber Co., of England, will shortly organize a company to operate in the United States.

H. O. McDowell, of the International Supply Co., Kitchener, now slides around in a new Hup. Mac says it



C. A. McKimm who is representing Geo. E. Boulter, of Toronto, in the Western Provinces

their lines in Toronto, and their travellers will also carry samples.

Mr. P. Burns, of Oshawa, was in Toronto recently on a buying trip for his retail store.

Stollery & Boogey, St. Thomas, report business has been good with them this year.

Mr. F. J. Weston, of F. J. Weston & Son, Toronto, has been in Montreal on business.

John Wilkins & Co., of Montreal, are reported to be making a change in their business.

W. G. Fallon, sales manager of the Getty & Scott Co.,

SHOE TRAVELLER WANTED—To carry a good line of Shoe Laces as a side line, for Ontario and North-West, also for Province of Quebec and Maritime Provinces. Good Commission paid. Address "Laces," Box 1934, Montreal, Que.

FOR SALE—Boot and Shoe Business, in one of the best districts of Toronto. Good, clean stock of high-grade footwear. Box 863, SHOE AND LEATHER JOURNAL, 1229 Queen St. West., Toronto.

WANTED—By returned soldier, well connected in the Maritime Provinces and thorough shoeman, a line of Men's Boots. Only favorably known house considered. Commission basis. Prepared to work immediately.—Address: Box 862, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto.



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.

IT NATURALLY FOLLOWS

If you once use THE PERFECT COUNTER you will become a firm believer in their Uniform Good Quality, Fit, Durability and Appearance.

We guarantee them to positively outwear the shoe, because they are made from selected fibre of the highest grade.

THE PERFECT INNERSOLE

Is the latest addition to our line. A genuine, pliable, water-proof INNERSOLE.

—ASK TO SEE IT—

Perfection Counter Limited
699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, Montreal

CEMENTS

Some of Our Lines

"Waxo"
Shoe Felts
Polishing Wax
Sewing Wax
Fish Glue
Dry Paste
Blackings
Dressings
Box Gums
Patent Leather
Repairer
"Carbicon"
Felt Box Toes
and
A Complete Line
of Shoe Findings

Eliminate all worries by using our CEMENTS. They are guaranteed to maintain their high quality under all climatic conditions.

A trial will convince you of their merits.

Ask for quotations, you will find our prices right.

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

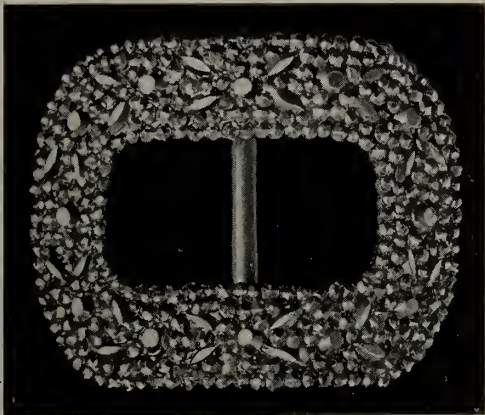
CLARKE & CLARKE Limited
Established 1852

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

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



You should buy GUGENHEIM BUCKLES because they offer you the most in value, and value in the sense of **both** workmanship and style.

You'll find the GUGENHEIM Line to include everything that's practical and popular in Shoe Ornaments.

Insist upon them for the sake of sales and satisfaction.

STEEL — BRONZE — JET — RHINESTONE — METAL

M. Gugenheim, Inc.

PARIS—Faubourg Poissonniere 32 NEW YORK—362-4 5th Ave.

rides easier than the chair the boys gave him at the shoe fair last July.

Scythes & Boake have opened a real attractive store on Bay street, Toronto, and will handle boys' and men's lines.

Mr. J. D. McArthur, of Guelph, was buying shoes in Toronto last week. Mac says the retail shoe business in Guelph is good.

The Ames-Holden-McCreedy Co. are reported to be about to start a felt company to manufacture felt lines for their own use.

Mr. W. A. Hamilton, of W. B. Hamilton Shoe Manufacturing Co., Toronto, took a run down to Montreal last week on business.

There is a well-equipped shoe factory now in Brazil and shoes equal to those made in any other country are being made there.

Mr. McPhadden, of the Dominion Rubber System, Montreal, was in Toronto recently on business in connection with the firm.

Mr. J. H. Robertson has been appointed assistant manager to Mr. J. A. Connor, of the Dominion Rubber System (Ontario), Toronto.

Mr. N. J. Collins, of the Blachford, Davies Co., is on a business trip to Montreal, where he expects to do some buying for the house.

It is reported that a new rubber company, known as the K. and S. Rubber Co. has been organized in Toronto with a capital stock of \$3,500,000.

Mr. Donnell, of Donnell, Carman & Mudge, Boston, was in Toronto calling on Mr. Ed. Lewis their Canadian representative one day last week.

Mr. Frank Wagner, of the Aylmer Shoe Co., made a little business run down to Toronto last week. Mr. Wagner says the factory is very busy just now.

It is reported that the Walk Easy Shoe Store in Peterboro, Ont., is changing hands. Mr. H. B. White, of Boston,

has taken over the stock and leases and will conduct the business.

Malcolm H. Sprague, a prominent shoe dealer, of Springhill Mines, N.S., met death in an auto accident on October 28. His car skidded and overturned.

A traveller tells us that A. A. Sinclair, of Tilsonburg, has done so well in the shoe business that he is talking of buying a farm so he can have a rest every week end.

Mr. C. A. Davies, of the Blachford, Davies & Co., Limited, is in Winnipeg on business. Mr. Davies will go through to the coast before returning home.

Mr. E. Goldhart, 458 Talbot St., St. Thomas, who opened a new shoe store one year ago, finds business very good, and is well pleased with the year's turnover.

It is reported that the Perth Shoe Company have enough orders ahead to keep it going till well into next year but is able to keep up with its orders well, in spite of this

Mr. J. E. Warrington, of the John Ritchie Co., Quebec, was in Toronto recently on business. Mr. Warrington says the factories of Quebec are very busy all the time these days.

Mr. Ross Brown has taken over the shoe repair business of Mr. Steele, in the rear of Mr. R. W. Croskery's store in Perth. Mr. Brown saw service overseas for over four years

Messrs. Hugh White, A. J. McLaren, Geo. Robertson, and Philip Pocock were in Merritton last week on business in connection with the Independent Rubber Co., of that town.

Charles A. Davies & Co. has been incorporated to take over the export business of the Blachford, Davies & Co., Limited, Toronto. Mr. R. Pentland is to be secretary of the new company.

It is said that prior to 1825 all women's shoes were made without heels. Now isn't it mean to go way back to the Louises of France in the seventeen hundreds and name those heels after the aforesaid Louises?

R. J. Orr, representative of the Canadian Arrowsmith

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.
Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

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.

Edwards & Edwards

TANNERS OF

SHEEPSKINS

FOR

SHOES GLOVES

SADDLERY

UPHOLSTERING

BAGS AND SUIT CASES

BOOKBINDING

FANCY AND

NOVELTY GOODS

SKIVERS

EMBOSSED LEATHERS

ETC., ETC.

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Head Office

27 Front Street East
Toronto

Tanneries

Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

FIBRE COUNTERS



RELIABILITY

The RELIABILITY of Duclos & Payan Fibre Counters, as evidenced in their persistent use by the Trade for forty-five years, signifies a constant High Quality in the Product. Best grade materials and faultless manufacture result in counters that we are able to GUARANTEE to outlast the shoe.

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 Montreal Heel Co.

The Largest Heel Manufacturers
in the Dominion.

Combination Heels of all kinds.

Specialty LOG HEELING

321 Aird Ave.
Phone Lasalle 778

Montreal
J. E. Dupré
Prop



Pan American

Grey *KID* Seal
Brown Black

Perkins & McNeely
Philadelphia

Ed. R. Lewis, Toronto

GOODYEAR WELTS

URNS

A. E. MAROIS, LIMITED

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, Standard Screw.

QUEBEC, P.Q.

Turn Into Money

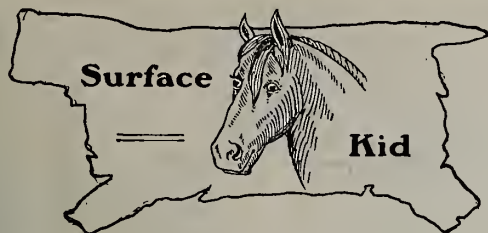
Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

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



SURFACE KID

GLAZED KID
SHEEPSKIN
CABRETTAS

Shoe Jobbers! When placing your order for goods made of Glazed Horse, be sure and insist on **SURFACE KID**, as it has the nearest appearance to Kid of any other similar stock on the market.

It is smooth, soft, pliable and durable, possessing all the qualities of genuine Kid.

GLAZED DULL and GUN METAL

MADE IN BLACK AND COLORS

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST

Co., Limited, has just returned to Toronto from a very successful business trip through the west. R. J. says the west is in splendid shape for business these days.

Fluke & Miller recently opened a very fine shoe store in St. Catharines. They are catering to a high-class trade and make a specialty of fitting. Mr. Fluke was with Dillon & Moore of that city for a number of years.

Mr. Geo. A. Blachford, of the Blachford Shoe Co., Toronto, visited Boston, New York and Philadelphia last week in the interest of his firm. He says that market conditions, especially in kid, are very strong.

Mr. A. Hackman, St. Thomas, who started his business a year ago, reports that his business has been good, and is getting better as he goes along. Mr. Hackman is very optimistic as to the future of his business.

Mr. Arthur Bonisteel, of the Collis Leather Co., Aurora, was in Boston and New York last week on business. Raw stock conditions, he says, are still very trying for calfskin manufacturers, and do not look particularly bright for the future.

The stork has been lighting on some shoe men's chimneys. One is J. Merner's, in Toronto, where the parcel contained a little girl. The other was on Fred. Foley's, in Bowmanville. Fred named it David, so we think it must be a boy.

The executors of the estate of John Lennox, of Hamilton, are entering action against the Canada Accident Assurance Co., the Dominion Guarantee Co., and the Employer's Liability Insurance Corporation for the amounts of insurance the late Mr. Lennox carried.

F. H. Ahrens and W. F. Fox, of the Chas. A. Ahrens Co., Kitchener, Ont., have just returned from a trip to the Eastern States, taking in Boston, New York and Philadelphia. Mr. Fox is factory superintendent and his visit to the factories of the east was one of much profit.

The International Supply Co., of Kitchener, has secured the Canadian agency of the Staytite Manufacturing Co., of Rochester, N.Y., of a patent heel fastener and counter reinforcer. It is made of fibre and lasted into the shoe. Excellent results are claimed for it by the makers.

"Jim" Kennedy, the popular member of the Kiwanis Club, in Moose Jaw, gave that body a talk recently on leather and shoes, tracing the hide from the cow's back through all the processes of tanning and manufacturing till it reached

the wearers' feet. Mr. Kennedy gave a very interesting and instructive talk.

TORONTO SHOE REPAIRERS MEET

At the regular meeting of the Toronto Shoe Repairers last week a very lively time was had. It was a sort of a cross between a discussion and a debate. The subject under discussion was "How to Run a Repair Shop." As this is a very open question it furnished much latitude for a real red-hot argument. The president opened the discussion by saying it was best to always leave the customer smiling. And he also said one should never say "good-bye" to a customer. The treasurer then took up the thread and said that he always met the customer with a smile, kept him smiling and sent him away smiling. He also made a point to keep promises with his customers. He cleaned his shop in the evening so there was no delay in starting work at 8 o'clock in the morning, at which time he opened.

Another member said that much time and labor could be saved by having the workmen keep their knives sharp like a razor and also to have nails and rivets within easy reach, also all tools at hand so there would be no reaching and getting in the way of others.

Next there came up the "while you wait" bugaboo. There was a real hot time over this. Some contended it was all right in a downtown section, while others said it would not work anywhere, because it fostered a tendency to slight the work. This was the subject that warmed things up in the meeting.

A smoker will be held in Occident Hall, corner of Queen and Bathurst streets. Date to be announced later.

AMES-HOLDEN-McCREADY HALLOWE'EN PARTY

The office staff and salespeople of the Toronto Branch of the Ames-Holden-McCready Co. held a very successful Halloween party in the sample rooms of their building. There were at least fifty of the staff and their friends present. The evening started with a progressive euchre in which every one took a hand. Then followed a programme of entertainment and after this a dance. On top of this was a really well served and enjoyable supper, after which the party broke up. These little socials that this staff have been pulling off from time to time make for a splendid spirit among the employees.

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



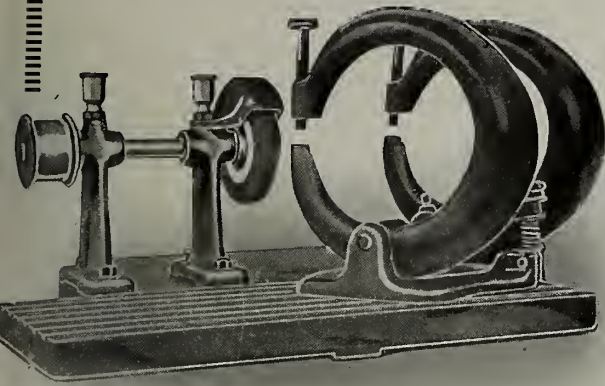
NEW YORK

CHICAGO

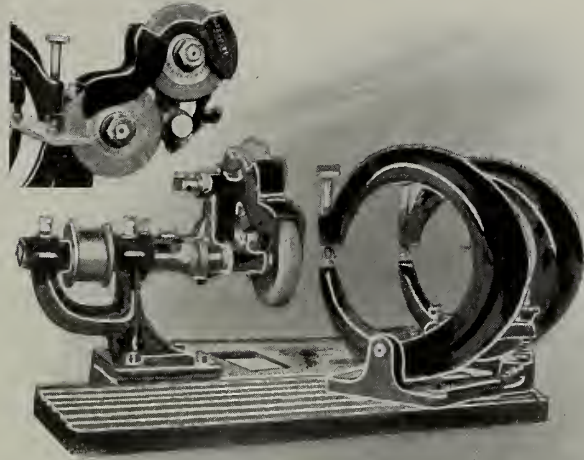
"We deliver what you buy"

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USMC Skate Sharpener, Model A



USMC Skate Sharpener, Model, B

EXTRA PROFITS

during the

WINTER MONTHS

GOOD MONEY EARNERS IN THE DULL SEASON OF THE SHOE REPAIR BUSINESS

You cannot afford to be without one of these machines. NOW is the time to enter your order so as to get delivery and become familiar with the machine all ready for the first rush of the Skating Season.

THESE SKATE SHARPENERS CAN BE ATTACHED TO PRACTICALLY ALL MAKES OF OUTFITS

Write Us for Particulars

United Shoe Machinery Co. of Canada, Limited

Bennet Avenue

MONTREAL

227 Craig Street West

TORONTO
90 Adelaide Street West,

KITCHENER
179 King Street West,

QUEBEC
18 Demers Street,

BLACK KID

Still on the Jump!

However—

We have managed to procure a very fine lot of *Black Kid* at a slight advance over our last purchase price, which puts us in a position to offer to the trade a few thousand pairs of shoes more at a small advance of

20c. Pair on Oxfords and Pumps
30c. “ “ High Cuts

This applies to *Black Kid* only. Brown Kid and Patent Leather shoes remain at same prices until further notice.

Awaiting your further orders,
Yours very truly,

CLARK BROS., LIMITED

ST. STEPHEN, N.B.

Manufacturers of Ladies' McKay Shoes

THE
SHOE & LEATHER
JOURNAL

SHOE PACKS, LARRIGANS, Etc., NUMBER

Features

Larrigan and Shoe Pack
Trade

The Elimination of the
Wholesaler

Report of the Board of
Commerce

A Better Knowledge of
Canada



CHAS. K. PALMER

EDITORIAL: "PROCEED WITH CAUTION WITHOUT TIMIDITY"

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO

THE WHYS AND WHEREFORES

We are telling of the Goodnesses of Vode Kid to millions of shoe wearers every month.

The Goodnesses of Vode cover the different points of good leather that are necessary to good shoes. We are teaching women that Vode Kid is a good leather foundation from which skilled designing and good workmanship build good footwear.

The value of the standardized grades of Vode kid is known to most shoe manufacturers and shoe merchants. They also know that it may be found in correct shades demanded by Dame Fashion.

The knowledge is now going a step further—direct to the consumer.

COLOR A—HAVANA BROWN

is in popular demand. Our leather is guaranteed to be colored through with pure dyes. It is not coated with a pigment or paint finish.

STANDARD KID MFG. CO.

MANUFACTURERS OF BLACK AND COLORED KID AND PATENT KID

207 SOUTH STREET, BOSTON, MASS., U.S.A.

Factories, Wilmington, Delaware.

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"Original-Firsts"—

The name that distinguishes the men
of the First Canadian Contingent,
and as appropriately befits

D & P FIBRE COUNTERS

The oldest Canadian Counter.

Supreme in all endurance tests, and
superior in its possession of all
the essential features of a
First-Grade Counter.

*Counters for Every Kind
of Footwear*

DUCLOS & PAYAN

Sales Office and Warehouse:
224 Lemoine Street

MONTREAL

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REPRESENTATIVES:

For Ontario: E. R. Lewis, 45 Front St. East, Toronto.
For Quebec City: Richard Frere, St. Valier St., Quebec





Good News For The Shoe Manufacturer

With the completion of our new plant at Hastings, Ontario, we are able to resume extensive production of our well known brand of

TRENT VALLEY OAK SOLE LEATHER

This tannage, which is especially adapted for turns and fine welts, will again be obtainable at the beginning of the New Year and although we are arranging to maintain a large output we would urge you to place orders early to be assured of getting your wants promptly supplied.

The Breithaupt Leather Co. Limited

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock



FIVE CHOICE LEATHERS

DUCHESS RUSSIA
 ROYAL PURPLE RUSSIA
 BROWN RUSSIA No. 33
 BRIAR BOARDED CALF
 RUBY WILLOW

Extensively used by the best manufacturers—featuring the most popular shades and embodying the excellent uniform quality characteristic of all



DAVIS

CALF

Shoes made with Davis Leather stand out as **HIGH GRADE FOOTWEAR**. They possess every desirable quality in appearance and serviceability that assures all-round satisfaction for manufacturer, retailer and wearer.

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.

For their mutual benefit, manufacturer and retailer alike should insist on : : :

DAVIS DEPENDABLE LEATHERS

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



K. B. K U M F Y

ONE OF THE NEW ONES



In colors: Red, Navy, Green, Wine, Brown, Grey. Will be in Samples of K. B. Jobber for 1920. See them early and make up your mind quickly. There never have been enough K. B's.

Made by THE COBOURG FELT CO., COBOURG

A. J. KIMMEL, PRESIDENT

Mention "Shoe and Leather Journal" when writing an advertiser



Strikingly Attractive

THE VANITY PUMP

This new Bell creation is a rare embodiment of snappy Style and fine Quality in a Dancing Pump. It is made on our popular, fine fitting Springtime last, and carries that expression of Daintiness that harmonizes with and adds to the attractiveness of the most fashionable Party attire. Made in Gunmetal and Patent Leather.



The Latest in a

GENTLEMAN'S DANCING PUMP

Your select gentlemen patrons seeking something distinctly classy in a Dancing Pump will be well pleased with this Bell model. Light, Comfortable, Well Made and decidedly Stylish, it fulfills every desire of the most particular in this class of footwear. Made in Gunmetal and Patent Leather.

With the season of social festivities now in full swing, you will find these two models, and many others in the Bell Line, the ideal footwear to feature for such occasions.

J. & T. BELL

LIMITED

MONTREAL

Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.
C. E. Fice, Representative

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

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



Mention "Shoe and Leather Journal" when writing an advertiser

The Just Wright
TRADE MARK SHOE

The Just Wright
TRADE MARK SHOE



CHOCOLATE CROWN CALF BAL. TALBOT LAST

Stock No. 40

The Just Wright Line creates a more-than-ordinary volume of shoe sales, because it is more than an ordinary high-grade shoe.

In addition to the Workmanship and material that classes Just Wright Shoes with the best and most reliable Footwear productions, they have that *character* in Style and Finish that places them *above* the ordinary.

If you are getting only the ordinary amount of trade try the Just Wright Line.

Several Lines of "Just Wright" Shoes In Stock

E. T. Wright & Company, Inc.
ST. THOMAS, ONT.

USMC

SHOE BRUSHES

**Bottom Finishing
Shank Finishing
Heel Finishing
Cloth Polishing
Heel Blacking
Hand Brushes
for all purposes.**

Our long experience in handling Brushes for the Shoe Manufacturing Trade enables us to guarantee satisfaction.

DO NOT EXPERIMENT

with brushes of unknown quality. Order your requirements from us and be satisfied.

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

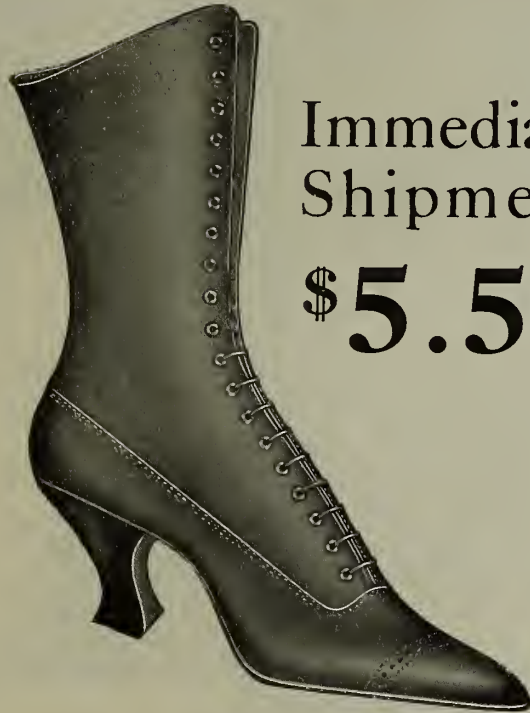
TORONTO
90 Adelaide Street West

KITCHENER
179 King Street West

QUEBEC
28 Demers Street

Buy from this advertisement

You can do it with a feeling of certainty that the shipment will measure up to your expectations



Immediate
Shipment

\$5.50

Stock No. 701—Louis Leather
Stock No. 701X—Low Heel
Grey Kid, 9" Bal., Wave Top

Your last chance to act. How
many shall we send you?

WRITE FOR CATALOGUE

TERMS: NET 30 DAYS

DISTRIBUTED BY

THE MIDLAND SHOE COMPANY
KINGSTON CANADA

They Go The Limit in Wear Service



SAGUENAY, 7" River Boot
Pegged Tap Sole



TEMISCAMING
10" Plain Pack

SHOEPACKS are not

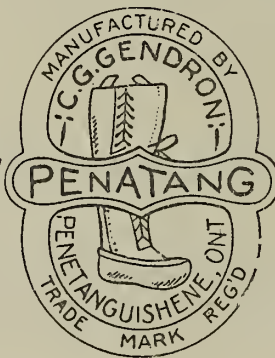
"PENETANG"

unless they have

"GENDRON" along with the **"PENETANG"**

Catalogue and Price List on Application

The Mark of Quality and Value in Heavy Footwear



Gendron Penetang Shoepack Mfg. Co.

Successors to **C. G. GENDRON**

PENETANGUISHENE, - ONTARIO

The advertisement features a stylized map of North America, primarily Canada, with several circular logos placed across it. Each logo contains the text 'ATM System'. The cities labeled on the map include Vancouver, Calgary, Edmonton, Winnipeg, Regina, Saskatoon, Toronto, Ottawa, Montreal, Quebec, Halifax, and London. The word 'ATM' is written vertically in large, bold, white letters on the left side of the map. The word 'System' is written horizontally in large, white, serif letters on the right side of the map. The entire advertisement is enclosed in a decorative border with a repeating geometric pattern.

Mention "Shoe and Leather Journal" when writing an advertiser



**CALF AND KIP SIDES
STORM CALF**

ALL COLORS

**H. B. JOHNSTON & CO.
TORONTO, CANADA**

20TH CENTURY SHOES

Remember the good old days when you used to handle 20th Century?

We have a nice surprise for you.

20th Century is back on the market stronger than ever.

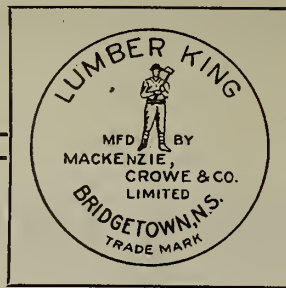
That saying, "You can't keep a good man down," also applies to 20th Century in this way: "You can't keep a good shoe down."

Perhaps you handled our shoes under other brands, such as Keen Kut or Great West, or, again, you may be new in the field. It will pay you to look at our samples.

We will have a complete range of Felts, Rubbers and a general line of Leather goods. Everything in Footwear.

Just remember the McKeen Company is in Montreal.

THE C. E. McKEEN SHOE COMPANY
LIMITED
MONTREAL



Lumber Kings Lead

*Shoepacks
Larrigans
Sporting
Footwear*



With our long EXPERIENCE and our careful SPECIALIZATION we create and maintain a standard in the production of Shoepacks and Larrigans by which our products are recognized as something decidedly superior in their line.

We have developed the process of oil tanning to its highest state of improvement, and to the pliable wear-resisting, waterproof material thus produced we apply a workmanship in the building of the shoes that is RIGHT in every detail.

Lumber Kings are made on Right and Left Lasts. They give foot comfort as well as foot protection.

Make Lumber Kings YOUR LEADING LINE in Heavy Footwear.

McKenzie, Crowe & Company
Bridgetown, N.S. Limited



AMMUNITION THAT DOESN'T MIS-FIRE

That is the kind of Shoe Selling Ammunition you get when you handle

TETRAULT WELTS

They never fail to hit.

Every pair of Tetrault Welts carries a charge of **SELLING APPEAL**—Style, Fit, Wearing Quality and Price Attractiveness—that drives them straight to the desires of your men customers. **TETRAULT VALUE** brings them all within range.

A steady aim, with Tetrault Welts, and you hit **THE HEART OF THE MEN'S SHOE TRADE.**

The Standard Welt Shoe of Canada

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

Paris, France

Montreal

London, England

Mention "Shoe and Leather Journal" when writing an advertiser

MONARCH AND BRANDON - BUILT SHOES

FOR THE
SHOE-WISE MAN



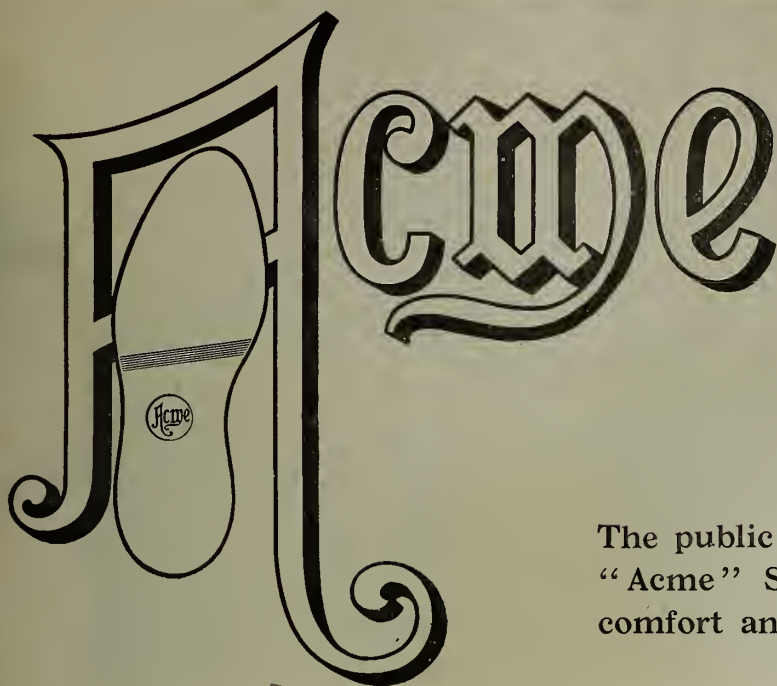
COMBINATION LAST

Monarch and Brandon Shoes are the right shoes with which to win the trade of the Shoe-Wise Man—the Man who knows real shoe value—knows that good wear service CAN be combined with neat dressy Style, attractive Finish and Comfortable Fit, and the whole obtained at a value-giving price.

Extensive advertising acquaints these men with Monarch and Brandon Shoes.

We would urge all shoemen to wait for our representative and inspect the extensive range of Monarchs and Brandons before placing Spring orders.

The BRANDON SHOE CO., Limited
BRANTFORD - - ONTARIO



Easy to Wear

Hard to

Wear Out

The public have come to think of "Acme" Soles in terms of foot comfort and economy.

People like "Acme" Soles because they find in them that springiness, that quiet staunchness, that built-in long-life which means ease in walking and also money saved.

"Acme" Soles are alike popular for city asphalts, rugged country roads or bush trails.

Wearers tell one another about the good qualities of the "Sole of Perfection." It will not crack or dry out. With "Acme" Soles there is no annoying squeak, no polished slipperiness to endanger the footing.

Drier, easier, better—"Acme" Soles are favorites, all the year round, with people in all callings and with young and old.

All sizes and various thicknesses.
Colors: black, white and tan.
Also supplied in sheet form.

Dunlop Tire & Rubber Goods Co., Limited

HEAD OFFICE AND FACTORIES: TORONTO

Branches in the Leading Cities





SHOES YOU CAN RELY UPON

Everything the most particular wearer demands in Footwear is given in fullest measure and at a value-giving price in our High Grade Shoes. Their fine Quality and exceptional Value have been well-proven in selling and in service. A complete all-round range comprising a wide selection of the latest and most saleable styles in

Men's and Women's Goodyear Welts
 Women's McKays
 Misses', Children's and Infants' Stitchdowns

We are also producing a remarkably fine line of

Fleece Lined Goods

You will find them trade stimulators during the coming Winter months.

WHEN PLACING FOR SPRING BE SURE
 TO SEE OUR SAMPLES.

DUFRESNE & LOCKE, LIMITED

Ontario Street East

MONTREAL



THE
ROBSON LEATHER CO. Limited
TANNERS AND CURRIERS
OSHAWA
CANADA

MONTREAL
52 Victoria Square

QUEBEC
15 Belleau Street

CORRESPONDENCE SOLICITED



The Man Who Has Everything

The number of Styles, Lasts and Patterns and the range of Sizes in all kinds of footwear are enormous. The retailer whose stock represents a selection of ALL these is the man who gets the business.

He Uses Robinson Service

and without carrying a huge stock he is able to offer a complete assortment of all the wanted Styles and a full run of sizes covering all demands in Boots, Shoes and Rubber Footwear.

Make our House your Store House. We will supply your needs when and how you like. We can give you values that only our extensive buying could make available.

**JAMES ROBINSON COMPANY
LIMITED, MONTREAL**



Do You Know What REGAL Means?

In Footwear it means this—

- R—Reliability
- E—Elegance
- G—Gracefulness
- A—Appearance
- L—Long-Life

all combined in just the right proportion for Saleability and Serviceability.

If you have not learned what "Regal" means in shoe selling look over our Spring Range and investigate the Regal Agency Proposition.

Regal Shoe Company, Limited
472-474 Bathurst Street, Toronto

REGAL SHOES



ANCHOR SCOURED OAK SOLE LEATHER

SIDES BELLIES
BACKS SHOULDERS
BENDS HEADS

THE
LANG TANNING COMPANY
LIMITED

KITCHENER - ONTARIO



Retailers !

There is no line of

Popular Priced Footwear

that can surpass

AIRD'S

for Saleability, Extensive
Selection and Value.

See It At Your Jobbers

We Sell To Jobbers Only

AIRD & SON (*Registered*)
MONTREAL



The Naugahyde Bag

THREE SIZES FOR MEN
THREE SIZES FOR LADIES



It is all in one piece—it is absolutely waterproof—
equal in appearance to the best English Club Bag.
A big seller wherever shown.

Investigate the merits of this new and attractive bag.

The "Naugahyde" Bag is distributed to the trade
through

DOMINION RUBBER SYSTEM

Service Branches located at

HALIFAX
ST. JOHN
QUEBEC
MONTREAL
OTTAWA

TORONTO
HAMILTON
KITCHENER
LONDON
NORTH BAY

SASKATOON
FORT WILLIAM
WINNIPEG
BRANDON
REGINA

EDMONTON
CALGARY
LETHBRIDGE
VANCOUVER
VICTORIA

The SHOE AND LEATHER JOURNAL

TWICE
A
MONTH

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JAMES ACTON, President

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TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

CAUTION WITHOUT TIMIDITY

EXPERIENCE teaches that "good times" as well as riches are not forever. No one can exactly explain why periods of depression follow those of business expansion, but history bears witness to the inevitable sequence. It is safe to say that within the next two or three years we shall see a reaction from the present spending mood that is everywhere in evidence. It may be that on account of the extraordinary conditions in Europe, where reconstruction must continue for some time, that the period of deflation will be postponed more or less, but it is absolutely certain to come.

The wise business man will not only continue to make hay while the sun shines but will keep his weather eye upon the sky-line. It is the fellow that is caught with a heavy stock at high prices who will first feel the effect of commercial storm. To buy carefully and prudently at a time like the present is a policy that will pay in the long run. No one can tell what the next six months or year may produce, but nevertheless the man who by over-cautiousness misses opportunities for keeping up or increasing his turnover is making a serious mistake.

"Proceed with caution but without timidity" are the instructions of a wise military commander when advancing upon difficult and dangerous positions. The over-cautious man in his attempt to play safe as often misses the goal as the man who is extraordinarily venturesome, but both are likely to meet with failure. Where caution is properly blended with daring we have the ideal in business as well as in warfare.

A principle that is too often forgotten in both spheres, however, is due carefulness in maintaining a proper relation to "base." Just now, with the spirit of extravagance so prevalent, the general tendency is to allow or acquiesce in a growth of the expense account. This spending disease is the surest cause of a later "timidity" that suddenly seizes upon humanity and precipitates panic. A glance over the crises that have taken place in the last fifty years will show that business paralysis has followed unusual extravagance quite as often as undue speculation.

There are two things that will mitigate the severity of the aftermath of war that must come in the near future, and they are carefulness of expenditure and avoidance of speculation. The merchant or manufacturer who avoids waste and extravagance in business management and who sets his face resolutely against speculation will be prepared for the storm.

"Proceed with caution but without timidity."

Larrigan and Shoe Pack Trade

A Type of Shoe Whose Sale Is Greatly Affected By The Weather—NOW Is The Time To Boost Its Sales—Do Not Wait Till The Season Is Advanced

SHOE packs and larrigans are possibly among the most peculiar lines to sell. By this, we mean they are a staple line in some localities, while in others they are a special line, weather conditions affect their sale more than it affects the sale of rubbers. This season, in many parts



Pegged Tap Sole River Boot, by Gendron Shoe Pack Co., Penetang.

where these lines are sold in quantities, the weather has been such that the sales have not really started, so that the retailers report that sales have been slow, but all anticipate a rush when the weather does come that makes these goods sell.

It is always well to be a little ahead of the season so it will be prudent to start right away and do your advertising and window showing of these goods. The ten-



Stream Drivers' Pack, by John Palmer Co., Fredericton, N.B.

dency is to keep these lines in the background because they do not present such an artistic appearance as do the finer lines of shoes. But this is a mistake. If these lines bring you a profit it will be to your advantage to furnish a place for them where they will sell. They should be advertised and displayed.

There are quite a number sold to hunters and trappers, and as the trapping industry is growing in parts that are not so far removed from city and big-town districts these lines should sell more than before. They will sell, too, if the sales are pushed a little with judicious advertising and displays. There are few localities from which men do not go every season to hunt. These hunters should be made acquainted with the fact that you can supply them with shoe packs and larrigans that are an absolute necessity for the woods when on a hunting trip.

Those who do trapping should also be made acquainted with the fact that you carry these lines, and this will increase their sales. To simply wait till some one who needs a pair of larrigans or shoe packs comes in and asks for them, will not dispose of very many pairs in the season. Get them out where they can be seen and advertise them so those needing them will know you handle them.

A very attractive window display can be arranged with a hunting scene. This does not necessarily mean that a painted background must be used, although this would add materially to the effect. A figure such as used by clothing stores could be borrowed and placed in the window. It would need to be dressed in a hunting costume with a gun in hand or in some natural position. Leaves and bark or a log or two could be used to decorate the bottom of the window. Bows for the back would give an attractive and appropriate effect. If the window should be large enough a small tent could be placed in the back, but possibly the average window would not be large enough for this. After the decorations have been completed, place the larrigans-



Waterproof Draw-String Shoe Pack, by John Palmer Co., Fredericton, N.B.

and shoe packs in the window in such a way that they will show to advantage. Do not put other lines in the display. Confine it exclusively to the larrigan showing. You will find this a very attractive window, and will cause much comment and you will sell goods through it.

In the large cities and towns situated far from the lumber and trapping districts shoe packs are sold mostly as a luxury if one wishing to so term their sale. By that is meant the sale is very largely confined to people who go sledding and tobogganing and snowshoeing. This being true, it is well, just as stated above, not to be behind with the advertising and displays. Get these lines out now. You do not know the day a snowstorm may come along, and then there will be a rush and you will profit by it if the people know they can obtain these goods from you.

That is where advance advertising counts. Even now as this article is being written, although the day is like summer, newspaper reports are to the effect that snow storms are prevalent in various regions in the country.

The great centres for larrigan trade are British Columbia, Northern Ontario, Quebec and the Maritime Provinces.



A serviceable Shoe Pack,
by Beal Bros., Toronto.

The cause of this is easily understood. These are the great lumbering centres of the Dominion. The larrigan of to-day is quite a different shoe from that of some years ago. Tanners have applied processes of tanning that has made the leather for these goods practically waterproof and that is an important point. The old moccasin from which the larrigan of the present was developed, lacked those waterproof qualities which has made the larrigan so popular.

Then, too, there has come from this same larrigan idea the farm shoe which, of late, has been selling very heavily in some districts. During the last year or two manufacturers have been putting out a summer pack which is taking a hold real well with the farmers and they are using it in place of the cheaper shoe which they formerly wore. No doubt the cause, or at least one cause, of the popularity of this summer pack is that it has cost less money than the



Plain Pack, by the Gendron
Shoe Pack Co., Penetang.

cheaper leather shoe, which farmers wore. But this condition may be changed a little just now, for packs are up in price, quite as much in proportion as are regular shoes and this may slack their sale during the first part of the season at any rate.

Manufacturers report that the trade has been good with them, some going so far as to say the present season will exceed any of the past seasons. Some have difficulty in filling their orders, but are pretty well caught up just now, and do not anticipate being greatly behind. Some have

had a little difficulty also in obtaining leather, while others have experienced trouble in securing enough at times to keep their orders up to the minute. But on the whole there seems to be little of which to complain and the trade this season will be good from the manufacturer's point of view.

This latter remark may be interpreted to mean that the retailer's trade may be in doubt. This is not so, but there is one factor mitigating against the retail trade, and that is the high prices that have come in this year against those of last season. Larrigans, like other shoes, are selling at wholesale now for more than the retail price a year ago. With these lines it will be seen that the price will probably have more effect than with ordinary shoes. But as suggested



A typical Shoe Pack, by
R. M. Beal, Lindsay, Ont.

in the forefront of this article if the goods are advertised and well displayed, and a window put in there will be no reason in the world why the sales cannot be greatly increased.

GOOD FOR THEM

The following Ontario leather and shoe firms have received honor banners for their subscription to the Victory Loan: Davis Leather Co., Newmarket; Greb Shoe Co., Kitchener; John McPherson & Co., Limited, Hamilton; F. F. Dalley, Hamilton; Solid Leather Shoe Co., Preston; Beardmore & Co., Acton; Breithaupt Leather Co., Kitchener; John Lennox & Co., Hamilton; Tillsonburg Shoe Co., Tillsonburg; Anglo-Canadian Leather Co., Huntsville; Kaufman Rubber Co., Kitchener; Acton Tanning Co., Acton; Goodyear Tire & Rubber Co., Bowmanville; Greb



Summer Pack, welt sole, by John
Palmer Co., Fredericton, N.B.

West Felt Co., Elmira; London Shoe Co., London; Murra Shoe Co., London; F. C. Partridge Rubber Co., Guelph; Arcade Limited, Hamilton; Elmira Rubber Co., Lang Tanning Co., Kitchener.

Advocates Elimination of Wholesaler

Board of Commerce in Preliminary Report Declares Jobbers Unnecessary—Claims They Get Profit of Twenty Per Cent Which Should be Cut to Ten—Suggests Department Stores Be Compelled to Sell Lower Than Small Dealer

AT the re-opening of the High Cost of Living Investigation by the Board of Commerce at Toronto on November 15th, the investigating counsel, Col. W. H. Price, M.P.P., made a statement to the Board on the boot and shoe question. He said in part:

"The investigation held into boots and shoes lasted two days, and covered an examination of five manufacturers, twelve retailers and three or four jobbers. That investigation has been supplemented by answers to certain questions since the hearing. Commencing with the manufacturer we find that he must first find out what his raw materials are going to cost. After he has made an estimate of this he is in a position, if labor remains the same, to figure out what a certain shoe would cost. Having done that for six or eight months ahead he will then have to send out his travelers and sell the article. For instance, to-day the travelers of all manufacturers have been through the country taking orders for shoes for the spring trade. I think most of them now have returned, so that the estimate of next spring's trade was made probably two, three or four months ago. The manufacturer's estimate is all right, providing those materials remain about constant.

Prices Have Advanced

"The prices of various materials have been going up at a very alarming rate," continued Col. Price. Quoting from a schedule showing how this worked out, he said that proper prices on kid, calf, and patent leather goods had advanced 127 per cent. in 1918 over 1913, and had advanced 38 per cent. in 1919 over 1913. Sole leathers had increased 8½ per cent. in 1918 over 1913, and 177½ per cent. in 1919 over 1913. The average increase in price of findings in 1918 over 1913 was 64 per cent., and in 1919 an increase of 109 per cent. over 1913. Regarding labor, this had increased in 1919 over 1913 one hundred per cent. and 60 per cent. over 1915.

Small Margin" on Shoes

Col. Price stated that the manufacturer's profit in 1919 was fifty-five cents on a pair of shoes, "a small margin." The production in 1913 was three times as great as to-day, but the turnover to-day was about the same as in 1913.

"In dollars and cents," added Commissioner O'Connor. "Yes," replied Col. Price.

The evidence showed, he said, that the manufacturer proposed to get 25 per cent. gross profit on sales prices. It cost him about 26 per cent. to operate, and that generally left him ten or eleven per cent. profit on capital. Some of the smaller manufacturers had suffered financial loss last spring.

Counsel stated that the cost of hides was under the control of American packers. Manufacturers in Canada were mentioned in kid by New York and Philadelphia houses. Canadian manufacturers thought that prices of skins would be reduced and therefore would only "nibble" at the offer-

ings of hide materials and consequently were paying high prices now.

Mr. O'Connor: "They may have been deceived by the fact that ladies' skirts were about to be lengthened."

Mr. O'Connor: "Is it a fact that the Canadian made shoe is dependent on the American material?"

"Yes, for the better grades."

Col. Price said that the prices regulating the manufacture of shoes had gone up to such an extent that the manufacturer had no other recourse but to increase his prices. "The question whether he has increased too much is another thing, but the only way to get at that is to go back and investigate the prices of his supplies—go back to the tanner, the leather manufacturer, and the jobber."

Col. Price then dealt with the jobbers. The evidence showed that the jobber got a profit of about 20 per cent. (15 per cent. from the manufacturer and five per cent. from the consumer). In some cases the manufacturers sold through one jobber and thus saved expenses of staff and overhead.

Jobbers' Profits

He quoted a case where one jobber on a turnover of \$356,000 in 1917 made a gross profit of \$79,000 and a net profit of \$17,000.

Similar cases were quoted and Mr. O'Connor remarked he had been in the jobbing line and was sorry he had not stayed in it.

"Wait till you hear what I tell you about this jobber," said Col. Price, citing the case of another who made \$190,000 in 1918 after paying \$79,000 for expenses.

Commissioner O'Connor—"This was all velvet, providing for salaries and overhead?"

"Yes," said Col. Price.

Col. Price said the prices made by the jobber were certainly excessive. "I don't see why the trade should carry him at 20 per cent. The jobbing trade, if it is to be carried on, should be cut down to about 10 per cent. The jobber ought to justify his existence."

Commissioner Murdock wanted to know if the jobber did not carry the small retailer in a great many cases, and this was admitted.

The retailer only made about 33 1-3 per cent. on sales, which was equivalent to 50 per cent. on cost. Heavy rentals on Yonge street called for a big turnover in order to make any profit at all.

"It is the moderate article, not the millinery shoe, that I want to hear about," said Judge Robson, and Col. Price gave instances of shoes which cost \$4 and sold for \$6.

"We are not interested in people who have money to throw away on \$20 shoes," added Judge Robson.

"Fifty per cent. of our women insist upon high-priced shoes," was Col. Price's answer.

"Is there such a thing as a moderate-priced woman's shoe?" continued Judge Robson.

"You can get a woman's shoe at any price. The cheaper shoe does not appeal to the women," said Col. Price.

"The manufacturer may be to blame in handing out these high-priced articles," was Judge Robson's final shot.

In the case of the departmental stores—Col. Price thought these could very well reduce their prices. Their turnover was very large and the profits were very large.

"The people are holding up the prices even to-day," was the comment of Mr. O'Connor. "Could not this situation be corrected by the excess profits tax and the business of the Government?"

The figure showed that in a departmental store in 1913 the turnover was \$1,480,836, gross gain 28 per cent., expenses 21 per cent., and the net gain \$90,135 on shoes alone. In 1918 the turnover was \$3,307,115, the gross gain 30.32 per cent., expenses 25.4 per cent., making a total net profit of

(Continued on page 45)



Stray Shots From Solomon

Wisdom crieth without; she uttereth her voice in the street.

The tricky man needs to have a keen eye and a sure foot, and that class seem to develop these to an extent that makes their feats almost miraculous. To avoid the pitfalls they create for themselves requires the skill of a practised rope-walker. "The way of the treacherous is rugged," says the wise man. To dodge the holes, escape the sharp corners, and thread the rocky ledges of a deceitful life calls for a peculiar talent, which, if directed in legitimate channels, would certainly win a high degree of success. It is astonishing the trouble men will take in following a devious way when they might with ease shorten the path to success by following the narrow one. Some people seem to take delight in dodging here and there, covering their tracks and doubling back on themselves, all for the satisfaction of thinking themselves clever beyond their fellows. The man who walks straight ahead may have his ups and downs, but they are not in it with the bumps the average wobbler gets.

* * *

Many an unmarked pauper's grave contains the remains of a man who, had he respected this precept, would have left at least his name KEEP CLEAR OF LAW to the world. With some, the mania for "lawing," seems to be hopelessly constitutional. They "law" their friends, their neighbors, their customers, creditors and everyone who chances wittingly or unwittingly to cross them. It is from this class of cranks that lawyers reap their richest harvest. We have in mind a man who went to law over a load of cordwood, and carried on the litigation until it absorbed a farm of a hundred acres and as comfortable a home as a man ever had, all for a consideration of less than five dollars. That man died without money enough to decently bury him, and had it not been for the kind offices of those who knew him in his days of prosperity he would have found his last resting-place in the potter's field. Doubtless hundreds of similar cases might be recounted. Hot-headedness is a deplorable weakness that ought to find no palliation with business men. The man who jeopardizes the interests of his family, as well as his own, for the sake of mean spite, or thirst for personal satisfaction, ought to be put in a straight jacket. Law is a good thing in its place, and sometimes it is necessary in settling the meaning of statutes or in adjusting other difficult matters; but in the majority of cases differences can be arranged with a little mutual patience and forbearance. In any case, "Strive not against a man without cause."

Beware of uncalled-for interference with your neighbor.

* * *

So saith Solomon is the man who "boasteth himself to a false gift." There must have been bankrupt, fire and removal sales LIKE CLOUDS in Jerusalem in those days. Oh, AND WIND the monotony of this eternal din WITHOUT of boasting charlatanism that is RAIN misnamed modern business enterprise! It would seem that the

man who buys goods in a fair market and endeavors to sell at a modest margin is engaged in a task more hopeless than the search for the proverbial haystack needle. The worst of it is, that the public seem to like playing the role of suckers and bite every time the line is dropped with some fresh scheme that appeals to their cupidity. If fire happens to come within two squares of the modern fakir, up goes the canvas sign with its flaring letters announcing the "fire-water-and-smoke sale," and the disarranged store, with the help of a bucketful or so of water is made ready for the horde of bargain hunters who rush into the trap as soon as it is set. A bystander at a recent fire in this city remarked that some people (meaning those in his business adjacent to the conflagration) seemed to be born under a lucky star, and went away bemoaning the fate that located him so far from the scene that he could not get his paint brush and advertising quill to work. The man who chooses this cyclone or sirocco method of doing business makes a big stir and seems to prosper; but we have never known anyone to build up a lasting fortune on such a foundation. More than that, in the very nature of things character as well as means are shrivelled inevitably by the process.

* * *

It is a strange fact that money gotten by fraud and crooked dealing never stays in the possession of those that make it. The other A WARNING TO SQUEEZERS day we heard of a man, on his own confession, who stole a fortune a few years ago, and was until recently apparently enjoying the fruits of his dishonesty without prospect of molestation. A strange thing with man's law is, that one can steal and escape jail, if he only does it in the right way. This man, however, could not escape the divine law, that decrees that "Wealth gotten by dishonesty shall be diminished," and "He that by usury and unjust gain increaseth his substance, shall gather it for him that shall pity the poor." Only the other day he was left high and dry with his ill-gotten gains scattered to the winds. A man came in last week who is not noted for talking morality of any particular type, and who has had a fair chance to prove what there is in the doctrine, "Look out for number one regardless of number two." He made this startling confession, in the course of a conversation in regard to shady business transactions: "I have touched dirt, and by — it has stuck to me right through." This is a stray shot from one who probably scoffs at Solomon's injunction: "Devise not evil against thy neighbor."

Sir Thos. Lipton's Advice to Shoe Men

This Great Merchant of England Gives Some Wholesome Advice About Conducting a Retail Business that Will be of Great Value to Shoe Retailers

AN ENGLISH journal recently had an interview with Sir Thomas Lipton and gleaned from him some very good advice in regard to running a retail business, all of which is applicable to the shoe dealer as much as any other class of trade.

"Concentrate! That, to my mind," said Sir Thomas to the interviewer, "is the keynote of success in shopkeeping, just as it is in any other business. There is no secret in my life story at all. I simply worked hard, had my heart in my shop, and so could not help succeeding."

Conditions, of course, Sir Thomas pointed out, have changed somewhat since 1874, when, at the age of twenty-four, he rented his first shop in Stobcross street, Glasgow, and slept in the back room at night.

"But although," he continued, "competition to-day is far more keen than it was in my early days, and although ideas regarding the buying and selling of goods then may appear old-fashioned to the present-day tradesman, whose ambition in many cases seems to be to sink capital in his business and expand it as quickly as possible, the principles which guided me in the development of my little shop in Stobcross street apply to-day."

From the very beginning, however, Sir Thomas had one determination fixed in his mind: Never take a partner.

"To the young shopkeeper, I say," he remarked, "don't be tempted to take a partner because you are short of capital. Make the best of what you've got, but do not go beyond your capital. Keep within your bank balance, and don't strike out on lines beyond it.

"I remember when I had made the Stobcross shop pay sufficiently to enable me to open another shop in the High Street, Glasgow, I had several offers of partnership, but I never for one moment entertained them, for this reason: That, in my opinion, the right man can develop his business without the aid of a partner, whose ideas may run counter to his own and thus retard the progress of the business while the benefits are being shared."

"A partner is often necessary, however, Sir Thomas," the interviewer remarked, "to secure fresh capital."

"Perhaps," Sir Thomas replied. "Capital, I consider, is a secondary consideration. It is brains, enterprise and individual management that count. For instance, many shopkeepers worry about and bemoan their lack of capital, while all the time they are wasting money by buying in the worst markets. The means of development without money is in their own hands, but they refuse to see it.

"I say emphatically that it is absolutely necessary, if a shopkeeper is to succeed, that he should have a perfect knowledge of the best available markets in order that he may take advantage of them at the first opportunity. It is only common sense to say that the man who knows the cheapest market is the man who is going to make the most profit.

Discussing advertising, Sir Thomas expressed the view that advertising plays an even greater part in business development to-day than it did when he sent his brass band and squad of pipers round Glasgow to advertise his

tea, and that it is the man who hits upon the most novel and striking method of advertising his goods who will come out on top.

"I always tried," he said, "to devise some new method and even in my early days I was very fond of posting comic cartoons in my shop windows, relating to the latest events of the day, in order to attract the attention of the passerby."

"Are there not any individual qualities necessary to bear in mind in the details of business, Sir Thomas?"

"Certainly. Work hard, deal honestly, be enterprising, and exercise careful judgment; that is my reply to that question. If you can be born poor, so much the better.

"I always think it is a good thing for a young man, whether he is a grocer, baker, or candlestick-maker, to be born poor. If a boy is born rich and goes into business—a business that has been made for him—what is his first disadvantage? He is, of course, at once handicapped by the fact that he can never realize the value of money. On the other hand, suppose a young man is born poor, and has to work for every penny he has, doesn't he realize the true value of money? And doesn't the fact that he makes his own money make him more independent?"

"To succeed, however," Sir Thomas concluded, "a shop man must also make up his mind to spend a few hours in the shop after the shutters are up and before they are down in the morning. Don't forget my favorite motto: 'There's no fun like work.'

"My whole heart was in my first shop. It didn't contain much as shops do nowadays, but I dressed the windows, attended to customers, and did everything myself. I always kept my place as smart and clean as I could, and in this way I encouraged customers to patronize me. I was careful of the smallest detail, and took care that my customers always went away pleased. To that solicitude on my part in those days I owe the great success that has attended my later efforts.

"Civility and consideration towards customers are great assets to a shopkeeper. Try to treat rich and poor alike, for the poor man's twenty shillings are as good as the rich man's pound, and the working man's wife with her basket on her arm is entitled to as much respect as the lady who comes in her carriage, in war as well as peace time."

THE HIGH COST OF COBBLING

Here is what a writer in the Washington Star has to say about repairing shoes. This shows that the repair man of to-day has lifted the business off the cobbler's bench and placed it on a business pedestal.

"Time was when it was good economy to take a pair of shoes to a cobbler and have them half-soled or heeled or patched, but not now. That happy day is gone. No longer is it possible to take a slightly decrepit pair of shoes into a leathery smelling little shop and have something needful done to it for a quarter or a half dollar. There are no quarter jobs any more. It is hard to find a shoe-fixing shop that will look at a half dollar. The standard of prices is far above that. A dollar and a half for a pair of half soles—nailed, not sewed—must be paid smilingly. There is no use in grousing. It is apparently the standard rate. At times the harrassed wearer of shoes feels that there is no economy in repairs, and that as dear as they are it is better to buy new shoes outright than to pay for cobbling. Some day the scale may change. Just at present the real aristocrats are those who have their footgear habitually doctored.

Life is not so short but there is always time enough for courtesy.—Emerson.

The man who will not save as he goes, keeps his nose to the grind stone.

Leather and Shoe Trade Jottings

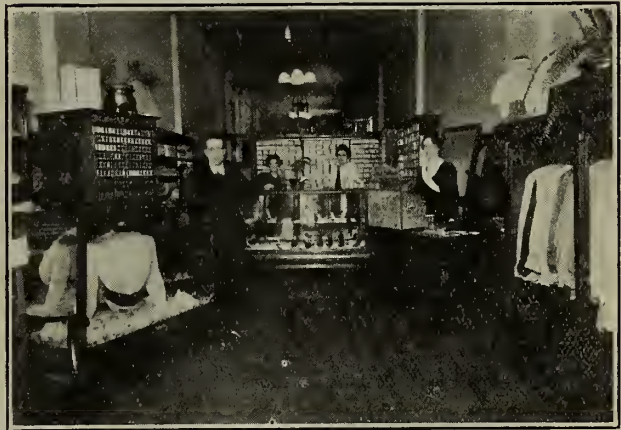
Talk of the Trade—Leather Holds Its Own Despite Quiet Season—Hide Market Steady But Somewhat Weaker in Tone—Light Upper Stock Still High—Boot and Shoe Trade Active—Retail Trade Good

LAST month business conditions in the shoe trade were more or less unsettled on account of the Board of Commerce investigations. Retailers reported a decided falling off in business for two or three weeks but the excitement seems to have died away and although customers still evidence an attitude of unrest and suspicion, business has recently shown a tendency to pick up. Reports from retailers generally throughout the country indicate good, steady profitable business. The people seem still to have plenty of money to spend and are not stinting themselves with regard to footwear. The investigations have not been an unmixed evil as they have undoubtedly had some effect in staying the speculative tendency on the part of retailers and others and have caused a general disposition to get down to earth in the matter of prices. Thus business may be said to be altogether upon a safer and more stable basis than it was two or three months ago. With the exception of a few high-priced lines made from exceptional stock the upward tendency has been fairly checked and everybody feels that the outlook has become more certain and therefore more reassuring.

Leather Conditions.—The fact that leather has weathered the dull period with practically no noticeable shrinkage in price shows that business is on a fairly sound basis. Stocks are light in the hands of both tanners and manufacturers, although the latter are for the most part fully covered for their season's requirements. Sole leather in the better grades still commands a top price but there is an absence of the excitement that prevailed a few months ago. Manufacturers seem to be getting all they require in spite of the heavy export orders going forward. Side leather is somewhat weaker in the lower grades but for top selections, in both black and colors, tanners are getting all they ask. Calfskins are still strong and the best grades command comparatively high prices on account of the difficulty of procuring adequate supplies of high-class raw stock. It is now impossible to procure any European skins so that the best has to be made of the situation. Calfskin tanners claim that they could market abroad double their capacity but nevertheless are looking after their regular

trade here. Goatskins are still comparatively scarce and the demand for the finer selections of kid such that prices are still soaring. There has been some talk of two dollar kid in colors, but this is far off at present. The best skins can still be bought from \$1.35 to \$1.50 per foot, although there are reports of sales as high as \$1.75. This, of course, involved a special selection of colors, of which there is a great scarcity in the market.

Hides and Skins.—The situation is easier, although prices are normally unchanged. The packer market has been somewhat more active during the past two weeks and some fairly large quantities have changed hands. Heavy native steers are selling at 48c. for prime selections but more sales have been made at 47c., which seems to be the standard adopted by buyers. Country hides have been declining to lower levels and tanners seem to think that they will get down to a level of 30c. for good hides. Buffs are selling at 36c. and some sales have been reported at 35c. Stocks seem to be larger and have been bought at such prices that dealers are reluctant to make concessions. Clafskins are firmer and holders are



The Belle Ladies' Shoe and Blouse Shop, Winnipeg. A unique combination, but very successful, for they have been in business over five years.

talking higher prices. There is a good demand for imported dry hides and prices are strong. Since the lifting of the dock strike in New York supplies have been more plentiful and there has been a general easing of the situation, although the market is practically steady on the basis of 48c. for mountain Bogotas. There is practically no change in the goatskin situation prices remaining unchanged at last week's quotations. Some fairly large lots have come forward but the demand has been such that little effect has been noticeable upon prices. There is a firm undertone to the pickled sheepskin market, especially in the higher grades, although in the cheaper class business is quiet and prices are normal. Altogether there are few indications in raw stock prices of further advances in the cost of leather manufacture and the immediate future does not seem to indicate further enhancement in values.

A New Source of Leather

Aquatic Animals' Skins now may be Tanned on a Commercial Basis—Many By-Products from these Sea Creatures

A WRITER in the Scientific American has some interesting things to say about utilizing the skins of sea animals for making leather that will be of commercial value. Over two years ago, the Department of Commerce of the United States urged the experts of the leather industry to see what they could do here towards successfully tanning the skins of a number of marine mammals and fish.

Previously, the skins of some domestic porpoises had been tanned but not in sufficient measure to loom at all conspicuous in the volume of the native leather industry. There were two reasons for this. First, the catching of the porpoise was an infrequent occupation and we had little, if any, trouble in securing from the long-established sources the desired amounts of leather stocks; and, next, porpoise leather for boots or shoes found only a limited use owing largely to the fishy odor that clung to the finished product. The more common employment of the leather was in the form of shoestrings. In England, on the other hand, for a good long time, the tanners have been producing a fine grade of so-called porpoise leather from the skin of the beluga or white whale, which attains a length of 18 feet or more and will average in girth from 10 to 12 feet. This leather has great tensile strength and is remarkably well adapted to the making of machinery belts; and because it keeps its shape under varying stresses it is admirable for working into shoes. The beluga abounds in the waters contiguous to the northern coasts of this continent.

The most significant development in the art of converting the skins of aquatic creatures into leathers of excellent grades is that now being pursued upon a commercial scale in dealing with the hides of sharks, rays, dogfish, blackfish, etc. Despite the fact that many firms, encouraged by the United States Department of Commerce, failed to secure satisfactory results, one New York concern has solved the difficulty that has hitherto baffled the tanner. One of the early operations in preparing the skin of the aquatic animal for tanning is that of soaking the hide in a lime solution. If this is not done with extreme care and with due regard to the natural differences peculiar to the fish skin the resultant product is so spongy and lacking in strength that it has practically no market value. This stage of the process has pretty generally ruined the skin and made further work upon it quite useless. To-day, the secret of a correct lime bath has been discovered, and, similarly, some other phases incidental to the manipulation of the skins have been mastered. Among these is a degreasing treatment effectually removing the fishy odor.

The adaptation of the shark skin to the general purposes of the leather worker has presented distinctive difficulties—so, too, has the skin of the ray and the dogfish—because of the horny, tuberculous exterior which is frequently so hard that it can be ground down only by means of abrasive belts or wheels. In fact, this shagreen has been extensively employed by cabinet-makers, ivory workers, metal workers, etc., in lieu of emery cloth and sand paper. The question of making shark skins available for leather has, therefore, rested in part upon devising ways to get rid of the shagreen. The results as a rule have been anything but satisfactory, simply because grinding away what might be called the superficial hard material still left the supporting parts or bonds imbedded in the leather, to just that extent stiffening it, greatly hampering cutting and sewing, and yielding a product which had numerous drawbacks.

Thanks to recourse to chemistry, the shagreen can be completely separated from the underlying skin and yet leave the hide beautifully marked with its characteristic "grain." So dressed, the leather lends itself to the manufacture of bags, belts, card cases and other articles where an ornamental surface is desired. With this exterior removed, either the upper layer of the skin or the underlying "splits" can be dressed for shoe stock—including the heavy material for soles. The leather will take a beautiful finish and is notably durable. From a 500-pound shark it is possible to obtain ten square feet of leather from the hide, and the stomach furnishes a raw material that will yield a leather which is soft and strong and looks not unlike glazed kid when ready for the market.

The ray or devil fish will frequently provide a skin, when tanned, having an area of 100 square feet; and the sawfish is also a potentially abundant source of leather stock. The dogfish, being comparatively small, is not as individually profitable as the full-grown shark, and yet its hide is well worth tanning. The porpoise, depending upon its size, will give a skin susceptible of producing anywhere from 10 to 20-odd square feet of leather. Not only that, but from this skin can be taken a sturdy upper layer of grain of very fine quality and then two underlying "splits"—the first of these being thick and strong enough for a good grade of heavy shoes, while the second "split" is of the character of a thick suede. The intestines of the porpoise make leathers for which there are many uses. The skin of the blackfish, and likewise the skin and stomach of the whale, lend themselves to tanning, and from these several sources leathers of fine qualities can be secured.

But this whole question of "sea leathers" would make but a moderate appeal to enterprise and capital if it were not possible to utilize other parts of these aquatic creatures. From the livers of the shark an oil is obtainable, also from the livers of the dogfish, which is said to have much of the medicinal properties which characterize cod liver oil, and, besides, the oil is in demand for the manufacture of soaps, for mixing paints, and for the treatment of some leathers. A 500-pound shark will give an average of from 10 to 15 gallons of liver oil, which is easily marketable at 50c. a gallon. The dorsal fins, when dried, bring \$2.50 apiece among Oriental epicures. The teeth sell readily for 5c. each to manufacturing jewelers who work them into ornaments of one kind or another. The flesh of the shark is said to be decidedly palatable, and the Bureau of Fisheries has published some thirty different recipes for fresh shark, smoked shark, salt shark, and canned shark. In common with the meat of other sea creatures, the flesh of the shark can be converted into fertilizer or dried and ground for chicken and cattle food. As a fertilizer the stuff is rich in ammonia and phosphoric acid. Sharks in North American southern waters range from 400 pounds to 2,000 pounds in weight, while the devil fish or ray will frequently tip the scales at 3,000 pounds.

The porpoise, besides furnishing skins that can be tanned, yields three grades of oil—i. e., body, head, and jaw-pan. The latter is especially valuable as a lubricant for watches and other fine mechanisms and, to-day, fetches quite \$50 a gallon. Certain parts of the skins of some of these aquatic animals—parts that are not worth tanning—contain fully 90 per cent. of glue. Likewise, from the blood of some of these creatures is to be had the basic material for a superior kind of waterproof glue such, for instance, as is desired in the built-up stock now used in making airplane propellers and other wooden parts of the flying machine. From the intestines that cannot be worked into leather it is possible to get the gut for string instruments, tennis rackets, etc., and sausage casings, parchment, stopper-covers, glue, and other marketable commodities. The point is, nothing need go to waste; and, at the same time, an inexhaustible source of leather stock is thus made available which heretofore has been almost entirely neglected.

Boston's Big Convention

**First Fix the Dates, January 12th to 15th,
Then Fix a Firm Determination to Go—
Plans are for the Biggest Convention Ever
Held Anywhere**

THE committee in charge of the Boston Convention of the National Shoe Retailers' Association have been working all this year to make this convention the biggest and best ever held anywhere on earth. When it is known that it will take \$60,000 and over to finance it it will give some idea of the scope of the convention. It is expected that from 3,000 to 5,000 merchants and from 200 to 600 women will be present.

The committee is organized on the military plan. W. W. Willson is the general chairman. Three vice-chairmen assist him, these are H. B. Scates, John Fischer and H. E. Hagan. Each of the vices is in charge of a division and each division consists of four committees. Each committee in turn is in charge of a chairman who has three assistants.

For the first time in the history of the Boston convention it will not be held in a hotel, for there is no hotel in the United States large enough to accommodate such a gathering. Mechanics' Hall, Boston, has therefore been secured and is ample in accommodation for the meeting and exhibits which will be displayed at the same time as the convention.

A women's committee has been formed under the leadership of Mrs. John Fischer, who is thoroughly capable to handle the immense amount of work to be done by her and her associates.

The Boston Association is extremely anxious that a big representation of Canadian shoe retailers should be present at this convention and give a sort of international tone to the affair. The recently formed Canadian Association should get busy right now and secure every member possible to attend this big affair. The city of Boston with its many attractions outside of the shoe industry will be a drawing card. Details of the programme will be coming at intervals from the committee, but it is safe to say that without the knowledge of the details every shoe man will be justified in going on the strength of the mere announcement of the dates, for when the N. S. R. A. start in to do something they do it. January is a slack time and will afford the shoe retailers of Canada a splendid opportunity to take in the convention.

The Executive of the National Retailers' Association of Canada is planning to meet in Montreal the first week in January and will likely go down to Boston in a body.

WHY LONDON?

A representative deputation of British shoe manufacturers visited this side of the Atlantic a month or so ago and were entertained by the shoe trade of Boston and other New England centres. It was stated that they were to visit Montreal and Quebec and the Eastern trade made arrangements to give them a Canadian welcome. In a recent issue of the Boot and Shoe Recorder appears the following announcement:—

"F. M. Bostock and A. D. Denning, of Lotus, Limited, Stafford, and Northampton, England, and Mr. Bostock's son, F. A. Bostock, returned home on the Mauretania Tuesday, October 28th, after a six-weeks' tour of our principal shoe centres, including Boston and district, New York, Rochester, Milwaukee, Chicago, St. Louis, Cincinnati,

Philadelphia and Washington (where they attended sessions of both the Senate and Congress), and London, Ontario.

"The party made a farewell call at the Recorder office on Wednesday morning, October 22nd, and expressed themselves very well pleased with their trip, which they stated had been both profitable and most interesting.

"Also sailing on the Mauretania on October 28th, were: Walter W. Cann, of the Cliftonia Boot Works, Whitehall, Bristol; George Barnes, Britain Boot Works, Chesham Bucks; Alfred Lovell, of A. Lovell & Co., Challenge Boot Works, Kingswood, Bristol, and J. C. Cook and A. W. Hollister, of Frederic Cook, Limited, South Place Shoe Works, Rugby, members of the Incorporated and Federated Association of Boot and Shoe Manufacturers of Great Britain and Ireland."

It was probably to be expected that London would attract the British visitors, but although it may possess two of the most progressive shoe factories in the Dominion it would hardly claim to be a representative Canadian shoe centre.

DEATH OF MR. THEO. GALIPEAU

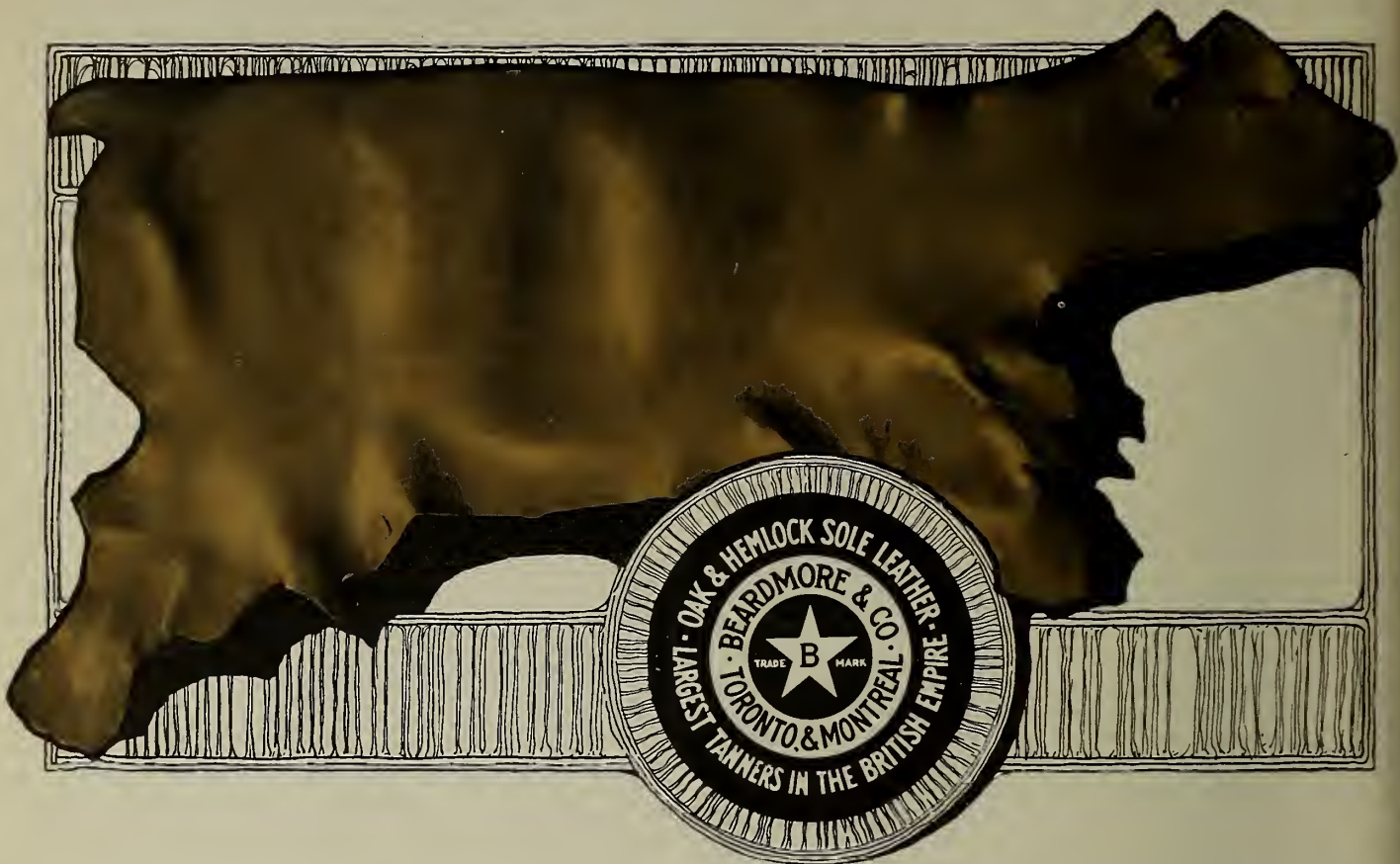
In the death of Mr. Theo. Galipeau, which took place at the Hotel Dieu Hospital, Montreal, on October 29th, the shoe trade loses one who has been long identified with the industry and one who is highly esteemed by all who had the pleasure of his acquaintance.

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., Montreal, which firm he served for ten years in the capacity of salesman. He then resigned his position and took up his duties as partner in the firm of Duresne & Galipeau, Montreal, taking an active interest in the latter firm until a few days before his death.



The late Theo. Galipeau

Mr. Galipeau was but forty-six years old at the time of his passing away. Besides his widow, who was a Miss Alma Laline, he leaves a son, Mr. Paul Galipeau, who is salesman in the firm with which his father was identified, and five other children. He was a member of the Dominion Commercial Travellers' Association, besides being connected with a number of fraternal organizations. The funeral, which was largely attended, took place on Oct. 31st, from his home, Laval Ave., to St. Louis de France Church, where the service was held, thence to Cote de Neige Cemetery, Montreal.



When people speak with pride and satisfaction about their shoes they naturally put much emphasis on wear. Wear service, and plenty of it, sells shoes, makes satisfied customers, leads to repeat sales. The use of

Acton — Muskoka SOLE LEATHER

is a sure way of putting the maximum of wear service into your shoes. Materials and Methods used in its production are of the very best--Packer Steer Hides, carefully selected, the leather tanned by the old-fashioned vat process.

In quality it has no superior and once a buyer--always a buyer.

Sides, Backs, Bends, Shoulders, Bellies, Heads

Beardmore & Company

TORONTO

-

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MONTREAL

NIFTY WINDOW TICKETS

Editor, SHOE AND LEATHER JOURNAL:—

Dear Sir,—We are sending you under separate cover four window tickets of the E. T. Wright Co., which we consider are worth reproducing in your Journal. The reason we suggest this is that these tickets are particularly neat and give a finished touch to a window when it is dressed. When we say they are neat we mean exactly what we say. So many display cards are too large for a window and the size rather detracts than adds to the attractiveness of the display. We do not wish to say that large cards cannot be used at times and in conjunction with smaller cards, but we do say that small, neat tickets are always useable in a shoe window, for shoes are not so large as clothing and suits and small tickets are more in keeping with the goods shown.

These tickets are three and a half by five and a half inches and there is no window so small but they will show to advantage in it. They are bevel, gilt-edged and the white letters show very strongly against the contrasting color of the air-brush background effect. There are two shades, a buff and grey and both will harmonize with almost any window trimming material.

While we are writing we hope you will permit us to offer a suggestion, or rather ask a question. How is it that so few Canadian firms issue neat, attractive cards like these of the E. T. Wright Co.? There are some who do, but very few. Now this is just a little hint to the Canadian firms and we suggest that when they issue any that they see that they are of small, neat size done in attractive colors on good stock.

Thanking you for any space you may give this letter, we are,

Yours very truly,

A WINDOW TRIMMER.

MILITARY STORES' SALE

An extensive sale of dry goods, hospital furniture, bedding, hardware, leather goods, etc., will be conducted by the authorities at Ottawa very soon. Sales will be made by sealed tender and persons desiring to purchase are requested to register their names with the Secretary of the War Purchasing Commission, Booth Building, Ottawa. They should state the class of goods required, whether new or second-hand or both. Tender forms and full particulars as to where samples may be seen will be mailed when ready to those who have registered.

There are special terms to hospitals and similar institutions who may purchase goods without tender. Widows and dependents of soldiers and sailors killed in the war

may obtain goods for personal use through the nearest branch of G.W.V.A. These services are rendered to all parties in the classes named whether they are members or not of the G.W.V.A. This is a splendid opportunity for those in these classes to obtain supplies, for the prices will likely be very interesting.

ENGLISH RETAILERS FORM BUYING ORGANIZATION

An organization has been formed by members of the National Association of Shoe Retailers of Great Britain to conduct co-operative buying for the trade on a larger scale. The capital of the concern has been placed at a quarter of a million sterling or a million dollars.

In carrying out the scheme the selection of samples will be undertaken by a duly elected buying and management committee of six shareholders. The committee will be given the power to select and negotiate with manufacturers willing to produce in quantities, lines in accordance with a standard agreed upon. This standard will not be lower than that recognized under the war-time specification. Distributive centres throughout the country are being selected for the exhibition of samples, and arrangements are being made whereby shareholders will be notified and give facilities to examine samples and place their orders in large or small quantities. Amongst the centres already chosen are London Birmingham, Manchester, Glasgow and Bristol. Others will be selected according to the requirements of local shareholders. In order to meet the convenience of shareholders who run out of sizes quickly, the company will hold an emergency reserve stock. Such stock will represent a small additional and fluctuating percentage of the footwear ordered by retailers at different times, and will be cut down to the lowest minimum consistent with a due consideration of the requirements of retailers who wish to replenish sizes. The trade mark—"Honesty"—adopted by the company will be stamped on the soles and the fixed retail selling price on the heels. It is proposed that in no case shall the retailer's profit be less than 27½ per cent. on the selling price, with the possible exception of goods from the company's reserve stock.

The French association of leather merchants and boot makers made an interesting proposal to M. Lôcheur, Minister of Reconstruction, with a view to reducing the present high cost of footwear. They propose that he shall hand over the commissariat stock of leather which they say will be sufficient to make a million pairs of shoes, which they undertake to place on the market at \$8 as the equal of what is now sold for \$12. M. Locheur has accepted the proposals.



*Sets the Standard
for Durability—*

Palmer-McLellan
CHROMOIL
—Footwear—

Shoepacks

Larrigans

Farm Shoes



No. 036
Palmer-McLellan
Men's 10" Leg Draw String Pack



No. 99X

There is no other material can equal Chromoil Tannage for the production of high grade Shoepacks, Larrigans, etc. It is impervious to water. It can be placed close to the fire or even boiled and remain unaffected. It is exceptionally strong, yet soft and pliable. Add to these features the faultless workmanship in all Palmer-McLellan goods and you have a range of Heavy Footwear superior to any similar line obtainable.

Insist on Palmer-McLellan Products

We are also producing a fine line of
HORSE HIDE MOCCASINS

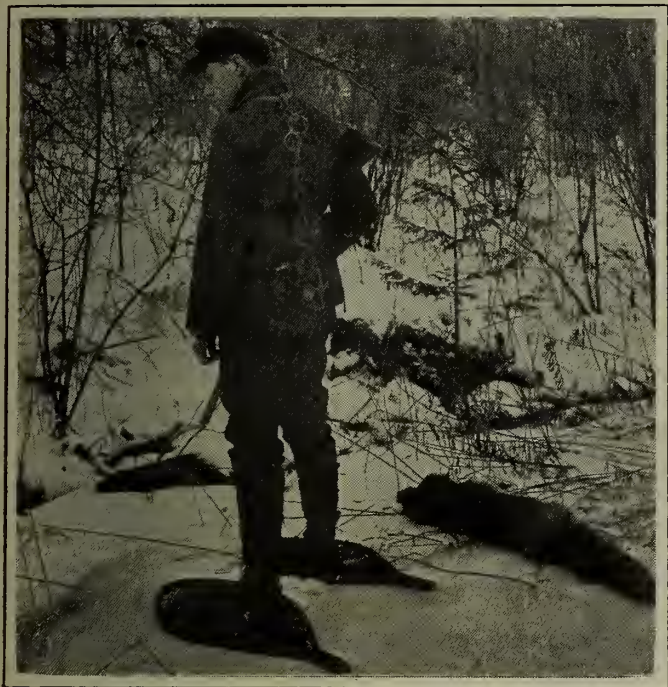
Palmer-McLellan Shoepack Company
Fredericton, N.B.

The Shoepack and Larrigan Trade in the North

Business is Good This Year and When the Cold Weather Settles It Will be Better

FROM one of our subscribers in Northern Ontario we have the following letter, which explains itself:—

The present has been an exceptionally good season in shoepacks. The pack most in use in this section of the country is made with a draw-string. They are made by expert workmen and when properly made are waterproof. The advantage of a pack made with a draw-string over a



The trapper, a good customer for Larrigans
Cut by courtesy Canadian Countryman

pack made in the ordinary way is that the string holds the front part of the foot in shape and prevents the pack flattening or spreading out. They are made with a bellows tongue, which is large enough to allow the foot to enter easily and are also laced all the way up the front and fit snugly around the ankle by making them very easy to walk in.

The bellows tongue is made of a good quality of leather, thus insuring that this part of the pack will also be waterproof.

Like all other footwear, they require care and need to be kept well oiled, as the oil in the leather is bound to work out and it must be replenished to keep the pack waterproof.

Larrigans and oil tan moccasins made from oil-tanned leathers are also in demand. They are suitable for men engaged in lumbering or bush work, being light and durable. They are made in a number of different styles and grades of leather and can be used in different lines of work where warmth and durability is required. They make an excellent footwear for boys as they will turn water, are warm and light on the foot and will stand the hard wear required in boys' footwear.

The demand for shoe packs this season has been above the usual, especially in the better grades.

With the advent of cold weather the indications are that the demand for boys' and youths' oil tan moccasins will be equally as good as former years, if not better.

PAINTED SHOE BOTTOMS

Here is an article from the Scientific American that will be interesting to any one in the shoe and leather business. To what extent this is practical remains to be tried:—

"Mr. F. W. Charles, of Seattle, sends the Scientific American the following instructions as to doing it. He says they are the result of much experimentation.

"For a pair of shoes that have the shiny dressing worn off the soles, put on three coats of paint—ordinary hard finish black paint will do—allowing each coat to dry forty-eight hours before applying the next paint. That is all there is to it.

"If the shoes are new, with the sole dressing intact so that the paint will not penetrate, roughen the surface with fine sandpaper. The paint will soon wear off the soles, but that which has penetrated the leather will remain and perform its good offices. Repeat the process once each season and the soles will cease to worry you; the life of your shoes will be measured by that of the uppers—and this will be greatly prolonged by the elimination of the half-soleing process, with its great wear and tear on the edges of the soft leather.

"In proof of all this I can cite a pair of Oxfords which I am now wearing for the third summer. The heels are slightly worn, but they were never painted. I may say, as further evidence of what this showing means, that I walk about for some fourteen or fifteen hours per day."

A WONDERFUL PROCESS

One of the most perplexing difficulties with which shoe manufacturers as well as last makers have to contend is the tendency of lasts to absorb moisture. Lasts have to be made in the first place from most carefully and thoroughly dried wood, which has thus to be held in storage for long periods before being shaped up and finished. Even where turned out under ideal conditions and stored with absolute regard to atmospheric conditions it is found that the trouble from moisture is always a problem to be reckoned with. In fine lasts the change through absorption of dampness is often sufficient to affect the fitting qualities of the footwear. The United Shoe Machinery Co., in connection with its last department, has adopted a process of treating the wood from which its lasts are made that entirely eliminates this troublesome factor in last making. The lasts are treated chemically by a specially prepared petroleum product which has the property of permeating the pores of the wood and driving out the moisture. The tip of the block is suspended in the solution which, through capillary attraction, proceeds to completely take the place of the moisture it drives out. The general character of the wood remains unchanged with the exception that the block becomes entirely immune from attacks of moisture during the process of manufacture and besides is capable of the highest finish.

BRANCH OF GOODYEAR RUBBER IN SASKATOON

D. J. McCarthy, of Toronto, the assistant sales manager, and H. W. Schultz, of Toronto, the western credit manager of the Goodyear Tire and Rubber Company, of Canada, are at the present time in Saskatoon where they are completing the arrangements for the opening of a branch office. Mr. McCarthy and Mr. Schultz spent some time in Winnipeg last month, with E. C. McConnell, the local manager, preparing for the large business which it is expected will be done in the west in 1920. R. O. Ferguson, who was formerly with the Goodyear Company here, is in Saskatoon and will be the office manager there in the new branch.



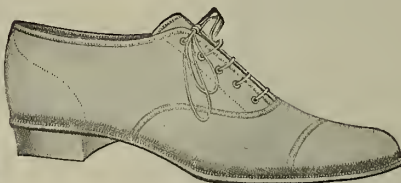
Let THE SPEED KING LINE

Do It—



bring you your full share of the Outing Footwear trade for the 1920 Season. Presenting all the latest styles and ideas in Outing Shoes and maintaining our high standard of workmanship throughout, Speed King's will be a greater factor than ever in the coming season's trade.

Order your supply at once from any of our wholesalers and make it large enough to take care of a big demand.



The Rainy Days Are Here

Are you ready for the rush on Independent Rubbers? Are all your lines well filled? Keep sorted and don't delay in ordering or you will miss your share of the valuable trade which is bound to start immediately.

Prompt Service from any of our chain
of wholesalers.



INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited - Halifax, N.S.
Amherst Boot & Shoe Co., Limited - Amherst, N.S.
Brown, Rochette, Limited - - - Quebec, Que.
Fraserville Shoe Co., Limited - - - Fraserville, Que.
James Robinson - - - - - Montreal, Que.
A. W. Ault & Co., Limited - - - - - Ottawa, Ont.
McLaren & Dallas - - - - - Toronto, Ont.
White Shoe Co., Limited - - - - - Toronto, Ont.

The London Shoe Co., Limited - - - London, Ont.
T. Long & Brother, Limited - - - Collingwood, Ont.
Kilgour Rimer Co., Limited - - - Winnipeg, Man.
Amherst Central Shoe Co. Limited - - - Regina, Sask.
E. A. Dagg & Co. - - - - - Calgary, Alta.
Dowers Limited - - - - - Edmonton, Alta.
The J. Leckie Co., Limited - - - Vancouver, B.C.

The Independent Rubber Co., Limited
Merritton - - - - - Ontario

A Better Knowledge of Canada

Frank Maitland Cites in Printers' Ink Examples That Show There is Still Much to be Learned About Canada South of the International Border

ACCORDING to Printers' Ink, as related in a recent issue, a distinguished New Yorker of no mean educational attainments, when asked to name the Provinces of Canada replied: "Montreal, Quebec and Assiniboia." The comment thereon was to the effect that this gentleman's acquaintance with Canada must have ceased shortly after the last Northwest Rebellion.

Up to the date of this typewriting, no Canadian of even ordinary common school education has been known to make the statement that the States of the American Union are New York, Chicago and Indian Territory; if he did, some Canadian paper might remark that his knowledge of the United States had ceased at the time of the civil war—and then again it might not.

Regina is the capital city of the big grain-growing Province of Saskatchewan. It is a proud and lusty and somewhat cocksure little city of probably 40,000 inhabitants. It thinks well of itself, but it does not consider itself the chief city of Canada, neither does it believe that the Province of Saskatchewan is all that there is of the Dominion.

An enterprising men's-wear retailer in that city was impressed by the advertising of a certain American line of underwear advertised in American magazines that have considerable circulation in Canada. He asked for the agency for his territory. He got it without delay—for all of Canada! Inquiries go to the advertiser from all parts of Canada, for American magazines are read widely in all Canadian Provinces. These inquiries are turned over to this men's-wear retailer in Regina and he sells this particular brand of underwear to buyers in Nova Scotia, nearly 3,000 miles away. He has a snap all right and, needless to say, he has no complaints to make; but he is not equipped to represent the American manufacturer in the way that he should be represented in the Canadian market, and he sometimes wonders if this big American firm really thinks that Regina is the commercial centre of the Dominion.

A few years ago, I attended a big Business Show held in the Coliseum in Chicago. A string of business papers with which I was connected had an exhibit at the Show, the design being of course to interest some of the big business men in advertising in Canada. Along came the general sales manager of one of the biggest manufacturers of roofing materials, with factories and sales agencies in all the principal American cities. This firm had recently made trade connections with a wholesale hardware house in Montreal. It was nibbling at the Canadian market but was not prepared as yet to do any advertising.

"You are well represented now in Eastern Canada," I said, "although you might be well advised to have your line on sale by a Toronto house as well. But what about the West? That's where the biggest building activity is to be found these days. You should be represented in Winnipeg, and perhaps in Calgary and Vancouver as well. I should be very glad to recommend a good hardware house in Winnipeg."

"Winnipeg? Oh, we handle Winnipeg from Seattle."

"Indeed! I presume you handle Minneapolis from Seattle as well?"

"It's quite evident, young man, that you are not up very well in United States geography. It happens that we have a branch sales office in Minneapolis, but if we hadn't we

would work the Minneapolis territory from Chicago. It happens to be two days and a good many hundred miles nearer. You have a lot to learn about this country."

"Not nearly so much as the best informed American business men have to learn about my country," was the reply.

Forgetting the phenomenal war orders of recent years, Canada is by far the best customer that Uncle Sam has got. Too good to suit the ideas of the Canadian manufacturer, who complains bitterly that in spite of "Made in Canada" campaigns, and a customs tariff of a mildly protective nature, his own market is swamped with American-made goods, which means that many American manufacturers have discovered Canada; but it does not mean that they know much about it, for they don't.

The advertising managers of Canadian newspapers and periodicals, who make occasional journeys to Uncle Sam's country looking for business, are astonished at the lack of knowledge of Canada which they find in the offices of the big advertisers. They shouldn't be, for every day's mail brings new evidences of it in correspondence from the brainiest and best informed of American advertisers.

The incident that follows will excite little comment among Canadian readers. They are used to such things. They happen every day. A big American advertiser wanted information as to the distribution of his product among the druggists of a Canadian city. So he wrote to a newspaper in which he was advertising asking for signed statements from all the druggists. He sent along some forty or fifty post-cards, on which his questions were neatly typed, and asked the newspaper's co-operation. Needless to say, he got it, and got it promptly. But his postcards could not go through the mails as they carried American stamps. The stamps that are good in Canada happen to have the picture of King George. Those decorated with the features of George Washington are not accepted by the Canadian postal authorities. Not so strange either, when one comes to think of it. Yet in all the big Canadian hotels, frequented by American tourists, notices are placed conspicuously over the mail boxes with the reminder that Canadian stamps must be used on all letters. The notices are there because they happen to be needed.

There is much educational work that needs to be done in the United States by Canadian newspapers and periodicals looking for American advertising. As a Canadian advertising man, let me say that the prevailing lack of knowledge in the United States of things Canadian is largely our own fault. We have not sufficiently advertised ourselves in the neighboring republic. Few of us realize the kindergarten nature of the instruction that needs to be given.

What is needed is a larger co-operative advertising campaign than has yet been attempted by Canadian publishers, and a stream of books and pamphlets for the instruction of American advertising agencies and business men.

One word more, addressed to the American advertiser. It is true that you get a big circulation among Canadian readers when you see American periodicals. But you need more than that to get the returns you have a right to expect from the Canadian market.

Many brands of goods that are extensively advertised in the United States are not sold in Canada. To get consumer interest it is necessary to advertise as well in Canadian periodicals. The reader knows that a line of goods that is advertised in Canadian periodicals and newspapers is on sale in Canada. He is never sure of this when he sees something new advertised in an American magazine. Canadian advertising will make doubly effective the Canadian circulation of American periodicals.

"Wealth don't bring happiness," said Uncle Eben of the Washington Star. "Zeb Cotton saved up fo' dollars an' bought hisself a pa'r o' shoes. De shoes pinches his feet, an' now he's too proud to go bar-footed."



No. 909
MEN'S 9-INCH STREAM DRIVERS' PACK
PALMER'S "MOOSE HEAD BRAND"

PALMER'S
SUMMER PACKS
PLOW SHOES
AND
DRIVING
PACKS

1920



No. 309
MEN'S 9-IN. SUMMER PACK, WELT SOLE
PALMER'S "MOOSE HEAD BRAND"

We are now ready to talk business on Summer Packs, Plow Shoes and Driving Boots for 1920. Our salesmen are now out, and will call on you soon. Place your order early. This splendid ready selling line is gaining in favor among its numerous buyers, and 1920 already bids fair to be our banner year. Write us for our new 1920 catalogue.

JOHN PALMER COMPANY, LIMITED
FREDERICTON, N.B., CANADA



No. 40 DRAW STRING

MEN'S ¾ LEG SKOWHEGAN
WATERPROOF DRAW STRING SHOEPACK
Palmer's "Moose Head Brand"

PALMER'S
"MOOSE HEAD
BRAND"
SHOEPACKS
AND
MOCCASINS



No. 70 DRAW STRING
MEN'S "PALMER BRAND"
DRAW STRING SHOEPACK

1919
AND
1920



No. 36 DRAW STRING
MEN'S 10-INCH SKOWHEGAN
WATERPROOF DRAW STRING SHOEPACK
PALMER'S "MOOSE HEAD BRAND"

Palmer's Shoepacks and Moccasins need no introduction. For fifty years they have been the favorite winter footwear of woodsmen and all men who work out of doors. They stand for quality first and always. You want your customers to have the best, of course. Then don't experiment, just buy Palmers. Carried in stock by all leading Shoe Jobbers. Write us for our Shoepack Catalogue.

JOHN PALMER COMPANY, LIMITED
FREDERICTON, N.B., CANADA



To Permanently Please

all members of the family to whom the lustrous finish, easy comfort and long wearing qualities of glazed kid appeal

USE

NOVILLA KID

It has every quality which makes genuine glazed kid desirable and in addition "IT WILL NOT SCUFF."

Thus the only objection to glazed kid shoes is removed.

You can also sell NOVILLA KID FOOTWEAR at more popular prices.

Order your kid shoes cut from NOVILLA Kid.

CASTLE KID COMPANY

Originators and Sole Producers

CAMDEN

NEW JERSEY



Mention "Shoe and Leather Journal" when writing an advertiser

ADVOCATES ELIMINATION OF WHOLESALER

(Continued from page 30)

\$222,000. In 1919, for six months, the turnover was \$1,756,388, and the net profit \$88,793.

The above is the report as it appeared in one of the Toronto papers, but is sufficiently complete to reveal to anyone familiar with the shoe trade, or any other trade, the utter hopelessness of expecting anything like a sane and competent handling of the most ordinary business proposition by a board consisting of lawyers and labor men.

From the beginning they have harped on the fact that one jobbing firm made \$190,000 in one single year, and have characterized this profit raking as not only excessive but outrageous, and even before the interim statement above appeared the temporary chairman of the board, a former railroad conductor, did not hesitate to express his views as to what should be done with such "extortion." Not a word has been said of the turnover of this particular jobbing house, although full particulars will no doubt be given in the questionnaire submitted and it will doubtless be in the neighborhood of \$2,000,000. Accordingly the concern made about 9½ per cent. net on its turnover or about 13½ per cent. on its gross sales, out of which it paid its expenses of \$79,000. Not only in justice to the jobbing house itself but for a proper understanding of the actual situation as well as for the honor of the Commission, these facts ought to have been placed before the public.

The fact that this particular establishment had special facilities in buying afforded by a large turnover, as well as its extremely economical selling cost, as evidenced by the figures quoted as its expenses, enjoyed special opportunities for margin, was evidently not considered by the Commission. Every right-minded man must feel that in all fairness the full details should have been given in order that a proper understanding of the case might be possible. The concern all the while sold in the market against other wholesale houses and certainly must have had to meet their competition. But the whole circumstance is used as a reason why the jobber should "go," and these gentlemen, without any practical business training or experience, proceed to hand out a law on profits which is, to say the least, most astounding. Have they gone into the question of cost of selling shoes, clothing, hardware, groceries or any other line of ordinary merchandise? Do they know anything about selling costs? Where would any wholesale merchant be who undertook to sell goods at ten per cent. on his manufacturing costs? Let them go into that matter with any class of jobbers and learn before talking glibly about doing business on a ten per cent. margin.

If they apply the rule to the shoe trade why not to dry goods, hardware, clothing, or any other of the many lines of ordinary merchandise? Grocery houses, dry goods establishments, wholesale hardware dealers are all jobbers who would undoubtedly be put out of business if the views of the Board of Commerce were given effect.

As to the shoe trade there are in Canada some 200 manufacturers of footwear who confine their attention to making shoes and selling exclusively through jobbing houses. These manufacturers, by specializing and selling their output thus direct, are able to make and sell their shoes much cheaper than those who maintain larger corps of travellers on the road. They take no risk, their overhead is practically eliminated and they are able to give their undivided attention to the production of the special lines they make, with the result that the jobber can buy from them at prices that enable him to easily compete with manufacturers who sell goods direct to the retail trade. This competition is what regulates prices and the safeguard of the consumer as well as the retailer.

Were the jobber to be forced out of business two things would happen. Numbers of small shoe manufacturers would be compelled to quit. It would be absolutely impossible for

them to continue unless they united to form a selling organization that would take the place of the jobber and in the end the retailer and the consumer would have to put up the equivalent of that which now goes regularly to him.

But it would mean much more. Shoe manufacturing is done to-day in case lots. It is one of the essentials of keeping down costs. At present the jobber carries large supplies from which the retailer replenishes his stock from time to time as he may require. The removal of these buying facilities would hamper trade and force many smaller retailers throughout the country out of business. It would also mean larger stocks and consequently higher costs and increased losses to every shoe retailer in the Dominion.

The whole thing is absurd as any plan must be which undertakes to establish a margin of doing business without going carefully into merchandising costs. The suggestion made by a member of the Board that departmental stores be not merely allowed but compelled to sell at lower prices than the ordinary retailer on account of its special advantages in buying, rentals, etc., is the climax to this strange pronouncement upon reducing living costs. It would be much better if the Commission came out boldly and declared its policy to be the elimination of the small shoe manufacturer and retailer than to make itself as ridiculous as some of the press statements cause it to appear.

SOME BABIES

The two gentlemen seated in the kiddies' swing are two well known shoe travellers. On the left is Mr. H. E. Wettlaufer, sales manager of the Charles Ahrens Co., Kitchener, and on the right is Mr. J. Trick, who handles the Lady Belle lines, of the same city. At the time the pictures were taken they were comfortably seated in the kiddies' swing in the children's shoe department of J. Stewart's shoe



H. E. WETTLAUFER
Kitchener

J. TRICK
Kitchener

store in Victoria, B.C. Don't they look happy? And why should they not? Away out in that mild climate sitting in this piece of furniture that turns them back to the good old cradle days of their babyhood (if they had any hoods when they were babies). But better reasons than those are the fact that, to use Mr. Wettlaufer's words: "Trade is good out here on the coast, most travellers are getting big business." Now why should they not look happy?

By the way, this swing business is worth mentioning. Mr. Stewart has it in the children's department for the kiddies to amuse themselves while their mothers are busy buying shoes. Good idea and could be adopted in many stores. But say, it is safe to bet the youngsters were sore while Mr. Stewart was snapping the babies shown in the picture. And also note that some fair Victorian has "tagged" the boys. But that goes in with expenses you know.

Boost your goods for Christmas gifts. Emphasize the USEFUL PRESENT.

INVINCIBLE

FORMERLY CALLED
MONARCH



"INVINCIBLE" Rubber Boots and Shoes are built of tough tire-tread stock and by auto tire methods.

Like auto tires they are cured by the High Pressure Cure Process. A combination that makes the toughest, strongest and longest wearing boot that money can buy. "Invincible" Rubber Boots and Shoes will outwear any other make, bar none.

It is the high pressure process and the time-defying materials that go into "Invincibles" that makes them wear so long. Feature "Invincible" Footwear and build up a permanent and profitable trade.



THE MINER RUBBER COMPANY LIMITED

Mention "Shoe and Leather Journal" when writing an advertiser

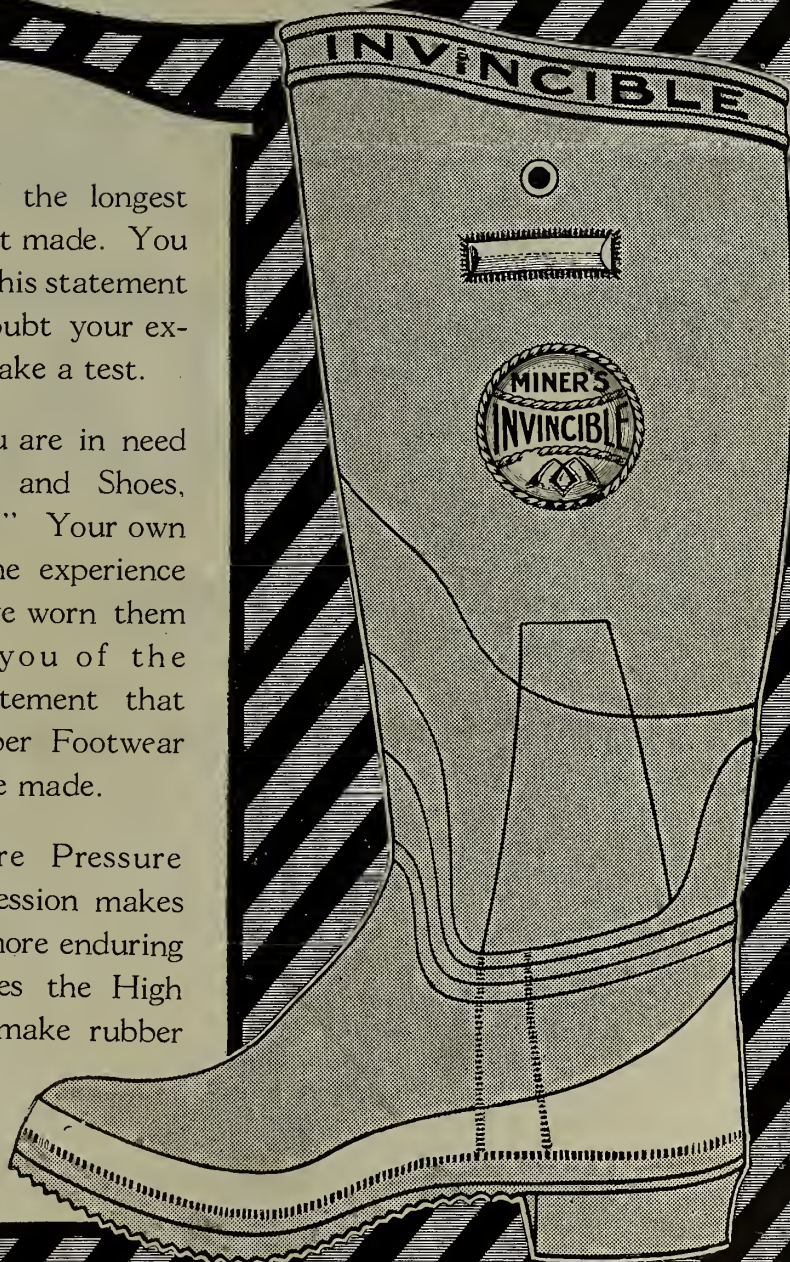
INVINCIBLE

FORMERLY CALLED
MONARCH

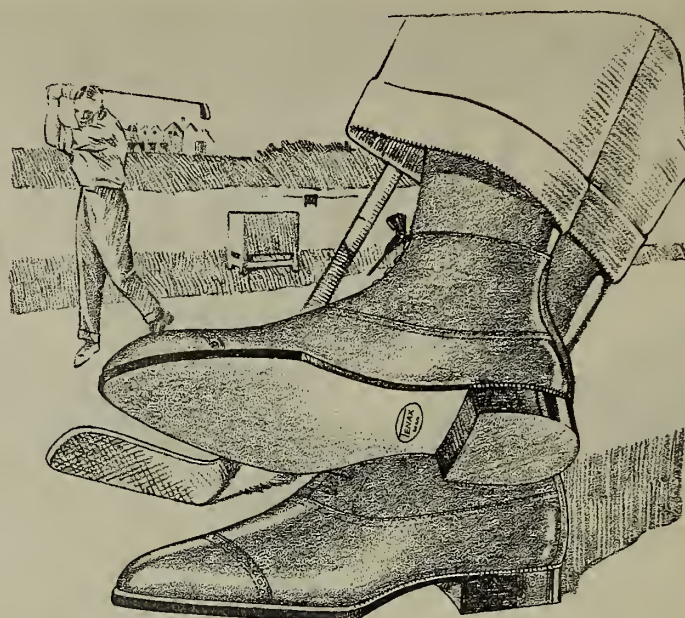
ABSOLUTELY the longest wearing boot made. You may doubt this statement but you cannot doubt your experience, if you make a test.

The next time you are in need of Rubber Boots and Shoes, order "Invincibles." Your own experience and the experience of others who have worn them will convince you of the truth of our statement that "Invincible" Rubber Footwear is the most durable made.

"Invincibles" are Pressure Cured. As compression makes steel harder and more enduring than iron, so does the High Pressure Process make rubber tougher and more lasting.



**THE MINER RUBBER COMPANY
LIMITED**



TENAX

— REGISTERED —



WHITE



BLACK



TAN

The "Better than Leather" Sole

Put your store on a firm footing by displaying, recommending and furnishing Tenax Soles on all repair jobs. If the manufacturer offers you boots and shoes with Tenax Soles, you can confidently rely on satisfied customers, at least as far as the SOLES go. Pliable, water-proof and long-wearing Tenax Soles will be appreciated by your customers. Their many advantages over leather soles are so well-known that very little sales talk is required to have your customers use them. Drop a card to your jobber or direct to us for samples and prices. A two-cent stamp will bring you information about a profitable feature of the shoe business.

"The Soles that Give Satisfaction"

Gutta Percha & Rubber, Limited

Head Offices and Factory, TORONTO

Branches: Halifax, Montreal, Ottawa, Toronto, Fort William, Winnipeg, Regina, Calgary, Edmonton, Saskatoon, Lethbridge, Vancouver, Victoria.

Rubber Notes

RAW rubber continues to be firm. The demand for the cultivated product keeps the price well up. Pale Latex Crepe is quoted at 54½, while Up-river Para Fine is quoted at 52 cents, which is a slight advance over last month.

The sales of rubbers this season as reported by the travellers of the various wholesale houses and manufacturing plants exceeds that of other years. This may do away with the idea held by many that the mild winter caused many to carry over stocks from last season. There may also be other reasons. Retailers may be anticipating that rubbers will be worn this fall and winter more than in previous years for there are some who will make their old shoes do under rubbers rather than pay the new price for new shoes.

Shipments, too, are reported to be about completed, and the orders are pretty well in the hands of the shoe trade. The indications are that with colder weather there will be a big demand for all kinds of rubbers. The heavy lines are becoming more popular every year with workmen, farm hands and even river and lumber men are wearing them in a way they did not a few years ago. This fact is borne out by reports from the manufacturers who state the sales of heavy lines has been very big for this year.

Tennis and outing shoes have had a great sale this fall. These lines are making great strides with the public. Of course, the price of leather shoes has done much to help them become more popular. With numbers of persons they are taking the place of many varieties of leather goods. The very stylish models that are now on the market take them out of the old class of slip-shod shoes. They are really nifty and stylish, and can be worn much more than heretofore.

RESTORING THE ELASTICITY OF RUBBER

It is reported that rubber articles that have become hard, recover their elasticity in a short time if placed in three per cent. carbonic water or three per cent. aniline solution. In the case of the carbolic solution it must not be forgotten that black goods exposed to it become gray. If it is desired to preserve the black or red color of the goods, that, too, can be done. A one per cent. solution of pentasulphate of potash is employed. It is true that this smells unpleasantly, but the restoration of elasticity is quite considerable.

A LARRIGAN PIONEER

See Front Cover

There is no name so intimately associated with the oil tan trade of this country as "Palmer." For many years it was the synonym for larrigans and shoe packs, and men spoke of buying "Palmer's" as naturally as of oil tans. The late John Palmer was practically the pioneer in this line, and was known from coast to coast as the larrigan king. His son, Charles K. Palmer, grew up in the business, and absorbed the ideas that made the line famous as naturally as the product itself takes in the ingredients that gave the durability and suppleness.

"Charlie" Palmer is as well known to-day as his father was in his time, and perhaps better. He is not content to remain at home and devote his brain and energies to keeping the Palmer product up to the requirements of the times, but gets out amongst the trade to gain intimacy with his cus-

tomers' requirements and maintain their personal contact that has always been the boast of Palmers.

Besides being a good "mixer" Charles Palmer is a good sport, and shows some splendid trophies of big game taken in the woods of his native province. He has some of the finest moose heads to be found in the Maritimes and is fond of comparing them to the "Moose Head Brand" so well known from coast to coast.

NEW SHOE FIRM IN MONTREAL

The Empire Shoe Co., Limited, with office and warehouse situated at 301 St. James St., Montreal, is a recently organized company to carry on a wholesale shoe jobbing business, specializing in women's fine and medium priced McKays, as well as men's fine and medium priced goodyear



LOUIS ADELSTEIN
Montreal

welts. They also carry an extensive range of women's turn slippers.

The policy of the firm is to give special attention to widths, so that any desired width may be readily obtained.

Their salesmen who cover Ontario, Quebec and the Maritime Provinces, carry 110 lines of footwear, including 25 lines of men's oxfords and 30 lines of women's oxfords and pumps. One of the special features of the lines is a number of models of shoes in imitation brogue in both high and low cuts.

Mr. M. Adelstein is President and Mr. Louis Adelstein, who is well known here for the active interest he has taken in the Retail Shoe Association for years, is Vice-President and General Manager. It is understood that Mr. Louis Adelstein's new venture will not in any way interfere with the retail business which he conducts on St. Lawrence St., Montreal.

A LITTLE RUBBER ROW

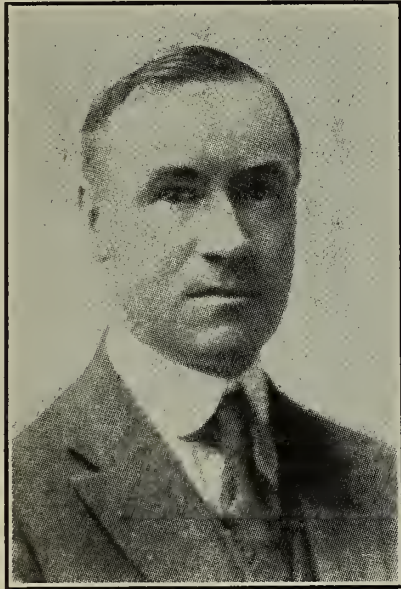
The salesmanager of the tire department of a large rubber manufactory had some words with the salesmanager of the sole and heel department, so just to get even with him he laid this on his desk when he was out: The "Panther Tread" on the "Cat's Paw" and made the "Maltese Cross." The "Peerless" one then said, "If you wish to come out a 'Victor' take a 'Spring Step' with your 'Wing Foot,' or dig yourself in and become a 'Miner.'"

No \$25 Shoes Before Christmas

Here is What an Outsider Has to Say
About the \$25 Shoe Scare

THE expression that "extremes meet" is not more applicable than have been the two statements that have been going the rounds of the press for some time, viz., that shoes would be selling for \$25 before Christmas this year (that is this would be the regular price or average selling price), and that the price of shoes would come down. While both of these statements are quite erroneous the latter that prices would come down perhaps caused the most harm.

It is true that the first statement that they would be \$25 before Christmas had a bad effect in some cases, but not to great as did the latter statement. The harm done with the \$25 report was that some people bought more than was



GEO. H. McROBBIE
of McRobbie's Walk-Over Boot Shop, Vancouver,
newly elected Provincial President British Columbia
Board, R.M.A. of Canada.

needed for the time and this naturally keeps prices up. But as this was not done to any great extent no appreciable effect was felt in prices, yet this kind of trading does not tend to lower prices.

A writer in the Sunday World has a pretty good idea of the high and low price reports that have been circulating in the daily press and this is what he has to say about them:

There will be no \$25 shoes in Canada as a general thing before Christmas. Of course there will always be some lines that may be purchased at this figure, but that this price should be struck as an average is simply out of the question.

Nor would I have any one think there will be a lowering in prices, except in special sales and clearing of over-stocks, for some time to come, but that shoes will reach a price of \$25 on a par with old prices of \$3 to \$5 shoes is almost an impossibility.

But how is it known that shoes will not reach the \$25 mark by Christmas? Very easily. Any shoe man can tell you. Shoes are bought largely in advance by the retailer. That is, the spring stocks are purchased in the fall and the fall stocks in the spring. It is almost a case of contracting

for the goods at least six months in advance. Now, in order that a manufacturer may quote prices on deliveries for this autumn's selling he must have secured a price on his leathers from the tanners at least four or six months in advance. Then he proceeds with the making. His travelers go out and take orders at certain prices. No manufacturer will seek orders nor would a retailer place an order without knowing at what price the goods were. The orders for this autumn's and winter selling were placed last spring at a price. The goods were delivered this autumn to sell at a price. Changes in the prices of shoes take place largely in the two seasons, spring and fall, and are applicable to the season in advance. Shoes that were sold last spring for this fall's selling will not be changed in price from that quoted at the time of sale.

Shoes sell this fall higher than last fall, but they will not go to any such height as \$25. They will run from \$8 to \$12 and \$16, but the average will be around \$10.

Scarcity of Leather

That there is a tremendous scarcity of leather is admitted by all. Herds in Europe were almost depleted to provide meat for the armies. Leather was used for military purposes in a way that brought an abnormal demand on the stocks in hand and taxed the ability of the tanners to produce as fast as the material was needed. The herds are now being replenished. It will take at least three years to bring a cow to maturity, and as the stocks are so small from which the breeding is done, it will take some years before the old quantity is reached. The same is quite true of herds both in North and South America.

Tanning Long Process

Here is another feature of which the general public is not cognizant, and of which many shoe retailers do not think and possibly some do not know, that it will take from six to eight months before a hide can be made into leather and manufactured into shoes. With the South American hides, of which thousands upon thousands are imported into Canada and the United States, it may take even more than this time, especially when the obtaining of cargo bottoms has been so difficult. This will mean that from the time prices do start to come down on raw hides it will be many months before it will be felt on the manufactured products, boots and shoes.

The lowering of a hide 10c. a pound would not be a factor in the lowering of the retail price of shoes. Shoes are not sold in odd cents, except at bargain sales. They are usually sold in multiples of five cents and the great majority of prices are differentiated by quarter dollars and many by half dollars. This is an important feature. Prices range from \$5.00 to \$5.25, \$5.50, \$5.75 then \$6.00. And many lines, especially above this price jump in half dollar jumps. Now what does this mean? It means that when the price of hides may fall ten cents or even fifteen cents the difference it will make on one pair of shoes in manufacturing may be but a very few cents or may be not more than a cent or possibly in some lines the fraction of a cent, which would mean that the retailer's prices would not be affected. It is also a fact that a retailer may purchase a line of shoes at \$6.50 and retail them at \$9.00 and should the manufacturers' price rise to \$6.60 the retailer would still retail at \$9.00.

A personality is responsible for the success or failure of a business firm, largely to the extent by which he is enabled to organize and control its forces—to install and apply the personal influence in his system.

Don't wait till the last minute to make your Christmas selling plans—start right now and get your decorations in shape and begin your advertising also.

CALGARY MERCHANTS PROTEST

Calgary shoe merchants have entered a vigorous protest against the method of proceedings of the Board of Commerce during the recent investigation. In a recent issue of the Calgary Herald, the following report appears:

It cost the citizens of Calgary \$224,000 to buy \$447,000 worth of shoes in one year, laid down in this city, according to figures that Major Duncan Stuart, sub-commissioner for the Canadian Board of Commerce, cited to a small audience in the city council chamber recently. The session of the sub-commission was called to discuss a letter signed by a number of local merchants who protested that undue publicity had been given to gross profits of retailers at previous session of the inquiry.

There was considerable desultory discussion of the subject and during the talk, Major Stuart remarked that he did not think that a large amount of publicity concerning net profits of retailers would make very much difference in the situation. He then cited the totals of some tabulations Accountant E. A. McCannell has been preparing.

According to these figures the total cost of all the shoes sold in Calgary in twelve months, laid down in this city, was \$447,000 in round numbers. The gross profits of the retailers on this total amount of shoes were \$224,000, or, in other words, the total cost to the public of the shoes was \$671,000 in round numbers.

"That is what we are really interested in," said Major Stuart; "the gross profits. It seems to me, though I am not an economist, that 50 per cent. of the price of an article is a rather high price to pay merely for its local distribution.

"The net profits on these shoes," continued Major Stuart, "were in round numbers, \$63,000. The rate of net profit by different stores on the cost of these shoes ranged from 2.8 per cent. to 23 per cent. I notice here rates of profit of 2.8 per cent., 7.8 per cent., 11 per cent., 12 per cent., 13 per cent., 17 per cent. and 23 per cent. I judge," went on Major Stuart, "that the public is not so much interested in whether an individual makes 2 per cent. or 23 per cent. net profit as in the gross profit, which is part of the cost they have to pay.

"For instance, I notice that in the case of these shops, the net profit on capital invested ranged from 1 per cent. to 47 per cent. In fact, in one unusual instance, it was 201 per cent. The figures I have here are 11 per cent. 15 per cent., 16 per cent., 21 per cent., 34 per cent., 45 per cent., 47 per cent., and in one instance 201 per cent. net profit on capital invested. Now that might be misleading, and it is hardly fair to cite these percentages of profit on capital invested. One man may be exceptionally shrewd and energetic, and with a very small amount of capital, by doing much of the work himself, may make a big percentage on the capital invested. Another man, not so energetic, with a much larger amount of capital invested, may not make so much net profit on that capital. But the public is interested in the gross profits."

Mr. McCannell took the same position, that the only fair method of comparison was comparison of gross profits.

The discussion came up when A. H. Clarke, K.C., presented the letter which was published in The Herald, October 31 last, signed by J. M. Gibson, of the Hudson's Bay; G. C. MacMurray, Binning's, Ltd., A. E. Snell, F. Harling and J. T. Burns. The document protested that a false impression had been left in the public mind through publicity attendant on the sessions of the cost of living commission. Too much emphasis had been laid, it was alleged, on the gross profits of merchants, without sufficient publicity being given to net profits after overhead costs such as rentals, etc., were subtracted from the gross profits.

Mr. Clarke explained that he was appearing for all those signing the letter with the exception of the Hudson's Bay Company. E. G. Pescod appeared for the Hudson's

Bay to bring in some detailed explanations concerning various figures that had been presented in previous evidence by department managers of the store.

A representative of The Herald informed the commissioner that so far as The Herald was concerned the newspaper stood ready to give the fullest publicity to any previous evidence concerning net profits of merchants which might have been overlooked. This developed a reply from the commissioner, that unfortunately stenographic reports of the evidence had been taken only during the first six days when the sugar inquiry was on. Ottawa had then objected to the high cost of taking stenographic reports coming in from the various sub-commissions operating throughout Canada, and the stenographic reports had been dispensed with until the last day or two of the inquiry in Calgary, when they were taken again.

Mr. Pescod said that he had attended a number of sessions of the committee, and noted the manner in which evidence had been given and notes taken by newspapermen. He was sure that if any undue emphasis had been put on gross profits instead of net profits it was purely accidental, and due probably to the fact that evidence concerning gross profits was taken first. As the inquiry progressed into evidence concerning net profits, there were so many detailed figures involved that it was quite natural for the importance of some of the points concerning net profits to have escaped the attention of those present. The trouble was that the public, paying attention only to gross profits, had concluded that merchants were making 50, 60, 70 and 100 per cent. profit and patrons of stores were making the lives of merchants miserable by complaining about the profits.

E. F. Ryan, the solicitor of the sub-commission, rather objected to the protest voiced by merchants who had not given testimony before the commission. He said that of all those who had signed the letter of objection, only the Hudson's Bay Company had submitted evidence. He wanted to know if the merchants who had not given the evidence had any protests to make and if the letter was bona fide or "bogus."

Mrs. C. R. Edwards, the city's representative, wanted Mr. Pescod to ascertain whether any of the merchants who had given evidence had been approached and asked to sign the letter. Mr. Pescod did not think this would be proper on his part, and Major Stuart upheld his objection.

Mr. Clarke said that all the merchants were asking was that no false impression be left in the public mind; they merely wanted emphasis laid on the fact that gross profits did not mean the actual profit that the merchant made out of the business, but that his heavy overhead costs had to be taken out of this gross profit. This led to the discussion on the subject of whether the public really was interested in net profits in which Major Stuart cited the figures given in the foregoing. Major Stuart also asked Mr. Clarke if the merchants signing the letter wished to come in and give some evidence on the subject of their net profits. Mr. Clarke said he did not think that was the intention of those who signed the document, but merely that they wished to have the fact of actual profits of retail merchants put rightly before the people.

Most of the rest of the sitting was taken up with arguments over a set of figures submitted by the Hudson's Bay Company concerning soles and profits in the shoe department of the company.

HIDES EXPORTED ALTHOUGH THERE IS EMBARGO

It is reported that hides to the value of \$2,761,397 have been exported from Canada since the placing of the embargo on the export of hides, while leather to the value of \$2,053,601 has been sent out of the Dominion. The return shows that export still takes place under license, and that no application for license has yet been refused.



SALE OF MILITARY STORES, ETC.

**DRY GOODS, HOSPITAL FURNITURE, BEDDING,
HARDWARE, LEATHER GOODS, JUNK, ETC.**

SALES WILL BE MADE BY SEALED TENDER

Persons desiring to tender are requested to register their names and addresses with the **Secretary of the War Purchasing Commission, Booth Building, Ottawa** stating the class of goods in which they are interested, whether new or second-hand, or both.

Tender forms, with full details of the goods and places at which samples may be seen, will be mailed when ready to those who have registered as requested above.

Special Terms to Hospitals, Etc.

Dominion, Provincial and Municipal departments, hospitals, charitable, philanthropic, and similar institutions which are conducted for the benefit of the public and not for profit, may purchase goods without tender at prices established by the War Purchasing Commission.

Returned Soldiers and Sailors and Widows and Dependents of Soldiers and Sailors killed in the War may obtain supplies, for their own personal use and not for re-sale, through the nearest branch of the Great War Veterans' Association, who will combine individual orders and forward to the War Purchasing Commission through the Dominion Command of the Great War Veterans' Association. These services are rendered by the Great War Veterans' Association to all parties in the classes named, whether members of the Great War Veterans' Association or not.

All communications should be addressed to the Secretary, War Purchasing Commission, Booth Building, Ottawa, who will be glad to supply lists and further details to those interested.

Prepare for the Christmas Trade

Do not Wait till the Last Minute before You Begin to Boom Christmas Selling. Plan Now, Talk Now, Advertise Now and Sell Now.

IN spite of all warning to the contrary, there are always those who put off getting ready for Christmas till the last minute, and we desire to issue a warning this year the same as we have in other years.

Another important feature is that the shoe merchants should do all in their power to educate the public to purchase shoes for Christmas gifts. This can be done in your advertising by advocating the useful present as being more practical and economical than the gift of some frivolous article. Shoes come in the line of the useful as much as any article. Especially is this true for the children and particularly true in cases of large families of moderate means.

But there are many fancy lines that will make very attractive gifts which you can push to the front right now and advertise for the Christmas trade. You know it is better to be a month ahead of the season than to be a week behind. To us there seems no reason why economy should not still be practiced in all matters of buying and especially in Christmas gifts. Last season it was advocated long before this time, and there is just as much need for it this year. The country is at big expense for a thousand and one post-war things and the expense of the country must be borne by the people so economy will be one necessity in the matter of raising the funds wherewith to carry on this great work.

Now when people desire something real fancy, why can they not practice economy and at the same time secure attractive gifts by purchasing from the various lines of slippers, pumps, fine Oxfords, hosiery, etc., that are to be had in all well equipped shoe stores these days? This Christmas season, too, will afford you a splendid opportunity of closing out your novelty lines that may be remaining over a little longer than you had anticipated. Make a real attractive window display showing the various lines that will make acceptable gifts for all the family.

Take full advantage of your newspaper space to ad-

vocate the buying of shoes for Christmas giving and emphasize it also with your cards in your windows. Offer to lay away any presents bought now to be called for at Christmas time. This will be an invitation to early purchasing. Do not let one day go by before putting this advertising into effect.

We show a very pretty Christmas background that can be made or modified in the making so as not to require much work. The entire back can represent a brick wall if desired. This can be made of red wall paper or red cloth tacked on to a frame, and the pointing between the bricks can be lined with white wall paint which can be mixed with water. The door can be put in as shown or it can be left out if desired, and the plain wall go all the way along. The door, if you decide to make it, can be made of wall board, and painted to look as if panels were on it.

Possibly the most difficult thing to obtain will be the figure of Santa. But any clothing figure will do and a mask can be procured and the suit made of red material and batting used for fur. The key can be sawn out of half-inch lumber with a scroll saw, and then gilded. The idea is that Santa has opened the Christmas door of trade. Just back of the door you can have a little scene painted, or, you can have a sign with your own name on it. The icicles on the wall can be made of cotton batting or wadding and a little diamond dust sprinkled on it to give the frost effect.

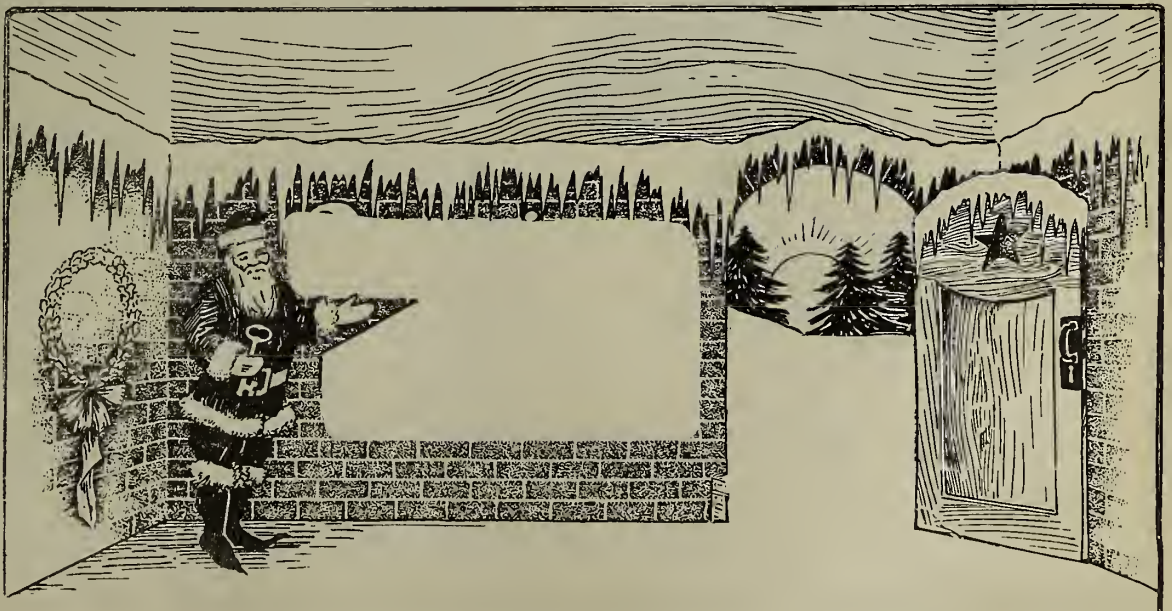
Now we are willing to admit this window would make a toy store window, but it should be remembered that the object of this window is to attract attention to Christmas selling and if you desire to push the Christmas trade, the nearer you come to having a Santa window the more you will attract attention.

With these suggestions you should be able to construct a window that will make your Christmas selling the best you have ever experienced.

MONTREAL SHOE RETAILERS MEET

At the monthly meeting of the Montreal Shoe Retailers' Association, which was held recently in their hall, Danduaud Building, St. Catherine street east, the matter which has been under discussion for some time of devising some plan of credit whereby existing stocks of old style footwear (obsolete) at present on the market in Canada, could be disposed of to the Russian Government, was thoroughly discussed by those present, and it was decided to make further inquiries in the matter and if possible arrive at some decision at their next meeting, which will be held in December.

A suitable Christmas Background.



UPPER LEATHER

BARK CHROME RETANNED

SPLITS

WAX FLEXIBLE OOZE

We Solicit Your Enquiries for Leather that has Stood the Test of Time

OUR AGENCIES

PERCY J. MILBURN, 256 Lemoine St., Montreal, P.Q.

RICHARD FRERES, 553 St. Valier St., Quebec, P.Q.

A DAVIS & SON, LIMITED

KINGSTON, ONTARIO



A Winner

One which comes in ahead. Ackerman Shoes are in that class. Being ahead in Reliability, Quality, Style and Comfort—always giving that long sought for Satisfaction. For the very best results stock Ackerman Shoes NOW and be a WINNER in Staple Shoe Selling.

District Agents for Dominion Rubber System's brands of
RUBBERS AND OUTING FOOTWEAR

Maple Leaf Brand Rubbers—**SOLEET FOOT** Outing Shoes



for

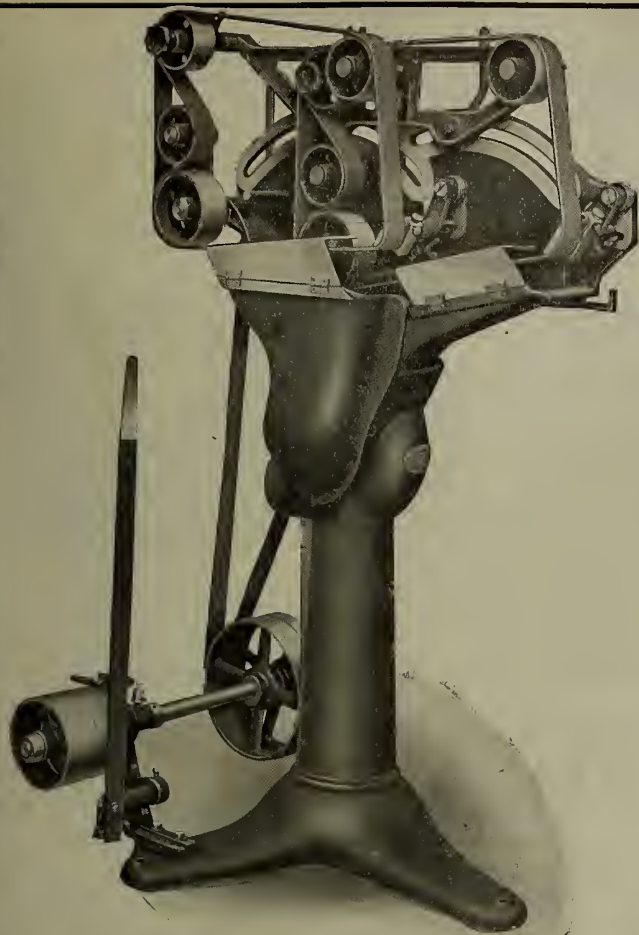
Men, Boys,
Youths,
Little Gents

B. F. Ackerman, Son & Co., Limited

Peterboro, Ont

Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"



For those who are satisfied with only the
BEST in Equipment

THE DUPLEX HEEL BREAST SCOURER

brings a full realization of perfect Scouring Machine Efficiency.

This machine will scour a perfect Breast on all Styles or Shapes of Vertically Breasted Heels. It is so constructed that by using two similar fixtures, with a coarse and a fine abrasive belt you can Rough and Fine Scour Heel Breasts at one handling of the Shoe. It also permits you, by using two different fixtures, to Scour the Breast on one and Scallop on the other.

Further Full Particulars Gladly Sent

Manufactured by

The Louis G. Freeman Co.

CINCINNATI, OHIO, U.S.A.

Canadian Representatives:

INTERNATIONAL SUPPLY CO.
Kitchener, Ont. Montreal, Que.

IN EVERY TEST OF ENDURANCE "COPELAND" SHOEPACKS

prove themselves to be SUPERIOR in every way. They are fully guaranteed against any defects in manufacture. The material used is the best obtainable. The workmanship is faultless in every detail.

Our Extensive Range

Draw String Shoepacks
Sporting Shoepacks

Sporting Welted-Soled Draw
String Boots

Prospectors', Miners' and River
Drivers' Boots

Plow Boots



The Copeland Shoepack Co.
Midland, Ontario

We regret that under present unsettled conditions and owing to
rush of business

Supply and Demand

in connection with

ROBIN BROS. RELIABLE PRODUCTS

could hardly be kept in the right relationship for us to
give our patrons the supply service we would like, and
which their valuable trade warrants.

With better facilities now at our command we will be
able to increase our output and so be in a position to
meet your needs in a more satisfactory manner.

Our goods are, as usual, all that they should be.

Our service is the best we can possibly make it.

HINGED and BLOCK LASTS. WOODEN and PAPER PATTERNS
TREES — FILLERS

ROBIN BROS.

CORNER OF CARRIERE AND GILFORD STREETS
MONTREAL, QUE.

The "Old



Reliable"

For over fifty years Cote's have built up a reputation for
Reliability. Their shoes have that enduring power BUILT
right into them and its there to stay. The Honest Value,
Neat Appearance and Faithful Service will win the hearts of
all your customers.

YAMASKA BRAND SHOES

are the Self-Starters in the shoe business. Let us prove this to you.

La Compagnie J. A. & M. COTE

ST. HYACINTHE, QUE.

BOOTS, SHOE UPPERS & MOCCASINS

We manufacture these lines for the trade—



No. 600 Boys' Red Oil Grain
Solid Leather Boot

Order your Moccasins and Shoepacks now before it is too late.

Our boys' boots are the ones you will re-order. They sell like hot cakes.



No. 407 Shoepack

Try Sample and See

BEAL BROS. LIMITED

52 Wellington St. East

--

Toronto, Ont.

LEATHER and FINDINGS

NEW SHOE FACTORY FOR GREB SHOE CO.

Mention has been made on several occasions in the SHOE AND LEATHER JOURNAL, of the Gourlay Shoe Co., of Kitchener, moving to Acton, Ontario. The Greb Shoe Co., of Kitchener, have now purchased the building vacated by the other company. This will enable them to increase their output to 1,000 pairs a day, and just about quadruple their staff. This is a three-storey building with basement, and built on modern plans and splendidly suitable for a shoe factory.

The Greb Shoe Co. has been running about seven years, and has made wonderful strides under the able management of Mr. Erwin C. Greb, a young man, who seems to be peculiarly qualified for just such a position. He has now added to his staff, Mr. E. W. Clement, a barrister of his city, who will be vice-president, and will give up his law practice and give his entire time to the new business.

The added space of the new plant will enable the company to expand considerably, and in addition to their standard work "shoe," which they have been making so long, will be added lines of men's welts and women's and misses' McKays, and the United Shoe Machinery Co. have been given instructions to plan and equip the new factory for a 1,000 pair daily capacity.

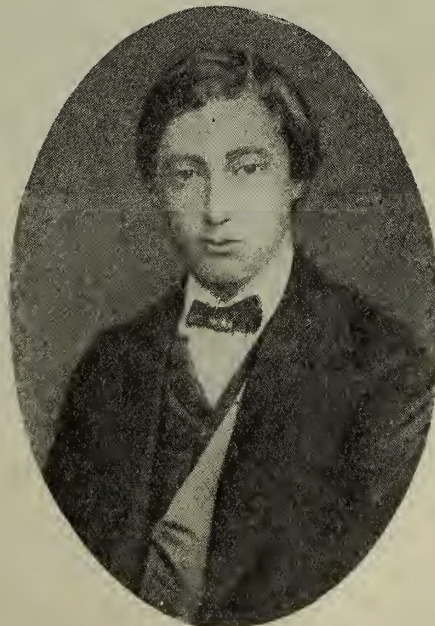
The officers of the newly arranged company will be Erwin C. Greb, President and general manager; Edwin W. Clement, vice-president; Chas. F. Vetter, secretary; Arthur F. Klugman, treasurer, and F. Daub, superintendent.

An enlargement to the Port Dalhousie plant of the Canadian Consolidated Rubber Company is planned for at a cost of \$80,000. The construction work will be proceeded with during the winter months so that larger production can be entered upon in the spring. A pressure vulcanizing plant that will cost approximately \$35,000 is one of the principal units that is being added to the present plant; the vulcan-

izing process will be used in addition to the heater curing system.

SIXTY YEARS AGO

It is nearly sixty years ago since the grandfather of the present Prince of Wales visited Canada. We are indebted to the W. B. Hamilton Shoe Co. for the accompanying



photograph taken in 1860 when the late King Edward, then Prince of Wales, visited this country. The portrait was amongst the many interesting relics of the late W. B. Hamilton. That the present heir resembles very closely his grandfather, will easily be observed by those who have seen the young prince or his photograph.

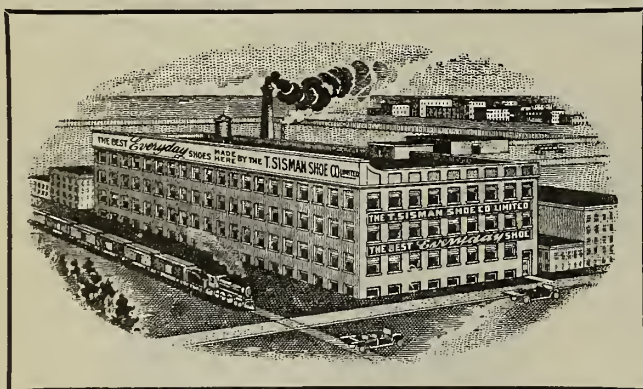
COLLIS CALF LEATHERS

**We Originate
Others Try to Imitate**

Known all over the world as being the Best
COLORED CALF made, and acknowledged
by everyone as the finest manufactured Calf
Leathers for fashion's favorite shoes.

COLLIS POPULAR BROWNS
Numbers 2 and 3

Collis Leather Company, Limited
Aurora, Ont., Canada



NAMES THAT MEAN

DEPENDABILITY

in Footwear, and that are always
associated with progressive and
reliable merchants.

“Best Everyday” and “Aurora”

For in the production of these two well-known lines Sisman's create and maintain a standard in shoemaking that enable the shoes to win unlimited popularity with dealers and wearers.

“BEST EVERYDAY” is acknowledged everywhere as something superior in a staple shoe for steady everyday wear—the shoe for comfort and long service.

“AURORA” is of the same honest quality and represents the same sound value—with a degree of style added that makes it suitable for more select wear. The certainty of satisfactory sales in handling these shoes is worth a lot to you. Your Jobber can supply you.

THE T. SISMAN SHOE CO., Limited
Aurora, Ontario



AMONG THE SHOE MEN.



The poor people of Mexico make shoes of discarded auto tires.

Ed. R. Lewis and his son, Gerald, of Toronto, recently visited the Montreal trade.

Mr. Brown, Brown Bros.' Boot Shop, London, was in Toronto on business recently.

Mr. G. Murdoff, representing Queen Quality lines, has been a visitor in Toronto recently.

It is reported that Chas. Rumford, of Thedfros, has sold his shoe business to T. S. Borthwick.

"Russ" Wood has just returned to Boston after a three weeks' trip through Canadian shoe centres.

The Chicago Style Show will be held from January 5th to 10th at the Palmer House, Chicago.

The Lang Tanning Co., of Kitchener, are building two new warehouses at an estimated cost of \$24,000.

Mr. Harry Buckley, of Lucius Beebe, Inc., Boston, has just returned to Boston after a visit to Montreal.

Turner's Shoe Store, 330A Dundas street, London, recently opened a new shoe store at this address.

Mr. and Mrs. W. A. Lane have just returned from a hurried trip to Boston, New York and Philadelphia.

Mr. Poole, of Dean Chase, Boston, Mass., spent a few days recently in Montreal, renewing old acquaintances.

Wm. Morley is now representing Nathan Cummings, of Montreal. He has the city of Toronto for his territory.

Mr. Raymond Gravin, of the White Shoe Co., Toronto, has just returned from a holiday in Montreal and Quebec.

According to reports, a federal charter has been granted to the Aetna Shoe Co., Limited, of Montreal for \$25,000.

Mr. C. Dufresne, sales manager for Dufresne & Locke, Montreal, has just returned from a business trip to Ontario.

Mr. and Mrs. A. E. Perry, of Rochester, has just returned to Rochester after spending several weeks at Atlantic City.

T. H. Cooper, of Orone, purchased a brand new auto on Saturday, and had it stolen on Sunday night from his garage.

Mr. John Reagh, Delta, B.C., has sold his boot and shoe business to Mr. Chamberlayne and returned from business.

The Westcott-Whitmore Co., of Syracuse, N.Y., have just issued their November in-stock bulletin which is very complete.

Mr. Gordon Miller, the popular shoe man of Jarvis, Ont., is now flivving around in a brand new baby grand Chevrolet.

Mr. Chas. Ahrens and Mr. Dawes, his factory superintendent, have just returned from a trip to Boston and other eastern points.

That was some joke when the big shoe man predicted a drop in shoe prices on April 1st. He selected the right date to fool the public.

Mr. W. Waller, manager of the Robt. Simpson Co. shoe department, Toronto, was on business in Montreal for a few days last week.

Mr. Fred Blachford, of the H. & C. Blachford Shoe Co., Toronto, was away from business a week with a touch of ptomaine poisoning.

J. D. McCrimmon, of the Slater Shoe Co., Montreal, has been in Toronto and other western Ontario centres in the interests of this firm.

Mr. N. A. Smythe, of the Royal Shoe Store, Toronto, has been in New York looking over styles and stocks. Goods are hard to procure Mr. Smythe reports.

We are informed that there is a good opening in Acton, Ontario, for a good shoe repair business. There is a good store to be had with dwelling overhead.

W. S. Edwards, of Edwards and Edwards, leather manufacturers, Toronto, has just returned from a very successful hunting trip in Northern Ontario.

Mr. J. Vallary, who has so long represented the Parker-Holmes people, is now representing Nathan Cummings, of Montreal. He will cover Western Ontario.

Mr. Howard Blachford, of the H. & C. Blachford Co., Toronto, is back at business after an operation in the hospital necessitated by injuries received while overseas.

Chas. Stanford, of Edward Stark Shoe Co., Limited, Vancouver, has just returned home after spending a couple of weeks visiting shoe centres in Canada and the U.S.

Mr. Pearson, manager of the Toronto branch of the Ames-Holden-McCreedy Co., has just returned from a trip to Montreal on business connected with his firm.

Kitchener has a new shoe factory confining its work to baby shoes. The brand is the "Dolly Dimple" line, and the firm is known as The Watson & Kilby Shoe Co.

Herbert E. Thomas, who has had a shoe business on College street, Toronto, for a number of years and has done

TO MANUFACTURERS—We are interested in obtaining a fine line of Children's Welts, either to carry in stock or for which we may act as representatives. Must be up-to-date line. Canadian Shoe Findings Novelty Co., 2 Trinity Square, Toronto.

TRAVELLER WANTED—Shoe Salesman wanted for Maritime Provinces by a Montreal house, who has splendid connections in above territory. Liberal arrangements and generous treatment given first class man. All applications confidential. Reply to Box 6, care of SHOE AND LEATHER JOURNAL, Room 326, Coristine Bldg., Montreal.

FOREMAN—For fitting and bottoming rooms of factory producing only high-grade footwear. Knowledge of French and English desired. All communications treated confidentially. Good salary for right man. Apply Box 865, SHOE AND LEATHER JOURNAL.

TRAVELLERS—Either for whole time or to make special trip in January and February with line of Gaiters and several other lines. References required. All applications treated confidentially. Apply Box 866, SHOE AND LEATHER JOURNAL.

LOOK!—Shoe Repair Business—Two well equipped, old established businesses in Toronto. An investigation invited. Will sell together or separate. Owner retiring. Box 864, SHOE AND LEATHER JOURNAL.

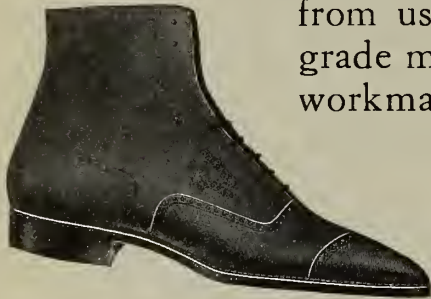
WANTED—By returned soldier, well connected in the Maritime Provinces and thorough shoeman, a line of Men's Boots. Only favorably known house considered. Commission basis. Prepared to work immediately.—Address: Box 862, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto.

Long Wear, Plenty of Style, Moderate Cost

Are the outstanding features responsible for the successful selling of

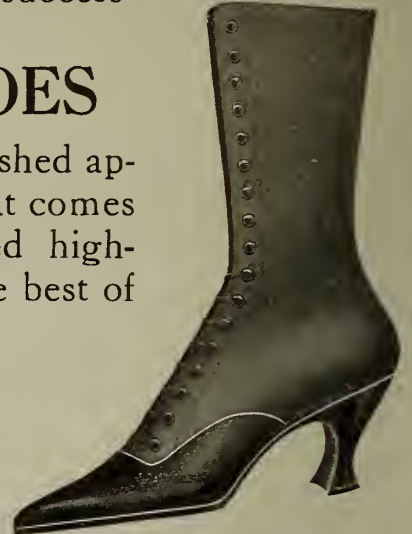
LAGAGE & LEPINAY SHOES

Beneath their attractive, well finished appearance there is the *durability* that comes from using only carefully selected high-grade material and employing the best of workmanship.



Goodyear Welts, McKays
Standard Screws

for Men, Boys, Youths, Little
Gents, Women, Misses,
Children, Infants.



LAGACE & LEPINAY

25 St. Anselme St.

QUEBEC, P.Q.



INSOLE STOCK

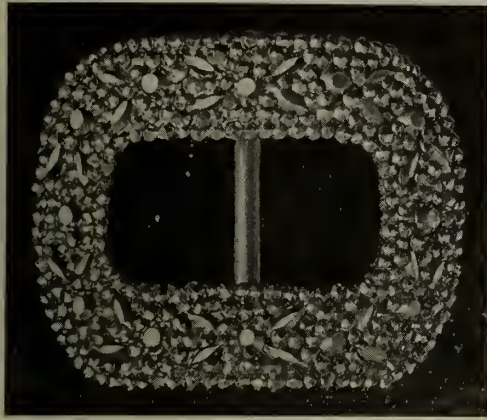
Made in white, oak and black colors. All weights from 2½ to 8 iron. It is absolutely fast color and a non-conductor; put up in sheets or rolls; uniform thickness and flexibility. An excellent insole for McKay or welt shoes, also for middle soles. Cuts and finishes to a clean edge.

SEND FOR SAMPLES

KENWORTHY BROS. CO.

STOUGHTON
MASSACHUSETTS

Represented in the Province of Quebec by HORACE D'ARTOIS, 224 Lemoine St., Montreal



You should buy GUGENHEIM BUCKLES because they offer you the most in value, and value in the sense of **both** workmanship and style.

You'll find the GUGENHEIM Line to include everything that's practical and popular in Shoe Ornaments.

Insist upon them for the sake of sales and satisfaction.

STEEL — BRONZE — JET — RHINESTONE — METAL

M. Gugenheim, Inc.

PARIS—Faubourg Poissonniere 32 NEW YORK—362-4 5th Ave.

a good trade, expects to branch out into something bigger.

President Lovely of the Boot and Shoe Workers' International Union has been in Toronto recently in connection with the Union. Mr. Lovely is making a tour of Canada.

P. Braunstein is the name of a new firm which has opened a factory situated at 29 William St., Montreal, and in which they will specialize in the manufacture of stitch-downs.

It is reported in Philadelphia that repair men are buying heavily good quality sole leather for use in their work. This shows that even repair men are recognizing that quality counts.

The Dominion Rubber System (Ontario), Toronto, have a five-pin bowling league among the various departments of their factory and office in Toronto, and are playing for a silver cup.

Parker-Irwin, Limited, Montreal, have erected in the rear of their present building a two-storey brick extension. This last addition to their plant will give them a capacity of almost double

Mr. Oscar Schallhorn, of the Breithaupt Leather Co., Kitchener, was presented with an address and club bag by his fellow workmen on the occasion of the anniversary of his birth recently.

Mr. L. C. VanGeel, of the Tillsonburg Shoe Co., has returned from his old home in Belgium which he had not seen for some years before the war. He looks as if the trip had benefited his health.

The factory of the King Shoe Co., Owen Sound, Ont., was offered for sale recently, but as there were no bidders, the town now owns the plant. It is reported that the town may lose some on this venture.

C. F. Tugman, of the Royal Shoe Store, Toronto, has just returned from New York, where he spent a few days looking over present styles and prospecting a little on securing stock for his own store.

Now what do you think of this? Leather coats advertised and selling right when there is such a protest about the scarcity of leather. But they are for women, and whatever the women want some one will supply.

People who visit Barrie now will not mistake the Barrie Tanning Co. They have had big readable signs painted on the front of their building and two sides of their big smokestack. These are signs of the times.

W. J. Drysdale, of the Toronto branch of the Ames-Holden-McCready Co., has just returned from a hunting trip up North. W. J. has a number of real good stories to tell about the narrow escapes the deer had.

Mr. and Mrs. Frank V. Bateman, formerly of Philadelphia, have now settled down to make their home in Montreal. Mr. Bateman is in charge of Jno. R. Evans Leather Co.'s new kid tannery in Montreal.

Major K. Marlatt, of Marlatt & Armstrong, Oakville, has been doing some real riding at the New York Horse Show. He carried Matt H. to a victory in the open jumping class. The horse is owned by Lt.-Col. Herbert Cox.

A meeting of the directors of The Independent Rubber Co., of Merritton, was held recently in Toronto. James Robinson, Montreal, Philip Pocock, London, Mr. Foote, Merritton, A. J. McLaren and Hugh White were present.

W. E. Stewart, of Richard Young Co., has returned to Boston after several lively weeks among the Canadian trade. Wally says he thought the shoe trade around Boston were a live crowd, but the Montreal bunch can show them a few things.

This is what the Montreal Gazette has to say of the recent inquiry: An additional investigation into the cost of boots and shoes is being conducted at Sydney. And the prices, already unprecedented in height, will continue to

AYLMER SHOES

for style



Quality

Durability

THE

Aylmer Shoe Company

LIMITED

Manufacturers of
Men's, Women's and Boys' Welts.

AYLMER, ONT.

L. H. Packard & Co.

MONTREAL Limited

Shoe Findings and
Shoe Store Supplies
of Every Description

Bunion Protectors
Arch Supports
Skaters' Ankle Supports

Also Selling Agents for

Globe Pillow Welt
==SHOES==
in all sizes



"Perfect" Counters

are all that their name implies. The most careful manufacture and the use of finest grade selected fibre ensures a product giving

Perfect Satisfaction

Their ability, fit, appearance and price give them the preference over all others. They are guaranteed to outlast the shoe.

Try our genuine pliable waterproof INNERSOLE made of the best material and of uniform high quality.

Perfection Counter Limited
699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, Montreal

Beal's
Shoepacks
for
Rough Work



The leather used is our own tannage, carefully chosen and fashioned into footwear in the best manner that skill and brain can conceive to get the maximum of resistance to wear and weather.

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.

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Head Office

27 Front Street East
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Tanneries

Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.



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.**

rise, just as though there had been only one inquiry or even none at all.

The shoe factory by-law authorizing the loan of \$25,000 to Gourley & Company, of Kitchener, for the immediate opening of a plant for the manufacture of the finest classes of ladies' shoes was carried by 228 to 27 in Acton, Ont., recently.

Mr. Emil Jacobi has two big annual events, one is a motor trip in summer and the other is a hunting trip in the fall. He has just returned from the latter and can tell the most extravagant stories about the number of deer that fell to his steady aim.

In London, Ont., cash prizes were offered to buyers of Victory Bonds. Each buyer was given a number and these were drawn at the close and holders of drawn numbers were given the cash. Miss Dora Brooks, of the Murray Shoe Co., London, drew a \$100 prize.

A wholesaler of Toronto, who has just returned from Montreal and Quebec, says that the factories in both those cities are booked up with orders and will not promise deliveries for some months. The smaller ones are also busy, and will not promise very immediate deliveries.

W. A. Walsh, 523 Richmond street, London, recently started a shoe store at this address. He expects to do a good business as he is offering shoes at very reasonable prices. He says he can afford to as he had not a very large overhead expense on account of being out of the main district.

It is reported that one shoe firm in Niagara Falls, Ont., has closed its shoe repair department, because it cannot obtain help under \$35 a week. It is also reported that any good repair man may have the use of the plant, which is modern in every way with electric finisher, for a rental of \$1.50 a day.

In our last issue through a typographical error, the name Murray Shoe Co. was given instead of the Nursery Shoe Co., as being represented by the Chas. Tilley & Son Co., Toronto. Samples of the Nursery Shoe Co., St. Thomas, are carried by the Messrs. Tilley in Toronto as well as by their travellers.

Geo. Kingsbury, of Nixon, who sells boots and shoes for a business, is a generous hearted fellow. Last week a certain wholesale house in Toronto received a generous sized box of chestnuts from him which was very greatly appreciated. A rival house was mean enough to say the gift was very appropriate.

Mr. Snelling, who has for a number of years conducted a store on College St., Toronto, has been compelled to seek another location, so has found it on Bloor St. When we say "Compelled," we should possibly qualify that. The compelling power was that his rent was jumped from \$55 a month to \$200. Just \$145 a month difference. Well he moved.

James Robinson, Montreal, and Jas. A. Young, Toronto, two old college chums, have gone on their usual jaunt to

the sunny south to escape the rigors of the Quebec and Ontario winter. This time they have deviated a little in their course, going by way of Western Canada, making Vancouver the port of debarkation. Every one wishes them a happy time.

W. J. Stevenson, of Harley Henry, Limited, Saskatoon, has just returned to the job after a three weeks' sojourn in the "Sleepy" East. He says it is fine to get back to the land where you can breathe clean, fresh air. Outside of that Bill is there. He made a great hit with the shoe men of Ontario and Quebec, so much so that we are led to believe he even got some shoes.

Now that the inquiry into the sale of boots and shoes in Calgary has been concluded the net result seems to be that the retailers are not getting very much more than they should have on the class of goods they are selling, but that they are not carrying the sort of goods many people want. That is a condition which should rectify itself. If there is a real demand for more moderately priced shoes some dealer will discover it and hasten to meet it.

VANCOUVER NOTES

Mr. A. Ovenden, a returned man, has opened a repair stand on 14th Ave.

Mr. G. F. Sanderson, from Saskatoon, has opened a stand on Nicola St.

Mr. Geo. Morris, of The Goodyear Repair Co., has passed his final examination in practipedics with a very high percentage and obtained a diploma.

Mr. R. B. Francis, of B.C. Leather Co., Limited, is again in the city after an extended tour in the East, having visited Toronto, Montreal, Boston, Chicago and returning by San Francisco and Seattle.

M. Harley, a partner of the firm of Woods Limited, K Boot Store, Hasting St., is back again in the city after an extended visit to England, where he visited several of the boot centres, and reports manufacturers working to capacity.

WINDSOR MERCHANT ADVERTISES IN DETROIT

Wilkinson's Shoe Shop, Windsor's largest exclusive shoe store, is now advertising for Detroit trade. There is no duty on shoes going from Canada into the United States. "Don't pay high prices for your shoes again. Come to Windsor," is the inviting message of this enterprising merchant.

THE INTERNATIONAL SHOE AND LEATHER FAIR

The International Shoe and Leather Fair held in London last month was not as successful in point of attendance as before the war, but the indications are that next year the show will be all that its promoters have planned, for the



HOCKEY BOOTS

Every Jobber should inspect our range of Hockey Boots for next Season. We specialize in these shoes and are able to give you exceptional values. With their good Quality and moderate prices they will command wide sale.

Our Heavy Footwear

fills the demand for strongly made, comfortable, well finished Work Boots. They are good sellers and Profit Makers.

J. E. SAMSON, Reg.

20 Arago Street - QUEBEC, QUE.

Sandals of Substance



We have the most highly specialized labor and equipment in Canada for the production of the best type of sandal, both in leather and canvas.

When ordering Sandals specify B. F. Brand.

We also make a splendid range of Children's Stitch-down Shoes.

Humberstone Shoe Co.
Humberstone, Ont.

CLARKE & CLARKE Limited

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

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 Gladstone Ave.

TANNERY
1704 Iberville St.

CHAS. E. ROY & CO.

(REG.)

DEALERS IN

New and Second-Hand Machinery

Leather and Shoe Findings

Let us know your requirements

We may have what you want

31 Colomb St. QUEBEC CITY



OUR McKAY and STANDARD SCREW SHOES
WILL STAND PLENTY OF HARD WEAR

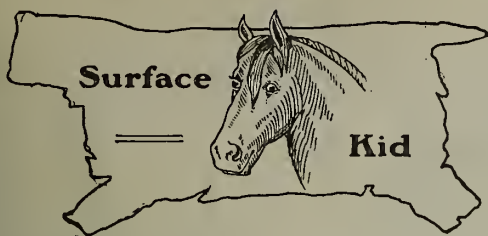
Made on Foot-fitting lasts that will give comfort to the wearer and are durable.

The Range Includes—Men's, Boys', Youths', Little Gents' and Children's Black Chrome Box Kip and Gun Metal Sides.

Your Jobber will quote you prices, or write us direct

A. A. COTE & SON LTD. Successors to

St. Hyacinthe Soft Sole Shoe Co., Limited
St. Hyacinthe, Quebec



SURFACE KID

GLAZED KID
SHEEPSKIN
CABRETTAS

Shoe Jobbers! When placing your order for goods made of Glazed Horse, be sure and insist on **SURFACE KID**, as it has the nearest appearance to Kid of any other similar stock on the market.

It is smooth, soft, pliable and durable, possessing all the qualities of genuine Kid.

GLAZED DULL and GUN METAL

MADE IN BLACK AND COLORS

LUCIEN BORNE

Quebec Office: 491 ST. VALIER ST.

Montreal Office: 225 LEMOINE ST

attendance for one week apart from exhibitors was about 38,500. The big manufacturers and exporters did not give it the support accorded in ordinary times, no doubt owing to the peculiar conditions at present existing in the trade. Only a few of the largest were represented. The arrangements were all that could be desired and no doubt next year will witness a marked change in both exhibitors and attendance.

JAMES ROBINSON COMPANY LIMITED

James Robinson, the well-known Montreal shoe house, has recently been formed into a limited company, and will hereafter be known as James Robinson Company, Limited. No changes in the personnel of the firm have been made. Mr. James Robinson holds the position of President and Mr. Geo. Robinson that of vice-president and general manager.

JOHN LENNOX COMPANY SUFFERED BY FIRE

The building adjacent to and owned by the John Lennox Company in Hamilton took fire recently and became almost a total loss. The fire spread to the John Lennox Company's store and did about \$40,000 worth of damage before the fire could be extinguished. The greatest damage was done to the Lennox stock by smoke and water. The building is estimated to have been damaged to the extent of about \$10,000.

CANADIAN SHOES SELLING IN UNITED STATES.

Here is a clipping from a newspaper that speaks for itself. If this is true it simply illustrates the old story of the two cows in adjoining pasture fields, each one putting its head through the fence to eat out of the others pasture. There is much said about Canadian men and women preferring United States shoes and that this is but a fact. Well

if this report be true it looks as if Canadian shoes were appreciated in the State of New York. Here is the clipping:

The opinion has always prevailed that boots and shoes are cheaper in the United States than in Canada, but recently there seems to have been a change in this situation, and some Canadian manufacturers have been able to send travellers to American points and have found a big demand for their products.

In one instance a large Canadian shoe company sent out a traveller to cover several points in the State of New York. It was thought he might be away about three or four weeks on the trip. He had at his disposal about 60,000 pairs of boots. In three days he covered three centres—Syracuse, Utica and Rochester—and by the end of that time had sold them every boot he had to offer.

Even allowing for the customs duty, quotations of the Canadian firm were said to have been considerably below the prices now being asked by American manufacturers. The opinion is offered that Canadian boot and shoe companies are better supplied with leather than is the case with many American manufacturers.

TORONTO SHOE REPAIRERS' MEETING

At the regular meeting of the Toronto Shoe Repairers' Association it was decided to make a vigorous attempt to round up the members and also get as many new members as possible. A number of plans are on foot for social evenings, but it has been almost impossible to obtain a room and artists on the same night. However, full plans are now in hand to have a smoker at the very earliest moment and a committee was appointed to draft a program and secure a place to hold the event. Election of officers will soon take place and the boys are beginning to line up the candidates for the various offices. A busy winter is expected. Three prizes are to be given for those who bring in the most new members within the next two months.

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.

Manufacturers of **CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS**

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

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 HideMerchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

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MADE THIS
Big Addition to Our Factory
NECESSARY

The purchase of extensive new equipment and the operation of night as well as day shifts in our Factory, show our confidence in the future of the Canadian Footwear Industries.

We can supply your requirements

United Shoe Machinery Co. of Canada, Limited
MONTREAL

179 King Street West,
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90 Adelaide Street West,
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28 Demers Street,
QUEBEC



CLARKE'S PATENT LEATHER



Signs of the times in Footwear point to the still greater popularity of Patent Leather, and conspicuous among the coming Season's samples are many high-grade Patent creations.

CLARKE'S PATENT LEATHER lends itself perfectly to the expression of Dressiness and Good Taste in Footwear, and gives real worthwhile Wear Service.

A. R. Clarke & Company Limited

Toronto

Branches at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire



THE SHOE & LEATHER JOURNAL

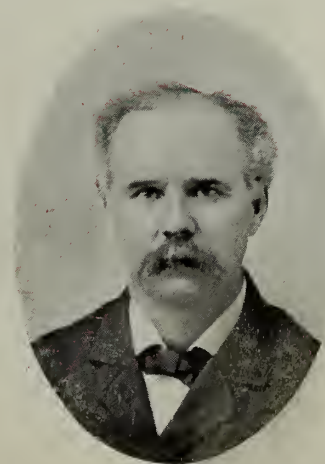
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Board of Commerce
Shoe Order

Price Inflation and Its
Remedy

Selling Hosiery in
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Helps and Hindrances
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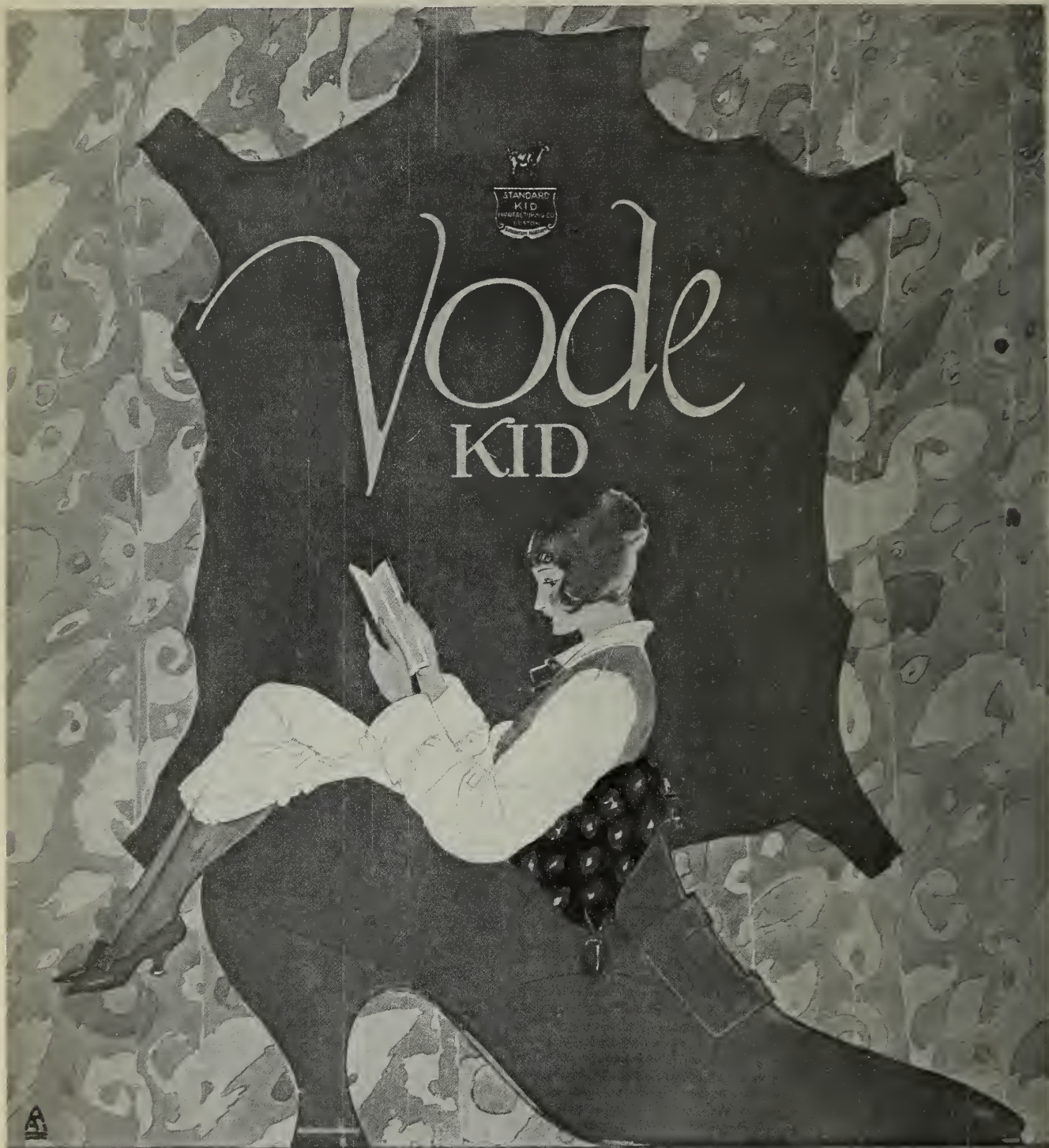


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St. Hyacinthe, Que.

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MONTREAL

TORONTO



STANDARD KID MFG. CO.
MANUFACTURERS OF

Black & Colored Glazed Kid & Patent Kid
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OUR RESPONSIBILITY



BENNETT

TRADE MARK

DEPENDABLE PRODUCTS

INNERSOLING ... COUNTERS ... HEELBOARD

It starts with the making of the fibre from the proper raw material.

It continues with the shaping of that fibre into counters that fit your lasts.

It ends only when these counters have out-worn your shoes.

Our responsibility is undivided and continuous.

BENNETT COUNTERS SATISFY!

They must make good or we will!

**BENNETT LIMITED
MAKERS OF SHOE SUPPLIES**

ONTARIO OFFICE
28 King Street East
Kitchener

CHAMBLY CANTON, P.Q.
CANADA

SALES OFFICE
59 St. Henry Street
Montreal

Made in Canada by the Largest Shoe Fibre Makers in the British Empire



TRENT VALLEY

OAK

You Will Be Interested
 In Knowing—

that our Hastings Plant is now completed and splendidly equipped and we have resumed the quantity production of

TRENT VALLEY OAK
SOLE LEATHER

At the beginning of the year this high-grade reliable leather will be available to the trade, and in view of its popularity and its extensive use in the past, especially in the production of Turns and fine Welts, manufacturers would be wise in providing for their requirements by ordering NOW.

The Breithaupt Leather Co. Limited

SALES OFFICES

Kitchener

Toronto

Vancouver

Montreal

Quebec

TANNERIES AT

Penetang

Hastings

Kitchener

Woodstock



Mention "Shoe and Leather Journal" when writing an advertiser

Dominion Calf



MADE IN CANADA



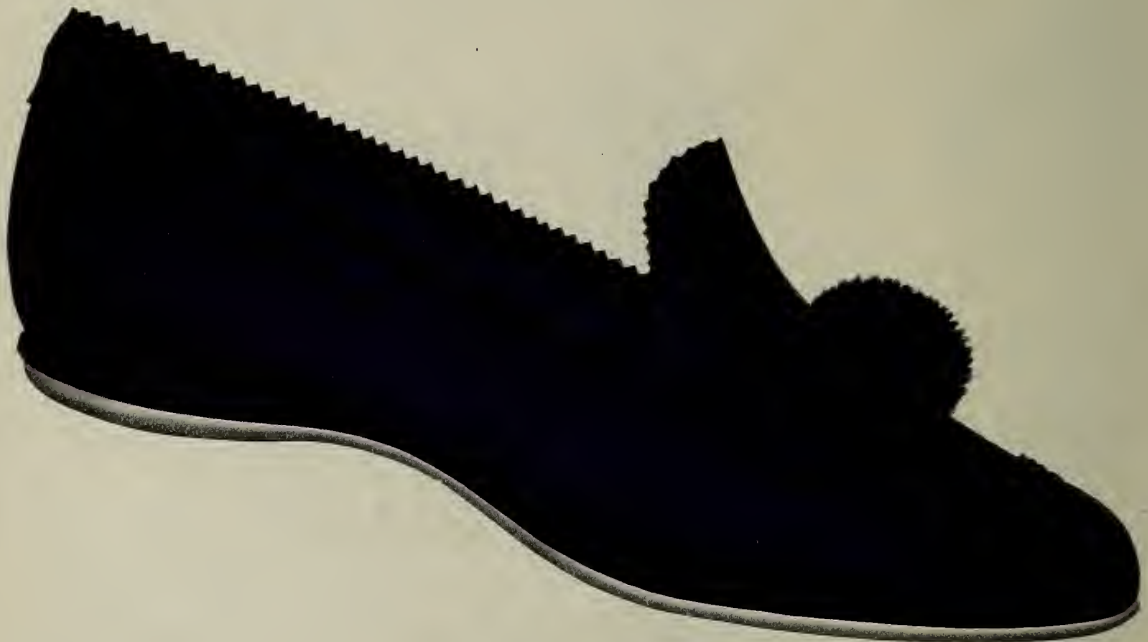
FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co. Limited
NEWMARKET ONTARIO



K. B. K U M F Y

ONE OF THE NEW ONES



IN COLORS: RED, NAVY, GREEN, WINE, BROWN, GREY. WILL BE IN SAMPLES OF K. B. JOBBER FOR 1920. SEE THEM EARLY AND MAKE UP YOUR MIND QUICKLY. THERE NEVER HAVE BEEN ENOUGH K. B's.

Made by THE COBOURG FELT CO., COBOURG

A. J. KIMMEL, PRESIDENT

Mention "Shoe and Leather Journal" when writing an advertiser



Strikingly Attractive

THE VANITY PUMP

This new Bell creation is a rare embodiment of snappy Style and fine Quality in a Dancing Pump. It is made on our popular, fine fitting Springtime last, and carries that expression of Daintiness that harmonizes with and adds to the attractiveness of the most fashionable Party attire. Made in Gunmetal and Patent Leather.



The Latest in a

GENTLEMAN'S DANCING PUMP

Your select gentlemen patrons seeking something distinctly classy in a Dancing Pump will be well pleased with this Bell model. Light, Comfortable, Well Made and decidedly Stylish, it fulfills every desire of the most particular in this class of footwear. Made in Gunmetal and Patent Leather.

With the season of social festivities now in full swing, you will find these two models, and many others in the Bell Line, the ideal footwear to feature for such occasions.

J. & T. BELL

LIMITED

MONTREAL

Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.
C. E. Fice, Representative

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

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes



Are You "All Set"

For Winter Selling ?

Each change of season drives people to their shoeman for special **seasonable** footwear. Your cold weather lines will begin to move rapidly now.

We Have the Goods You Need

in extensive selection and enormous quantity, in Boots, Shoes, Rubbers and Heavy Footwear—the goods that the season makes necessary and that Fashion makes popular.

Put your stock right to start with, and keep it right by means of

Robinson Service



JAMES ROBINSON COMPANY

LIMITED

MONTREAL



The Just Wright
TRADE MARK SHOES

THE CREDIT COLUMN

The retailer whose Credit Column—in actual profits and in goodwill—is not developing and showing the increase that these times warrant, should lose no time in linking up with

THE “JUST WRIGHT” LINE

Just Wright trade is not the “ebb-and-flow” kind. It is steady. It comes from people who through good taste and experience appreciate the better things in footwear. It multiplies the credits of Satisfactory Sales.

Several Lines of “Just Wright” Shoes in Stock.

E. T. Wright & Company, Inc.
St. Thomas, Ont.

KID AND CONFIDENCE



THE above illustration shows a section of our Montreal warehouse, containing bins of CITADEL KID, conveying but a limited idea of the heavy stock which we carry in order to supply the various demands of Canadian manufacturers.

This photograph exemplifies, stronger than words can express, our unbounded confidence in the stability of both the kid market and the shoe industry of Canada.

We are receiving weekly shipments from our tannery of CITADEL KID in uniform grades and weights, thereby assuring our customers of prompt deliveries.

J. A. SCOTT

EVENTUALLY

CITADEL LEATHER CO., Limited MONTREAL and QUEBEC

TO give buyers and wearers of Fine Footwear shoes that will satisfy their discriminate taste in Fashions, while also satisfactorily serving their exacting needs in Comfort and Wear Service is the one sure way of attracting and holding a profitable trade. Shoes that will accomplish this trade-building in the finest manner in both Men's and Women's lines are

Trade-Building SHOES

*A Wide
Variety*

of

*Saleable
Models*

at

*Popular
Profitable Prices*

DA - LA - CO

Men's Welts

PATRICIA

Women's Welts and Turns

METROPOLITAN

Women's McKays, Men's Welts

Daoust, Lalonde & Co., Limited
Montreal

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



*Women's Medium Priced
Footwear*

Oxfords, Pumps and High Cuts
IN BOTH
Leather and White Goods

Splendid Variety and Sound Values
IN
Every Line We Offer



The extensive range we have prepared for the coming season warrants your careful inspection. There is a wealth of new smart styles, pleasing and attractive, which can be depended upon to be popular sellers. Good quality and satisfactory wear service assured.

By the first of the year we will be prepared to give prompt attention to all Fall orders placed with us.

WE SELL
TO JOBBERS
ONLY

BE SURE
TO SEE
OUR SAMPLES

GAGNON, LACHAPELLE & HEBERT

55 Kent Street

MONTREAL, QUE.

Shoes for Women and Misses

ANCHOR SCoured OAK SOLE LEATHER

SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

THE

LANG TANNING COMPANY

LIMITED

KITCHENER

ONTARIO



One line of footwear, the sales of which prove that it embodies *all* the desirable qualities, is "Regal." *Regal 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 give the greatest value.

The Regal Agency Plan is a sound proposition in the merchandising of saleable shoes.

Regal Shoe Company, Limited
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REGAL SHOES



Of Special Interest to Tanners

We can give you an absolutely
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HIDES and CALFSKINS

Carefully Selected—Choice Quality

Lowest Market Prices

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Let us Know Your Requirements

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UPPER LEATHER

BARK CHROME RETANNED

SPLITS

WAX FLEXIBLE OOZE

We Solicit Your Enquiries for Leather that has Stood the Test of Time

OUR AGENCIES

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WELL—YOU'VE GOT US WORKING NIGHTS

The demand for our BOX TOES has been so great that in addition to putting two extra floors on our factory, we are also running a night shift.

There Must Be a Reason

PARKER, IRWIN LIMITED

*Leading Shoe Manufacturers'
Supply House in Canada*

MONTREAL

Some of Our Lines

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Shoe Felts
Polishing Wax
Sewing Wax
Fish Glue
Dry Paste
Black'ngs
Dressings
Box Gums
Patent Leather
Repairer
"Carbicon"
Felt Box Toes

and

A Complete Line
of Shoe Findings

The KID of QUALITY and VALUE

“Peerless”

GLAZED KID

“Ruby”

GLAZED KID

Evans' well known brands of Kid **STAND OUT** in Kid Leather production just like their names.

PEERLESS— Unequaled among kids for economical cutting and durability.

RUBY— Like a flawless stone, its superior character separates it from the mass of ordinary kid, and makes it the standard for strength, uniform texture and finish.

Evans' Kid will make your shoes “stand out.”

John R. Evans Leather Co.
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Specialists in Glazed Kid and Upper Leathers

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A Square Deal For The Working Man

That is what every sale of

THE TILLSONBURG SHOE

represents. And you will find it one of the most profitable and one of the best business building deals you can put through.

Try them out in your Staple Stock NOW. Ask your Jobber for them.

TILLSONBURG SHOE CO., LIMITED

-- MAKERS OF --

Men's, Boys', Youths', Lads' Medium
and High Grade Staple Shoes.

TILLSONBURG

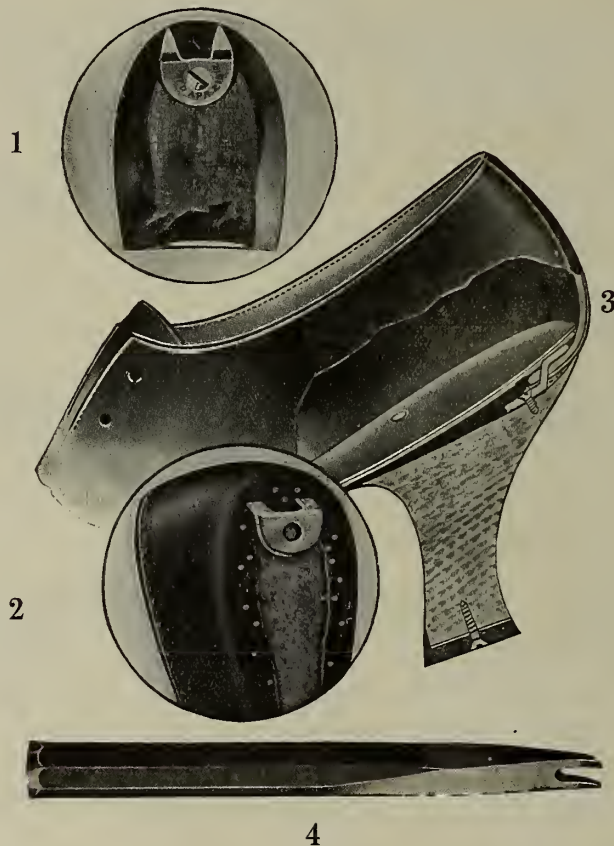
ONTARIO

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HOLDS. SNUG TO HEEL SEAT

Overcomes difficulty of shoe manufacturers and repairers in attaching wood heels.

That Loose, Shaky, Gaping Wood Heel is eliminated.



The fastener itself is securely attached directly to the seat of the heel as shown in illustration No. 1.

By means of the **USMC** Heel Seat Punch (illustration No. 4), two holes are made into the heel seat of the shoe. These holes penetrate the counter, but not the innersole, so that when the prongs of the fastener are inserted they will fit beneath the innersole, and tightly over the counter, as shown in illustrations No. 2 and No. 3. In this way the fastener is hidden from sight and the innersole is perfectly smooth and comfortable against the wearer's foot.

A heel fastened in this way is absolutely rigid, and under ordinary usage will not loosen at the back.

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Heel Pads Shoe Rolls
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Special Felts Made Up at Short Notice
to Meet Your Own Ideas

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A Trade Magnet

If you want to MAGNETIZE that shoe stock of yours—if you want to make it “alive” with a real trade-pulling power, feature

TETRAULT WELTS

There must be something mighty attractive about them, the way they draw the big volume of trade. It is their Style for one thing, their Fit too, but above all their unequalled VALUE.

Just like steel to a magnet the men's shoe trade clings to
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The Standard Welt Shoe of Canada

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

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London, England

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



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Spring



Retailers! Remember —
that

AIRD'S Popular
Priced
Footwear

cannot be beaten for
VALUE, VARIETY
OR
SALEABILITY

ASK YOUR JOBBER

1
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2
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We Sell to Jobbers Only

AIRD & SON (*Registered*)
MONTREAL



RUBBERS

for every style and shape
of shoe worn by men,
women and children

Whatever you lack to complete your stock of Rubbers, write or wire our nearest service branch. You can get exactly what your trade requires, to fit perfectly every shoe that enters your store, in

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"Jacques Cartier"—"Merchants"—"Maple Leaf"—
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being advertised from coast to coast. Feature the
brands that suit your trade best, and thus get the full
advantage of all our advertising in newspapers and maga-
zines and on the bill boards.

You can get quick and satisfactory service through

DOMINION RUBBER SYSTEM

Service Branches located at

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NORTH BAY
BELLEVILLE

SASKATOON
FORT WILLIAM
WINNIPEG
BRANDON
REGINA

EDMONTON
CALGARY
LETHBRIDGE
VANCOUVER
VICTORIA

The SHOE AND LEATHER JOURNAL



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The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

THE SWING OF THE PENDULUM

AT the close of the war there was a general feeling that not only should employers of labor endeavor to keep industry on an even keel by "carrying on," but that there should be no effort to cut down wage rates even though there might be a plethora of labor through a return of those engaged in the war to industrial employment.

Sentiment went still further and the demand that labor should more fully share in the management as well as profits of industry and that the worker should be ensured better living as well as working conditions was gradually becoming an accepted corollary in the new era of industrial life upon which we seemed to be entering.

The experiences of the past six months, and especially the persistent attitude of some labor leaders, has done much, however, to give the pendulum a swing in the opposite direction. People who were ready a year ago to talk co-operation and even partnership in profits, see in the attitude of labor, as evidenced by most of the strikes on both sides of the Atlantic in recent months, the sinister shadow of a movement that aims not at partnership but control.

In spite of the undoubted good faith and the sincere efforts of moderate leaders, who have no sympathy with the extreme views of communism, labor appears to be swept into the current of bolshevism that seems to menace at present not only the business but social fabric of the world.

The reaction which this danger has brought about threatens not only to set back the clock of industrial progress, but affects very materially the great question of public ownership. People have begun to ask in the light of the pressure that has recently been put upon governments with regard to public utilities, whether this policy can be carried far without eventuating in a condition intolerable to the people at large.

One has only to talk with those who have hitherto openly advocated governmental control of railroads, telephones, telegraphs and the like to realize how great a change has taken place in public opinion on this question within a single year. People are asking themselves, after the experience of the United States with its railroads, if it is possible for a government, under the conditions that prevail at present, to carry on enterprises of this kind as satisfactorily as a private corporation.

They are beginning, moreover, to see that this movement of communistic ideals is after all a backward not a forward trend as far as the true interests of the race are concerned. While the doctrine of the survival of the fittest may not be in keeping either with humanitarianism or Christian teaching, there seems to be in it at least the essence that helps the world in the development of men.

The Price Inflation and Its Remedy

High Prices Due to Monetary Inflation—Will Cease Advancing When Gold Dollar Is Varied in Weight to Meet Index Number of Prices—By Professor IRVING FISHER

IN an address recently delivered before the American Bankers' Association, Prof. Irving Fisher, of Yale University, gave a clear outline of the present orgy of high prices, and suggested a remedy. He said: The price level of the United States is now three-fold the level of 1896. Expressing the same fact in terms of the purchasing power of money, our dollar of to-day is worth only about thirty-five cents of the money of 1896. In modern slang we may say almost literally, that, as compared with the biggest dollar we ever had, our present dollar looks like thirty cents.

We cannot get far in explaining this great rise in the price level and fall in the purchasing power of the dollar if we seek the explanation in the directions where it is usually sought.

Profiteering is an effect rather than a cause of rising prices while scarcity of goods cannot, in this country, be alleged as an important factor.

For solving the riddle we must look at the other side of the price equation—the money side.

There is such significant evidence to point in that direction. We find that the great price movements correspond to monetary standards. Thus prices in all gold standard countries move alike while there is a great contrast between the gold and the silver countries in their price movements. Again we find that the ups and downs of prices correspond roughly to the ups and downs of the money supply.

In August, 1915, the gold supply of our country began to increase rapidly, on account of the importation of bullion in payment of war supplies. One month later prices began to shoot upward. In February, 1916, money suddenly and temporarily stopped increasing, and there followed a corresponding jog in the course of prices. Following our entry into the war, the credit structure based on this gold also increased far faster than the customary rate and faster than would have been necessary for normal business.

Inflation Rampant Throughout the World

War finance is the prolific source of monetary and credit expansion. The war has exemplified this in many forms. Russia indulged in the simple crass inflation of paying Government bills by printing irredeemable paper. Before the Bolshevik regime the Russian Government printing presses turned out, according to reports, a million roubles an hour, day in and day out, for over a year at a stretch. Under Bolshevism the output has been even greater, a total of eighty billion dollars in nominal value having been issued, which is more than the money of all the rest of the world put together.

Germany allowed the people, when a new loan was asked, to deposit the bonds of the previous loans at certain banks which were authorized to issue paper money to the depositor who then lent this paper money to the Government. In the United States, Liberty Bonds were likewise used as collateral at banks which, in turn, deposited them with Federal Reserve Banks and received their notes.

War finance also brought us still another, the most modern and approved, kind of inflation, due not to the increase of money proper but to the increased volume of

bank deposits subject to check. Banks subscribed to Liberty Loans simply by writing deposits on their books to the credit of the Government, and individuals lent to the Government by borrowing of the banks, the sums borrowed being likewise created by the banks as deposits on their books.

All these methods of war finance, like the greenback method in the Civil War and the Continental paper money of the Revolution, may be defended on the plea of military necessity, but they are inflation none the less, even when gold redemption has been maintained, and they, therefore, tend to add to the cost of living. As Dr. Miller of the Federal Reserve Board has said, "Inflation is no less inflation when gilded with gold."

Gold, paper, and bank deposits subject to check are merely three kinds of circulating medium and the abundance of any one of them reduces the value in exchange of them all.

On the whole, the money in circulation in the United States rose from three and one-third billions in 1913 to five and a half billions in 1918, and bank deposits from thirteen to twenty-five billions, both approximately corresponding to the rise in prices.

Money and Prices Both Trebled

Taking a world-wide view, the money in circulation in the world outside of Russia has increased during the war from fifteen billions to forty-five billions and the bank deposits in fifteen principal countries from twenty-seven billions to seventy-five billions. That is, both money and deposits have trebled; and prices, on the average, have perhaps trebled also.

The increase of over thirty billions in the money of the world (outside of Russia) is, as O. P. Austin, Statistician of the National City Bank, says, "more in its face value, than all the gold and all the silver turned out by all the mines of all the world in 427 years since the discovery of America."

The secret of high prices, then, lies not so much in scarcity of goods or profiteering in trade or the other conditions usually supposed as in our money and banking conditions caused by war finance. The world's war debts have been pulverized into circulating media. This first occurred in Europe, but we in America felt its reflex effect long before we entered the war. The European inflation sent their gold to us in payment for war supplies. The billion dollars of new gold imported into the United States between August 1915, and our entry into the war gave our price level its great wartime boost. That billion of gold and our 22 billions of Liberty Loans after we entered the war explain more than nine-tenths of our high cost of living to-day.

The rise of prices has hurt those with "fixed" incomes, and helped those who take what is left—the so-called profiteers." Business is highly successful. The number of business failures has reached a low record. It is but natural that the workman should demand a share in this prosperity. In fact, it is necessary that he receive higher wages if he is to cope with the rising cost of living. In spite of the general impression to the contrary (based on certain widely advertised cases of extraordinary wages during the war), wages have not, on the average, kept up with the soaring cost of living. Real wages in 1918 were only 80 per cent of what they were in 1913.

The result is wide-spread irritation and suspicion. The workman fails to realize that it is the depreciated dollar, and not his employer, which is cheating him out of a just return for his labor. The workman, and everyone else as well, blames the business man (whose prosperity is obvious) for the existing high prices. The fact is, of course, that the business man's profits are the result and not the cause of the increasing prices. But this is not comprehended except by a very few, and the average man is openly rebellious at what he considers the extortion which is being practiced upon him. Thus an evil which primarily affects only one

class of our population, i.e., those with fixed incomes, becomes in its secondary effects of discontent and rebellion, of grave consequence to the entire country.

Alike the danger of incurring inflation and the evil of inflation when it has taken place are bound up with the fact that the public generally is ignorant on the subject. The sound banker and the economist have always to fight against inflationistic fallacies and proposals. The average man persists in thinking that "a dollar is a dollar." As he cannot imagine himself having too much money he cannot imagine a country having too much money.

He little dreams that his present difficulties with the high cost of living are due primarily to too much money and substitutes for money, or credit.

Ignorance of the Cause of the Present Stress

In this combination of irritation over high prices and ignorance of their true cause, we find the real danger in our present situation.

Ignorant radicalism is using high prices as a lever for attacking our economic system. The incessant strikes and the difficulties of the railroads and other public utilities—two outstanding news features of the papers every day—are not yet understood as due to inflation and the shrinking purchasing power of the dollar.

This all points to the need for reaching a scientific solution of the problem before reckless radicalism has any further excuse for sweeping the country with some hastily conceived remedy such as would only leave things worse than they now are.

When we were suffering from the opposite aberration of our unruly dollar, i.e., when we went through the drastic fall of prices beginning with the close of the Civil War and ending in 1896 (with the accompanying evils of depression in trade, bankruptcies and unemployment), the country, in an almost desperate attempt to escape these evils, nearly adopted Mr. Bryan's remedy, which would have been worse than the disease.

The radicalism of those days, expressed in "populism," died out soon after prices stopped falling. The present radicalism will die out soon after prices stop rising. If only we could put a stop once and for all to these great swings of prices in either direction, we would escape a vast amount of social discontent which price movements always breed.

To secure this result we need a stable price level and to secure a stable price level we must stabilize the dollar, the aberrations of which disturb the price level.

Our present dollar is constant in weight. No matter what influx of gold takes place or how much the value (i.e., purchasing power) of gold is lessened by the increase of its paper and credit substitutes, it must bear the same nominal price. In other words, fluctuations in the price of gold cannot show themselves in the altered price of gold. They are, therefore, reflected in the prices of other things.

The Remedy

Let us, therefore, vary the price of gold. In other words, let us vary the weight of the dollar, weighting it when the index number of prices is too high and lightening it when the index number of prices is too low.

This can easily be managed if we have gold circulate by means of paper representatives, redeemable at any date in whatever amount of gold bullion may be, at that date, the dollar.

In order to make the process clear, let us look at an example. Suppose that the plan were inaugurated this month, and the existing price level called 100 per cent. Suppose further that at the next date of calculating the index number, the figure showed an increase of 101 per cent. This in concrete language, means that it will now take \$1.01 to buy what \$1.00 would previously have bought. It is apparent, then, that by adding 1 per cent. to the gold bullion

in the dollar, this lost purchasing power would tend to be restored. If there were no further tendency to depreciation, this correction would be sufficient. The price level would come back to par.

If, on the other hand, further depreciation took place the index number might continue 101 per cent. and call for a further weighting of the dollar at the next periodical adjustment.

Whenever this fluctuation in the purchasing power of gold (which would ordinarily express itself in a price fluctuation) ceased, the dollar would be left at its increased weight, or if an appreciation of gold set in, the dollar's weight would be lightened. Thus increases or decreases in the purchasing power of gold are compensated for by decreases or increases in the amount of gold bullion in the gold bullion dollar.

In this way any change in the price level is always in process of being corrected, the gold bullion dollar is always being approximated to a constant purchasing power, i.e., a constant price level, the circulating dollar certificates being redeemable, are kept equal in purchasing power to this amount of gold and finally the credit structure (assuming a sound banking system) is also kept from fluctuation by its relation to this stabilized dollar. In other words, the purchasing power of the gold certificates will be kept constant in terms of goods while the weight of the gold dollar is allowed to fluctuate.

A MARKET FOR SHOES IN NEWFOUNDLAND

The import boot and shoe trade of Newfoundland is increasing in volume each year, but unfortunately Canada's share of this line is not increasing in proportion to the requirements of the trade. Formerly, it was claimed that Canada's competitors were supplying a more stylish and better finished article at a much lower price than could be obtained in the Canadian market, consequently the bulk of this trade went to other than Canadian manufacturers. As Canada is now manufacturing and offering for export, boots and shoes that, for style, finish, quality and price compare favorably with the product of other manufacturers, and there being an increasing demand in Newfoundland for the Canadian-made article, it is desired to impress upon Canadian exporters seeking trade in foreign markets the importance of a rapidly growing trade at their very doors awaiting to be developed and in which business conditions are regarded as being so stable and satisfactory as to leave no room for adverse criticism.

SPLENDID POLICY OF THE TILLSONBURG SHOE CO.

Here is a plan that is unique as well as progressive. It is unique because it is likely one of the first factories in Canada to adopt this measure and is claimed to be the first shoe factory to adopt it. It is progressive because it is a long step forward in sowing contentment among the employees.

To show their appreciation to the employees for their co-operation the company has decided to present to each employee a life insurance policy of \$500 with the Metropolitan Life Insurance Co., which amount increases \$100 per year so long as the employee remains with the company.

There are some U. S. concerns who have made similar arrangements with their help, but in most cases the policy lapses when the employee leaves the firm. With the Tillsonburg Shoe Co., should an employee leave he may continue the policy himself. It is such thoughtfulness as this that does a great deal toward keeping help loyal and contented and removes a great deal of the unrest that is liable to come wherever labor is hired. The company say this is one way they show their appreciation of the employees' spirit and co-operation, which has been such a strong factor in building up their very successful business.

Board of Commerce Shoe Order

Outcome of Recent Investigation of Retail Shoe Prices—Board Evidently Convinced Business on a Reasonable Basis—Shoe Retailers on the Whole Satisfied with Ruling—Some Points Raised by Sellers of High-Class Footwear—Difficulties with Similar Shoes Sold at Different Prices

THE consensus of opinion regarding the ruling made by the Board of Commerce is that it is a fair one and endorses the general practice of the retail shoe trade in aiming at 33 1-3 per cent. gross profit. Evidently the information given to the Board as to the cost of doing business has met with due consideration and the fact that shoe merchants generally have realized in the past three or four years only a moderate return on their investment has impressed the investigators.

The report given out by the press caused considerable uncertainty and alarm, many thinking that they were to be limited to the specified percentage upon the actual cost price of their goods. This would have meant ruin to most of those in the business as the entire profit would have been consumed in the expense of doing business under present conditions. But the order itself specifies thirty-three and one-third per cent. on the sales price, which means fifty upon the invoice price. We quote herewith the order verbatim:

THE BOARD OF COMMERCE OF CANADA
Ottawa, the 26th day of November, 1919
Commodity: Boots and Shoes.

Present:—The Chief Commissioner; W. F. O'Connor, K.C., James Murdock, Commissioners.

UPON HEARING Mr. Whitla, K.C., Mr. Price, K.C., and Mr. Morison, of Counsel with this Board respectively at Winnipeg, Toronto and Hamilton, in these proceedings relating to the commodity above mentioned, and Mr. Frame, K.C., of Counsel with the Governments of Manitoba and Saskatchewan.

AND IT APPEARING desirable that a maximum profit should be set for retailers of boots, shoes, rubbers, overshoes, gaiters, and other articles usually sold within retail shoe establishments in Canada, all of which specially and generally mentioned articles are hereinafter referred to as the "said commodities."

IT IS ORDERED, that until the further order of this Board, the margin of gross profit to the retailer of the said commodities and each of them within Canada shall not exceed thirty-three and one-third per centum (33 1-3) of the sale price thereof and that sales thereof in the contravention of this order shall be deemed to bear an unfair profit.

IT IS FURTHER ORDERED that up to and including the 24th day of December, 1919, any person concerned, whether vendor or consumer, may apply in writing to the Board for any amendment or variation of this order to have effect territorially or otherwise, but that, notwithstanding the terms of this order, the same shall have effect from and after the date hereof.

H. A. ROBSON, Chief Commissioner.
W. F. O'CONNOR, Commissioner.
JAMES MURDOCK, Commissioner.

The SHOE AND LEATHER JOURNAL, which has given its readers verbatim reports of the various investigations

from time to time, was besieged by telegrams and telephone messages asking information and was the first to get an exact copy of the order and furnish copies to the National Association Executive. As there was not sufficient time to call a full meeting of the executive the officers met at the King Edward Hotel, Toronto, and decided to forward a copy of the order to retailers throughout the country and advise in the meantime acquiescence in same, until some of the points affecting the issue could be considered and taken up with the Board of Commerce. The following is the letter sent out:

NATIONAL SHOE RETAILERS' ASSOCIATION OF CANADA
Toronto, November 29th, 1919.

Dear Sir,—As there has been some misunderstanding through inadequate press reports with regard to the recent ruling of the Board of Commerce regarding the retail shoe trade, we enclose you a copy of the original order herewith.

While the executive realized that interference of any kind with the regular laws of trade are always undesirable, and that there may be instances in which this ruling may involve hardships, they feel that in view of the attitude of the public at the present juncture, the retail shoe trade should acquiesce and proceed to co-operate with the Board.

The executive has kept in close touch with the investigations and has been able to afford information through its members that has no doubt had some effect in obviating more drastic measures than that involved in the ruling.

Difficulties will doubtless arise in some cases calling for special consideration, and the executive will be glad to assist in their solution.

Just now every encouragement should be given to the effort to dissipate the atmosphere of uncertainty and distrust that has for some time militated against the shoe business.

WARREN T. FEGAN, President.
EDWARD COOK, Secretary.
JAS. W. JUPP, Treasurer.

An executive meeting has been called for Monday, December 8th, at Montreal, when the matter will be discussed fully and when the resolutions discussed and passed at the convention in July last will be discussed with the executive of the Shoe Manufacturers' Association, which meets on the same day.

Undoubtedly there are anomalies that will have to be worked out in connection with the ruling. In the first place there are some staple lines on which the retailer has not been in the habit of exacting the same profit as on lines which are more precarious in their nature. Then there are others in connection with which account must be taken of the loss that must be faced through the odds and ends that are left over from the season's sales. Shoes of extreme widths and styles always present problems to the retailer, while what are known as "millinery" shoes have the same speculative dangers as perishable goods have in other lines of trade.

The point has also been raised that the constant changes in wholesale prices during the past two or three seasons has resulted in stocks of standard shoes, the prices of which have had to be stabilized if the retailer is to avoid misunderstanding and trouble with his customers. To attempt to explain to a lady who returns to exchange a pair of shoes wrong in size why she must pay \$1.50 more for exactly the same shoe is something that will call for powers of reasoning beyond the average merchant.

No doubt allowance will have to be made for these discrepancies and the Board will be able to provide some solution. But the ruling in the main endorses, as we have already said, the general policy of the retail shoe trade and can be said to be a very fair attempt to meet a situation that is the result of an unrest largely created by sensational newspaper reports.

It relieves the shoe trade of the charge of profiteering.

Felts for Christmas

Prepare Early for Your Christmas Selling of Felt Goods and Other Gift Lines—Use Your Windows for Displays, Emphasizing the Useful Gifts

THIS is the one season of the year when fine felt goods can be sold in greater quantities than at any other time. The quality of the felt lines of to-day is such that very dainty goods are obtainable which make fit presents for the very best people, and even the old proverbial saying is applicable to them: "Fit for a king." Can you imagine anything nicer than many of the cosy slippers, Juliets and Romeos and boudoir slippers that are obtainable to-day in fine felts? They are really artistic and in addition to their very attractive appearance, have the double advantage of being serviceable and comfortable.

Begin right now and place these goods in your window and have them on display in your store. In your first window display put about twenty-five per cent. of these goods in, and the balance of regular lines. As the season progresses place more in until the week before Christmas or what you will call Christmas week, let the percentage of your Christmas goods be about ninety or ninety-five.

In these days of high prices in every commodity gifts that can be classed with necessities are being sought more than ever. This is a splendid opportunity for the shoe retailer, for his many lines will come in this class, and if he will advertise them, and talk them and display them he will reap good trade results. The very fact that the various lines of shoes carried in the average shoe store comes within the category of necessities places the label of Christmas gifts on almost every pair. But, of course, it will be the fancy lines that will be in greatest demand for Christmas. All the lines of fancy felts mentioned above will be popular for gifts. Then will come pumps and slippers of various kinds and with many people even staple lines will be classed as gifts if bought near the Christmas season. This is particularly true with children's wear.

Looking at the trade for Christmas in this way, it will be seen the necessity of constantly impressing on the public's mind the necessity of buying useful presents and that shoes come in this category. Also the great necessity of shopping early in order that the rush buying of the few days before Christmas may be obviated.

In order to step a little out of the way in your advertising for the Christmas trade, it may be well to introduce some novel feature. In your newspaper space use a Santa Claus similar to one used for toys. This will direct the attention of the reader to Christmas shopping, then when the attention has been arrested you may turn the subject to shoes, and if done tactfully you will gain the attention of the reader and be able to influence him to realize that it is quite possible to make a gift of shoes or slippers that will be serviceable and at the same time very acceptable.

It will also be well to give your store every Christmas appearance and atmosphere by decorating with various evergreens and holly and poinsettias and other trimmings that give so much of the Christmas air. Get these decorations in immediately. We are into the Christmas season right now and when it is a matter of educating the public, to some extent, in buying your lines for Christmas it will be seen how essential it is to take advantage of every little thing that will attract attention to your store. By giving this Christmas air and atmosphere to the place it is bound to have effect upon your customers and give them the

holiday feeling that you have seasonable gifts as well as other stores.

Your window should have the Christmas element shown in the decorations. There are many ways this can be done. We offered a good suggestion for a background in our last issue. But should you not desire to use such an elaborate setting, you can confine your trim to neat and attractive decorations which will include red and white as the dominating colors and you may introduce asbestos with diamond dust to represent snow. Holly and other flowers may be used very effectively. Where these are used it would not be well to introduce evergreens. The trim should be dainty, using ribbons or crepe tissue paper in the decorations, either of which will lend themselves nicely towards making a very attractive display.

Evergreens can be used with telling effect for a Christmas window, but the entire scheme of the trim should have the evergreen idea as the foundation. A small tree may be placed in the window and decorated as a Christmas tree. Or boughs may be placed in the back of the window and asbestos used on these to represent snow. The reason we recommend asbestos is that the risk of fire is eliminated with its use, which is not the case when cotton batten is used. On this asbestos diamond dust can be sprinkled to represent frost, or soap chips may be used to give a frost and snow effect.

With these suggestions and a little ingenuity almost any one should be able to fix a splendid Christmas showing and one that will attract a great deal of trade for the holiday season, despite the fact that shoes may not be considered among the lines usually looked upon as Christmas gifts.

IT'S JUST HUMAN NATURE

Editor, SHOE AND LEATHER JOURNAL, Dear Sir: It really amuses me the way everybody and the newspapers talk about the public will not buy low-priced shoes, and then attribute this as the cause of high prices or one of the causes. Why to me this is no new theory. I can remember back thirty years ago when I was a boy of stories about women coming in to purchase articles, and they were not good enough and the merchant would go and rummage around among his stock, and bring out the same line and ask a higher price, and the woman would buy simply because it was higher priced. Now I do not know how much truth there may be in this old story, but it is evident there is some foundation for it, or it would not be in circulation.

But there is one case in my own experience that I do know is actually true, and it occurred about ten years ago before the war and high prices were making such a flutter. I was selling shoes in a down-town city store and we got in a quantity of English shoes that we marked at seven dollars. They did not sell as readily as we had hoped. The boss came round one day, and asked how they were going. I replied not very well. Then he asked what I thought was the matter, and I replied that I thought the price was too low. He was long on long prices, so he asked what price I thought they should be marked. I said \$10. He said, go to it, and we went. The shoes began to sell immediately. We put them in the window, and ticketed them at \$10, and we had no trouble disposing of the entire lot. I tell you it is human nature, and nothing new whatever, this matter of people wanting to pay long prices.—A Shoe Salesman.

In our next issue will appear a good Christmas story entitled "Old Grouch," with a lesson to it that will appeal to you very strongly.

Selling Hosiery in Retail Shoe Stores

A Line That Links Well with Shoe Selling Because So Closely Related to Shoes—It Can be Made a Profitable Accessory to the Shoe Stock—By A RETAILER

THE selling of hosiery in shoe stores is not a new idea. But it is remarkable how very many good stores have not introduced this idea. There may be many reasons for this; the chief one, in my opinion, is the conservatism of human nature, the refusal to go out of the beaten path. We become so rutty in our ways of doing things we despise the thought of something different. Did you ever see a man who thought over a proposition until he thought all the good out of it? Well, there are plenty of them. One fellow will think over a thing a week and then try it out and make good or bust. The long thinker thinks so long he kills the idea in his mind with thinking. Now that is why many shoe retailers do not sell hosiery. They turn the subject over in their mind so long they lose sight of its advantages.

How we came to put in the stock was just by simply following new ideas. We saw that many of the largest and most up-to-date stores on the other side had put hosiery in, and had apparently made a success of it. At least they continued to keep the stock, which is a good evidence that it was a paying one. So when we put our first lot in we were the first in our neighborhood to introduce the idea and people predicted it would be a failure. That is more than a dozen years ago, and we are still going strong.

Now all this is just a little history and what you want in this article is some advice about introducing a line of hosiery. I think the best way to give this will be to give our own experience. In the first place we had the room, and for those who may think they have not enough space for this extra stock I will say that we carry around \$500 worth of hosiery, and the space taken on the floor would not be more than that required to accommodate a hundred pairs of shoes. The same may be said of the reserve stock in the store room.

To those who may feel that it will be a bother and a nuisance to handle a stock of this kind I simply say that if such is the feeling, do not put it in. The reason I mention this is that I know there are retailers who have this feeling, which is just the old inclination to stick to the worn path, the dug rut. If a store has any help at all, and especially a saleswoman, the selling of this stock will add practically nothing to present overhead. If the store be large enough to necessitate the employment of a special saleswoman to look after this stock

then it will be large enough to take care of its own expense. In our case one or other of the young women employed in our store do the greater part of the selling of the women's lines and about 50 per cent. of the men's.

Before anyone takes up a new venture he usually desires to see the advantages of such a venture. So I shall endeavor to set forth some of the advantages of handling hosiery as they appear to me from our own experience. First, little space is required and no extra overhead in the way of rent, light, heat, clerks, etc. Then follows the fact that the money invested is small compared with the turnover. To those who feel that this line should not be sold by shoe stores, but should still be sold in the dry goods and men's furnishing stores, I will ask what two articles of wearing apparel outside of collars and ties are more closely connected than are hosiery and shoes? And no one would ever think of buying a collar in one store and not be able to obtain a tie or a shirt in the same place. And if the corner grocery can sell polishes and blackings without transgressing any trade ethics, surely a shoe store should be able to sell hosiery without the same transgression.

In the selling of many lines of shoes and slippers, and particularly slippers for evening wear, it is sometimes essential to have hosiery to match. How much more convenient for the purchaser to be able to secure these in the store where the slippers are purchased than to go to another and do the buying and matching. This was even more important a few years ago when fancy satin slippers were more in vogue. But these will come into fashion when they are due on the style cycle.

By suggestion, we are able to sell many pairs of stockings when purchases of shoes are made. This is a very important fact. The general public having been born and raised with the idea that the dry goods store is the place in which hosiery is to be bought are slow to get away from the idea, and so do not think to purchase in a shoe store. It is therefore necessary to do a little educating along these lines and suggesting to a purchaser that she may need a pair of stockings at the same time as she purchases her shoes will often be the means of making a sale. It is astonishing how very many people, particularly women, purchase hosiery when they get a new pair of shoes. And as this number is considerable, the net results of sales is very substantial.

It can be safely estimated there are four pairs of stockings purchased for each pair of shoes with the average person. Silk hose to-day runs in price from \$1.50 to \$4 and \$5, and then on up. But the average is between \$1.50 and \$4. Now as four pairs are required for each pair of shoes, four pairs at \$3 each will be \$12 for each pair of shoes, which amounts to as much as the shoes in price and profit. It should be seen at a glance the possibilities of the hosiery trade.

Nor is there so great a number of sizes to be stocked, Four sizes or five in women's, eight in children's, and four in men's will pretty well cover the demand. Blacks we do not find saleable in

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My 1920 Outlook

The Views of a Retailer on the Prospects for Trade During the Coming Year—Never Complain, the Trade Will Come, is his Slogan

WHEN you ask me for my opinion of the trade prospects for the coming year, I am a little diffident about giving it, for I may be a little too optimistic. In fact, that is my disposition. I found out years ago that it does not pay to look on the blue side of trade, or any other subject for that matter, so I have cultivated the idea of taking a more pleasant view of things in general. And by this, I do not wish anyone to think I am courting or anticipating hard times or even slack trade. I cannot see this for some little time to come.

It is a fact that weather conditions affect all classes of retail selling to a great or lesser degree. Especially is this true of wearing apparel, whether clothing or shoes. In many sections of the country the very mild fall weather has lessened trade. We find it so in our store. In fact, November with us has been a very quiet month. And right here is where I work in my philosophy and my optimism. I once worked for a man who was a growler. He was a regular weather vane and trade barometer. If business was good, he was good and he was cheerful. In fact, he was quite human. But if a week or a month happened to run bad, every clerk in the store knew it. He showed it in every way he could show it. He looked it in the first place, and he talked it to every one in sight, and he blamed everybody and everything in general, and would wind up by cursing the weather and clerks.

I think it was this man's manners that made an optimist of me. To see a man work himself into such a state of mind over conditions that cannot be overcome gives you a different viewpoint of it from what you would get if it were yourself. I have no doubt had he seen someone else do as he did, he too, would have seen the fruitlessness of such action. So as I viewed him from time to time it set me thinking and I determined not to emulate him in his manner and method of looking at business when it was not so good as one might desire.

Returning then to the present season, as stated above, the weather has set us back a little. This must be apparent to the most casual observer. Not often does one see young women wearing on the street light summer weights and turns in pumps and oxfords with spats in the last week of November. Yet this is the experience in many places this season. Now this means that heavy lines are not moving so rapidly as desired, and the man who sees only one week or one month ahead may be liable to get the blues and become worked up over the uncertainties of the retail shoe business.

But the way I figure it is that the average person will buy about so many pairs of shoes a year. These will vary a very little when one year is taken with another. The fact that young women and young men are wearing their lighter shoes now, and not purchasing heavier lines simply means a setting aside for a time of the purchases. And just so soon as the cold spells come, and come they will in this rigorous Canadian climate of ours, there will be selling to make up for the loss time of the open weather of the late fall. It is well to look at the average.

Now what about this wearing of the lighter shoes during the open period of the fall? A pair of shoes will stand just so much wear. It matters little whether they are worn in summer or spring or open fall. They will give just so much wear. If, therefore, a person wears a pair of shoes a month or six weeks longer in the fall than usual, that person will wear them just that much less in the spring, so what one may lose in sales in the fall, will be made up in the spring. That is why I say it is not well to be too close sighted or near sighted in our vision of trade. Do not look at a week or a month. Look at the season or the year. I am conscious that it is good merchandising to compare one day's sales with the corresponding day's sales of the past year. I am also conscious that it is good merchandise practice to compare one week's sales with those of the year past. It furnishes a stimulus, and I would not detract from this practice. And I have worked for concerns who took no excuse whatever if sales were down. The manager of the department whose sales dropped below those of a year ago was brought up on the carpet and asked to explain why they were down. This may be good practice to keep men on the qui vive. To keep them on their metal and fill them with managerial fear that makes them drive the help, and resort to misrepresentation to produce the needed increase. But it always seems to me that when these men were on the carpet, the sales manager or merchandise manager or whoever was doing the "carpeting" knew deep down in his heart that it was a physical impossibility to equal the sales of a year ago, when on the day of the present year there was a downpour of rain all day long that only those who had to go out would go. And there are many other conditions that will affect a day's or a week's or a month's business, and no manager can help it. And this fall's weather is one of those conditions. So it is well to use a little philosophy and look for the low selling mark to be made up in a not too distant date, for it is sure to come.

Now as to general prospects and conditions. We hear a great deal these days about general unrest and strikes and unsettled conditions of business and social life. It is only natural to expect these. It has always followed great wars, and the reason these conditions are greater than before is because this last war was greater than was any preceding one. In my opinion, too much talk has been made, and is indulged in about these conditions. They have become a mental aggrava-

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From Messenger Boy to Manager

The True Story of a Boy Who Worked and Made Real Good in the Selling of Shoes

THIS true story of a boy who preferred to work rather than go to school may be an incentive to others who may not have gotten there as well as they would have liked. It shows what real work will do and it is another illustration of the fact that those who succeed in this world usually do so by hard plugging.

Willie Watkins (that is not his real name, but it serves the purpose) was about the usual boy attending school in a large sized city. He had about the usual idea about going to school. He was sick of it. Wanted to go to work. That sounds just like possibly forty-nine boys out of every fifty. But Willie was no dunce either. He was well advanced in school. He just didn't like it, that was all. He was fourteen and thought he would rather be earning money on his own account. So he broached the matter to his father. His father was the average father—knew that Willie should have the schooling, so paid little attention to his desires to stop his educational advancement. Like the good average father he was, instead of taking Willie seriously and explaining to him the advantages of a good education he simply brushed aside with a hard position, he thought, and told him he could not quit school until he had a job.

Now the father thought that would be next to the impossible for Willie to secure a job while he was going to school. But Willie kept his eyes open. One day at noon, while returning to school, he saw a card in the window of a shoe store saying "Boy Wanted." Willie did not lose any time getting into that store and applying for that job. The man asked when he was ready to go to work, and Willie replied, "Right now," and secured the job.

He immediately went to the phone and called his father, telling him of his success and that he wanted his school fees to pay on Monday morning as he was not going back to school. His father was not disturbed and told him carelessly that there was no hurry for the fees, a few days would settle him and he would be glad to return to school. But Willie had other ideas.

From the very first he took to the job like a coon to a sweet corn field or a duck to a mill pond. He applied himself most faithfully to every little detail that was his work. His wages were one dollar and half a week, which were good wages in those days. But let us start right off by saying that Willie was a hustler and at the same time knew his rights, and no one could put anything over on him.

One of his duties in those days was to go to the wholesale house for small parcels of shoes that would be ordered from time to time for sorting. His employer one day said to him: "Willie, you have made this trip so often you ought to know how many steps there are between the store and the wholesale house."

Willie replied: "Yes, sir, and I do."

"How many?" the boss asked with incredulous surprise.

"Four thousand nine hundred and seventy-five," came Willie's answer as quick as a flash, "and I've counted them many times."

So one day later the boss accompanied him to the wholesale house and remarked as they started: "Now, Willie, we shall count these steps and see how far you are out." To the boss's surprise Willie was right to a step.

His natural disposition was to be quiet and somewhat reserved. He attended to his work and attended to it well. When he would go for an order of goods to the wholesale

house he would give his order in, then step back out of the way until the order was filled, then take it and hustle back with it. On one occasion, however, there was a bench near by and when he stepped back he noticed this bench and sat down on it. Before the order was ready the manager of the wholesale house happened to come through the warehouse, and seeing Willie seated there remarked to the warehouseman that he had better get some easy chairs for these boys to sit in while they were waiting for their goods.

This riled Willie inside. He jumped to his feet in the most gentlemanly manner and said: "I beg your pardon, Mr. So-and-So, but you do not need to obtain any chairs for me, I can stand while waiting."

The warehouseman did not have the nerve to take Willie's part, although it was his duty to have done so, for the boy never loafed nor talked while there for goods. But the man possibly wanted to agree with his boss so added some remark to the boss's which nettled Willie still more. He vowed that some day he would tell Mr. Warehouseman what he thought of him.

He was always very punctual in all his work. The store opened at 7.30 and closed at 6.30. Willie was always at the store door at least 10 or 15 minutes before opening time. The boss always unlocked the store and was usually about that much before opening time. But immediately the doors were opened the boy was in and at his work, even if it were 15 minutes before the time. One night he wanted to get away a little early. One of his evening duties was to roll up all the mats so he could do the sweeping immediately he came in in the morning. On this occasion on which he desired to get away a little earlier than usual he started to roll the mats about two minutes to closing time. He had two of the mats rolled when the boss came along and remarked: "Willie, this store opens at 7.30 and closes at 6.30."

Willie felt very much cut, but he had just that much gentlemanliness about him to make the most of the situation. So he replied: "I am very sorry, Mr. So-and-So, but I'll unroll them," and he proceeded at once to unroll the mats and replace them, although it was less than a minute to closing time. The boss told him he need not mind. But the boy kept right on and unrolled the two mats and put them in their places. Then at the time he started and re-rolled them.

Next morning, Willie was at the door at the usual time, about 15 minutes to opening time. The boss came a few minutes later and unlocked the door. Contrary to Willie's usual custom he did not come in and start to work. The boss noticed it and asked: "Are you not coming in and start at your sweeping?"

"Mr. So-and-So," Willie quickly replied, "this store opens at 7.30 and closes at 6.30." The boss saw he was caught and admitted the boy had one on him, and the boy never started work again before 7.30, although he was always there at 12 or 15 minutes to opening time.

He received one raise of fifty cents during his stay with this firm and fifty cents at Christmas. This was good pay for a boy in those days and will furnish comparison for what a boy demands these days. He remained eighteen months with this firm when he obtained another position as messenger boy with a wholesale house. He thought he was getting a young fortune when he got his new job, for he was getting two dollars and fifty cents a week. His success with this firm was about as marked as with the other. He was of that type of boy who "presses hard" all the time. He stayed with his new employer for twenty years and finally reached the top so far as that firm was concerned. In fact he was quite happy in his work and was doing real well from a financial point of view. But boys of this type usually have some one watching them. One day the representative of a big concern remarked to a traveller: "Do you know a man named Wm. Watkins?" By this time Willie was called

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Beresford
For Men



Vassar
For Women

Minister Myles Shoe Co.,
Limited
Toronto

Mention "Shoe and Leather Journal" when writing an advertiser



INDEPENDENT RUBBERS

Rubber selling will soon be in full swing. A Big Rush Demand for "Independents" will accompany the coming wet, cold weather.

ONLY WITH A FULLY SORTED STOCK
CAN YOU SUCCESSFULLY SERVE THE TRADE

The Five Independent Brands—

Royal, Kant Krack, Dainty Mode,
Dreadnaught and Veribest

provide a complete range that covers every rubber footwear requirement—a rubber exactly suitable for every style of shoe.

No need to lose a single rubber sale, when you can keep your range of styles and sizes complete by rushing orders to any of our wholesalers.

INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	The London Shoe Co., Limited	-	London, Ont.
Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	T. Long & Brother, Limited	-	Collingwood, Ont.
Brown, Rochette, Limited	- -	Quebec, Que.	Kilgour Rimer Co., Limited	- -	Winnipeg, Man.
Fraserville Shoe Co., Limited	- -	Fraserville, Que.	Amherst Central Shoe Co. Limited	-	Regina, Sask.
James Robinson	- - -	Montreal, Que.	E. A. Dagg & Co.	- - -	Calgary, Alta.
A. W. Ault & Co., Limited	- -	Ottawa, Ont.	Dowers Limited	- - -	Edmonton, Alta.
McLaren & Dallas	- - -	Toronto, Ont.	The J. Leckie Co., Limited	- -	Vancouver, B.C.
White Shoe Co., Limited	- - -	Toronto, Ont.			

The Independent Rubber Co., Limited
Merritton - Ontario



To Permanently Please

all members of the family to whom the lustrous finish, easy comfort and long wearing qualities of glazed kid appeal

USE

NOVILLA KID

It has every quality which makes genuine glazed kid desirable and in addition "IT WILL NOT SCUFF."

Thus the only objection to glazed kid shoes is removed.

You can also sell NOVILLA KID FOOTWEAR at more popular prices.

Order your kid shoes cut from NOVILLA Kid.

CASTLE KID COMPANY

Originators and Sole Producers

CAMDEN

NEW JERSEY



What Your Fellow Shoeman Thinks of Neolin Soles

A. H. STEVENS

THE MODERN SHOE REPAIRING PLANT
Electrical Heated and Operated Machinery
First-Class Work Promptly Done

St. Stephen, N.B., February 28th, 1919.

Messrs. Goodyear Tire & Rubber Co.,
of Canada Limited,
Toronto, Ont.

Dear Sirs,—Having sold my interest in the repair firm of which I was a partner, I have opened an up-to-date Shoe Repair plant on my own account, and would like to be placed on your mailing list. I want to receive the advertising matter you are sending the repair trade. I have been following your advertisements on Neolin Soles, which have appeared in the daily papers and magazines, and I find that the public demand for Neolin is speedily increasing as a result of same.

From a repairman's point of view, I am much interested in your advertising, as you are advertising to help sell more shoe repair jobs.

When I opened my new shop I immediately put in a stock of Neolin Soles and Wingfoot Heels. My past experience with Neolin has been so satisfactory that I would not consider carrying on the repair business without same no more than I would without modern shoe machinery.

Wingfoot Heels are also very necessary to have if customers who appreciate real value are to be successfully catered to.

I am now using your fifteen iron sole and intend to give my customers the choice of either style 146 or style 196.

Will be glad to receive Repair Tags at your earliest convenience.

Yours very truly,

A. H. STEVENS (Signed).

Neolin Offers the Geatest Value in Shoe Soles

Pick out fifty aggressive shoe retailers—men whose business has increased steadily in the last three years. Ask them exactly what they think of Neolin Soles, as against all other soles. They will convince you of the great service rendered by Neolin Soles

to all concerned in the manufacture, sale, repair, and purchase of shoes.

The Goodyear Tire & Rubber
Co. of Canada, Limited

TORONTO, ONT.

Neolin Soles

Leather and Shoe Trade Jottings

The Talk of the Street—Shoe and Leather Topics of Interest to All Classes of Trade—Not Much Change in Prices—Retailers Say Trade Improving—Hide Market Quiet—Export Trade Booming—Buying More Canadian Shoes

BUSINESS during the past two weeks has shown considerable improvement in all lines. Shoe retailers report increased activity and a gradual subsiding of the unrest and suspicion created by the sensational newspaper reports regarding profiteering. Jobbers also report an active trade in sorting and say that the current month promises to be as satisfactory as usual as far as the shoe trade is concerned. A great deal of worry and unrest was caused by the "Order" of the Board of Commerce, which was interpreted as meaning that a dealer was only to be allowed to add one-third to the wholesale cost of his shoes. This would have been a disastrous blow to the retail trade, had it been true, but the order itself discloses the fact that the percentage is on the sales price, which naturally means a fifty per cent. advance on invoice costs. This is thought by the rank and file of the retail trade to be eminently satisfactory, and practically leaves conditions as they were as far as profits were concerned. As one large dealer put it, "It might have been worse." From the way public feeling had been worked up by the sensational newspaper reports of profiteering it was rather feared that some drastic measure would be introduced that would hamper business at the most important and critical time in the year. As it is nothing worse has been done than perhaps to give the public the erroneous impression that shoes were going to cost less.

Will They Cost Less?—As a matter of fact, throughout the country many dealers have been content with much less profit than that allowed them by the Board of Commerce ruling. Not a few have endeavored to do business on the bare margin of a third on cost and have as a result been living from year to year on bare wages, with nothing to show for their risk and investment. The Board of Commerce, which has doubtless had all the facts before it, and realizing the cost of doing business, has based its ruling upon the natural claim that the merchant must have a profit over and above his wages and the regular cost of doing business, which has again and again been demonstrated to be not less than 25 per cent. on his sales, not on his invoice costs. The action of the Board of Commerce is an endorsement of the educational campaign conducted by the SHOE AND LEATHER JOURNAL from

year to year and of the position that it has always taken that a shoe retailer must add an average of fifty per cent. to his cost price if he is to realize an adequate profit on his business. In our issue of October 15th the matter was gone into exhaustively and the expenses of a retailer doing a \$50,000 business shown in detail, bringing the total to \$12,500, or 25 per cent. of the annual turnover of the concern. Provision has to be made beyond this for interest on investment so that in order that a merchant should make as much out of his business as he could by investing his resources in mortgages, he should at least provide for 33 1-3 per cent. on his sales. Of course there are a great many lines where he cannot get this profit and there are considerations that would make it insufficient in others.

Shoe Manufacturers Busy.—Some manufacturers have their orders for spring well under way, but others have been delayed by shortage of materials and other considerations. Complaints are general as to shipments of leather, especially from across the line. Orders several months old are only being filled and selections do not come fast enough to help out manufacturers with various classes of goods. Canadian leather concerns seem to be keeping their customers going pretty well, although complaints are heard here and there of delays and the charge is made that too much attention is being given to export business. So far as we can learn, however, there is no ground for the charge that the large amount of outside trade being done by Canadian tanners has interfered with domestic needs. Spring orders are still coming in here and there where dealers have previously bought so sparingly that they realize that they were not fully covered. There is a fair amount of sorting trade, although not nearly so much as at this time other years. Retailers seem to be running things pretty close. There was quite a flutter early in the month through misunderstanding of the Board of Commerce orders. There was considerable talk of cancellations should it prove that the specified percentage applied to invoice costs. Quite a number of manufacturers were in receipt of anxious inquiries along this line and even the leather men felt the force of the shudder that passed over the trade that was caused by the fear of something drastic in the course of the Board.

Leather and Hides.—Leather trade has been fairly active, although there has been no undue movement. Shoe manufacturers have been in the market for supplies but have bought cautiously. There is some disposition to move lower grades by concessions, but all desirable lines are held firmly at tanners' quotations. Manufacturers are inclined to play a waiting game and are following a hand to mouth policy in hope that the market will ease off. While there are no indications of a higher market in leather, there is not the least promise so far of cheaper leather in the best grades, which are not only in good demand, but do not seem to be in sufficient supply to satisfy same. Export trade is very active, some unusually large shipments having been lately made in side leathers, as well

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DAVIS LEATHER COMPANY BANQUETS EMPLOYEES

The employees of the Davis Leather Co., Limited, Newmarket, Ont., made a record in connection with the recent Victory Loan campaign which places them in the very front rank amongst industrial concerns in this particular effort. The objective set was \$15,000, and when the final returns were completed the grand total of \$44,650 had been raised.

In the campaign seven sections were organized and designated as A, B, C, D, E, F and G, an organizer being appointed for each. They all worked like beavers, with the result that section B won the contest with 385 per cent. of its objective reached.

The winners were given a banquet at the King George Hotel and sixty-five sat down to a most sumptuous repast on Saturday evening, November 23rd. A beautiful souvenir menu was provided and at the head of each decorated table was a member of the firm or of the staff.

Following the banquet was a concert at the town hall, at which some five hundred employees and their friends were entertained for three hours by a high-class concert company from Toronto. The programme comprised songs by well-known vocalists, comic character monologist, sleight-of-hand artist and a Hawaiian ukelele player, who delighted both adults and children with their performances. Saturday, by the way, was given to the employees as a holiday at the company's expense to the entire working force.

Short addresses complimenting the workers for their success in the campaign and the spirit of co-operation manifested throughout were given during the evening by Hon. E. J. Davis, the President of Davis Leather Co., and Mr. James Acton, of the SHOE AND LEATHER JOURNAL.

DEATH OF MR. R. CAMPBELL, VANCOUVER

Mr. Rod Campbell, jr., junior partner of the firm of Storey & Campbell, of Vancouver, died suddenly in the hospital in that city on November 22nd. His death was quite unexpected as he went to hospital to undergo a minor operation, which proved to be so serious that death was the result. The news of his death cast a gloom over the trade and the many institutions with which he was connected. The late Mr. Campbell was the junior partner of the firm of Storey & Campbell, leather and findings merchants, of Vancouver, was born at Victoria, Ont., in 1869, and came to

Vancouver with his parents about thirty years ago. The deceased was associated with his father in the retail shoe business at that time and later went into business with his brother Kenneth. It is about fifteen years ago since he became associated with the above firm and he has taken an active part up to the time of his death.

He was highly respected by all who knew him and greatly esteemed by all those employed with the firm.

He was a member of the Terminal City Club. He was a good sportsman and played in some of the first amateur lacrosse teams in Vancouver. Of late years he has played golf for his pastime. He leaves a wife to mourn his loss.

HEEL FASTENER AND COUNTER REINFORCER

The International Supply Co., of Kitchener, is always right at the front when it comes to having the new things in the shoe supply trade. The illustration herewith shows a heel fastener and counter reinforcer that has been added recently to their already extensive lines. The company has the exclusive Canadian agency from the Staytite Manufacturing Co., of Rochester, who make this article. There are great claims made for this new invention, which is patented



See Staytite Fastener

by a Rochester shoe retailer. It will eliminate the objectionable features of heels coming loose and buckling, which means heels will stay on when this device is used. Already many manufacturers are using it and are well satisfied with the results. Staytite is a good name for the invention.



Here may be seen what is done in England. Window of Manfields, New Bond Street, London.

TWICE A MONTH
Thirty-Second Year

The paid circulation of the SHOE & LEATHER JOURNAL is more than double that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

DON'T THINK—KNOW!

When you buy a machine or purchase goods you make *Sure* it will do the work or has the *Quality* for which you paid good money.

When you buy Advertising apply the same rule—*Know* what you are spending your money for.

The *Shoe and Leather Journal* shows its lists to satisfy its advertisers that their advertising goes to *bona fide* readers who think enough of the paper to pay \$1.50 for it.

It has the *Quality*—it does not depend on its record of *Thirty-Two Years* of Service—it still gives the *Best* service. It is always “on the job.”

A New York man who has been fifty years in the leather business said recently that the *Shoe and Leather Journal* is the best shoe paper that comes into his office.

We would not go as far as that, but we have no hesitation in saying, it is the *Best* in *Canada*.

Take no Chances in Advertising.



ACTON PUBLISHING CO., LIMITED
Toronto - Montreal



THE RETAILER KNOWS

That Union Stamp shoes meet the demand of all the people all the time.

That Union Stamp shoes are the only shoes acceptable for the Union man and his family.

That Union Stamp shoes are made in all grades for every member of the family.

That Union Stamp shoes are nationally advertised in the labor journals of this country, creating a tremendous market for their sale.

That Union Stamp shoes bear the one and only identifying mark—the official stamp of the Boot and Shoe Workers' Union.



Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - Boston, Mass.

COLLIS LOVELY - General President
CHAS. L. BAINE - General Sec'y-Treasurer



Mention "Shoe and Leather Journal" when writing an advertiser

Helps and Hindrances to Postal Efficiency

How Business Houses Can Improve the Service—Careless and Wasteful Methods That Hinder and Cost Time and Money

IN spite of frequent criticism, the Mail Service of Canada is one of the most efficient up-to-date institutions to be found within the country. There may be regulations that seem vexatious and even unnecessary, and there may appear to be shortcomings and failures in the system, but nine times out of ten the faults are due not to the Post Office itself but to those its carefully planned and thoroughly supervised efforts are intended to serve. If the public were as anxious to assist those whose duty is to transport their letters and other matter to the uttermost parts of the earth as the Post Office officials are to do their difficult duties satisfactorily, the results would be most gratifying.

Postmaster Lemon has spent a lifetime in the service, having started in the Toronto office as a mere boy and worked his way steadily up through the various grades until he is now in charge of the largest mail distributing centre in the Dominion, the revenue of the Toronto post office being over one-fifth of the total postal revenue of Canada.

"Here is a letter that I have just written to the Board of Trade," said Mr. Lemon, on being asked regarding some ways on which business people can assist the Post Office to increase efficiency, "Calling the attention to one way in which business houses can save money and help the Post Office. Thousands of dollars are wasted annually by using large and irregular sized envelopes. Here is one, for instance, which contains an enclosure that might easily have been contained in a No. 7 or No. 8 envelope. Now, apart from the waste of paper and the increased cost of manufacture, these large envelopes are the bane of the Post Office. They have all to be picked out from the others and run through the cancelling machine separately. But this is not the only difficulty and disadvantage. When the letters are tied up in packages to go into the mail bags these odd sized envelopes have often to be left to take their chances alone in the mail bag, and it is little wonder that when they reach their destination they look as though they had been put through a threshing machine. The carriers also have to tie up the letters in packets for distribution, and the big fellow has to be bent over and is often cut in the operation. In a bunch of letters of the same size there is safety in numbers, but the very opposite is true of those that have to be made conform to the general size of the bunch.

"What business firms see in using these large envelopes, except for communications that cannot be folded within the compass of an ordinary envelope, is hard to see. Even those who receive them would much rather get the ordinary size, so that from the standpoint of advertising it has not much to commend it. In any case, the standard size in the large as well as the small sized envelope facilitates mailing and thus helps those using the mails.

"What are known as window envelopes are another source of annoyance, loss of efficiency and delay in dispatching mail." Picking at random a sample from one of the hoppers or receptacles the Postmaster continued: "You can see the point at a glance. The address on this one which is supposed to come opposite the window has dropped down and only the name of the addressee is visible. Now we are authorized by the department to return this letter

for better direction, but frequently we do not do so. The sorter runs his finger in the slit to disclose the balance of the address and it is sent on. In a rush, however, this cannot be done, and in this particular case you can see that even the opening of the aperture fails to reveal the full directions. In most cases, especially in regular sized envelopes, the enclosure can be folded so as to have the address come fully into view, but careless office hands trust to Providence and the Post Office to make up for their slipshod methods, with the result that many of these never get to their destination. We naturally object to labor-saving devices, which load unnecessary work and responsibility upon the postal service.

"With regard to postal rates, I need not speak at length. That trouble we have always with us, but the remedy is a reference to the Postal Guide which can be had at any large post office. We have now arrangements by which merchants may forward samples, or even consignments of goods accompanied by a letter which may be attached to the parcel and be both delivered at the one time. The letter must be prepaid at letter rate and the parcel prepaid at parcel rate, but the letter may only refer to the contents of the parcel. The rule applies to parcels sent by post to places within Canada and the United States.

"Registered letters are not so much a live question to-day as formerly. Business houses where they do not use cheques or drafts avail themselves of Money Orders both for speed and safety. They only cost a few cents and there is absolutely no excuse for people taking chances in enclosing currency in ordinary letters. Registered mail is always safe and can always be traced, as it has to be signed for by everyone who handles it, but it is necessarily slower than ordinary mail on this account and has always to travel with a mail clerk. The money order for small or large amounts is better.

"Now as to the matter of dispatching mail," continued Mr. Lemon, "We have now a number of trains leaving Toronto in the afternoon. Letters mailed on time to catch any of these trains will mostly reach their destination in Ontario the same evening and be delivered in the morning. You can understand what this means to a business house, especially in connection with important business. Now most of the establishments instead of getting their mail away in time to make this service available hold back their letters until closing time, with two results. The Post Office gets an avalanche of letters and other postal matter between five and seven o'clock in the evening, congesting the service and encouraging mistakes, and a large quantity can not leave the city until the following morning. It does not require much business acumen to see the advantage in most cases of sending a letter to Owen Sound or London one day and getting an answer back the next. All that is needed is a little management on the part of business men to secure better results for themselves as well as the Post Office. You can understand that while speed is helped more or less by a continued flow of mail through the office, mistakes are muted where that flow gets beyond the capacity of hands and eyes to handle it expeditiously.

"In spite of the fact that our large cities are well supplied with mail boxes and that frequent collections are made, it might be pointed out to commercial establishments that their interests would often much better be served, and the transmission of mail greatly facilitated by having it delivered to the main post office or postal stations. Accidents sometimes happen in connection with the collection of mail and delays ensue that make the use of mail boxes more or less uncertain at times for important mail. This applies even more aptly to the use of these local containers for circulars and other bulky matter, the boxes often becoming congested with consequent interference with the handling of contents.

"Speaking of care that should be given mail matter. One would think that letters would, from their importance, command a consideration that they do not get. The office

Here Is A Chance To MAKE SOME MONEY

Take Part in Our Name Prize Contest

Canadian Shoes Limited

Specialists in

High Grade Women's Welts Exclusively

WE WANT TWO TRADE NAMES

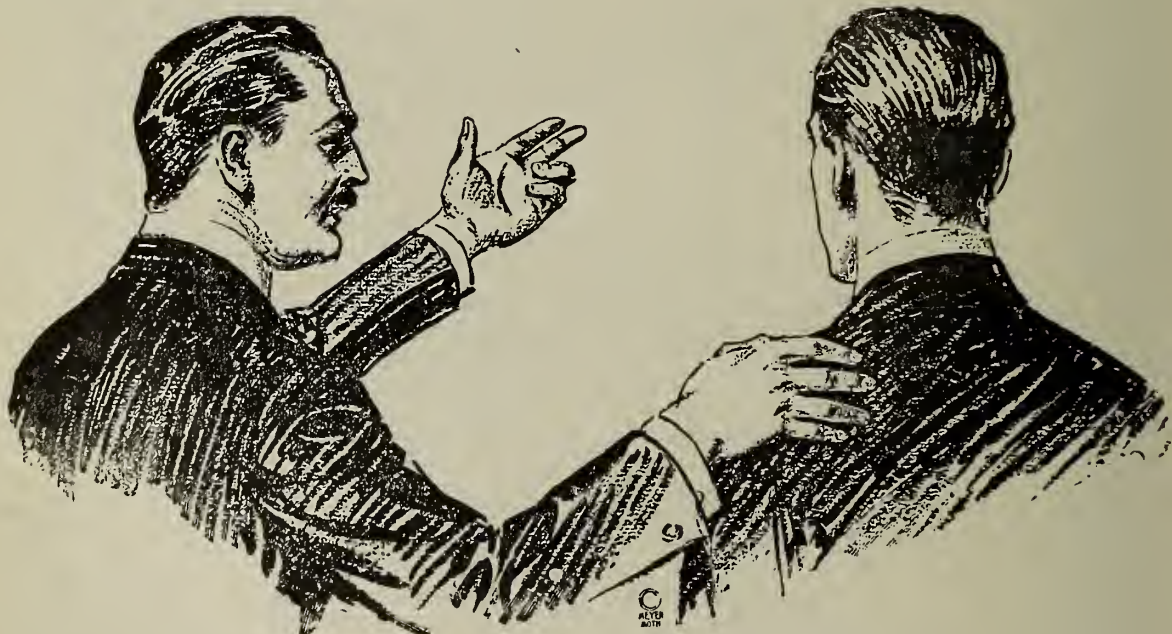
for two lines of Women's Fine Welt Shoes, and are offering CASH PRIZES for the most appropriate names submitted.

BEST NAME for Line No. 1 - - - **Cash Prize \$10.00**

BEST NAME for Line No. 2 - - - **Cash Prize \$10.00**

Contest open to anyone in the Retail Shoe Business (Employer or Employee).
Only TWO NAMES may be submitted by any one person.

The name of the establishment with which you are connected must accompany your suggestion. Contest closes: Jan. 1st, 1920.



Think up two suitable names and send them in at ONCE to

CANADIAN SHOES LIMITED

130 Wellington St., West TORONTO

boy is often the bete noir of the Post Office, and he must be a source of great and unnecessary loss to those who employ him. We have bunches of letters come to this office all stuck together through careless stamping or excessive use of mucilage. Sometimes they are so closely attached that they go through the cancelling machine together, with the result that one that is intended for Sydney, N.S., finds itself at Vancouver, B.C., before the mistake is discovered and the wanderer sent back on its four thousand mile journey. In any case the letters are apt to be delayed in the process of separation. Hundreds of letters reach the office every day without the stamps, all no doubt owing to lack of proper oversight of the work of office help."

"But there is another cause of annoyance and delay in the way that stamps are affixed. Some people seem to think that so long as the letter is stamped it is all that is necessary. Now the letters these days in a large office are all passed through a cancelling machine. The old hand stamping method would paralyze an office such as Toronto. The machine is adjusted to take the letters on edge following one another at a very rapid rate, and the cancelling plates are placed so as to pass over the stamps in their usual position on a properly stamped envelope—namely, at the right-hand corner close to the top. If the stamps are dropped half an inch or more they escape the canceller, and have to be stamped by hand. We have to keep a number of men constantly cancelling letters by hand on account of the carelessness of office help in affixing stamps. As I have already said letters ought to be important enough to call for proper supervision in mailing." Samples were picked at random from the incoming mail, including those of a prominent bank and a well known insurance company and a large commercial concern, to illustrate the carelessness constantly in evidence along this line.

"As to addressing mail," continued Mr. Lemon, "I could give you enough to make a chapter by itself. Thousands of letters and post cards are placed on the mailing receptacles or in the Post Office illegibly or insufficiently addressed, and a large proportion of these are without any address whatever. You will be surprised to know that the majority of these do not come from those who are not much given to letter writing who are usually very careful with regard to addressing and stamping their letters. The most of the trouble originates in the same source as the other shortcomings in mailing. We are, I might say, constantly receiving letters for Toronto and other large cities without any street address, due undoubtedly in some cases to neglect in clerks, but mostly to simple carelessness. The Post Office does wonders in its efforts to atone for these omissions, but even goodwill and efficiency have their limits. Business houses should see to it that their mail matter contains explicit directions as to place, province, state and country, and the street address should be supplied on all mail intended for city delivery. One of our most frequent difficulties lies with mail addressed to towns or cities which have duplicates in other provinces or states. For this reason the province or state should always be indicated. As the first sorting is done into countries and provinces it is important that this should be plainly indicated so as to at once catch the sorter's eye. It is in this stage that mail matter most frequently makes its false start. Fifty per cent. in speed can be gained when the sorter can see at a glance the territory for which the mail is intended.

"Attention should be called to the habit of enclosing articles in letters that are apt either to put the cancelling machine out of business or break the envelope in passing through. Bolts, keys and all such articles should be enclosed in a box or wrapped sufficiently large to catch the attention of the sorter and be cancelled by hand. Complaints are frequent of articles being lost by the puncturing of the envelope in passing through the rolls of the cancelling machines, not to speak of the loss and delay often caused to the Post

Office through letters of this kind escaping the eye of the operator and damaging the machines.

"For mail other than letters the same rules should apply, as to proper care in stamping and addressing. The Post Office is often accused of indifference or delay in the dispatch of other than first class mail matter. It is to the advantage of the staff as well as its duty to dispatch all mail as quickly as possible. This is necessary to keep the office clear of accumulations. But it is astonishing to find how our efforts are hampered by a lack of regard for the most ordinary care on the part of some of those who forward advertising matter through the mails. Here carelessness in affixing postage stamps is multiplied many times probably because of the cheaper rate as well as the volume put through.

"Here is a firm who knows how to get its mail matter delivered with expedition and satisfaction to itself and the Post Office," said the Postmaster pointing to a truck load of literature that was ready to leave for the train. "This firm has, first of all, put cancelled stamps on its matter. This obviates delay in passing through cancelling machines here or stamping by hand. That puts their printed matter and circulars practically upon a basis of regular letters as to speed, which must certainly be worth while to a business concern. Then again they have tied up the literature in packages for cities, towns and districts, which again saves time in reaching customers. Some concerns send down circulars loose and often the boys bringing them thrust them into the receptacle for newspapers and they have to be placed to one side for the time being. I often wish business houses who use the mails extensively would send someone here who is capable of picking up ideas of efficiency in mail service. They would learn much to their financial advantage.

"There are two other points that might be worth mentioning in connection with business mail matter. The first of these is with regard to return directions. These, whether on letters or parcels, should be at the left-hand top corner and should not be so prominent as to be mistaken for the address for which the mail is intended. Firms with the advertising instinct largely developed, have been known to so plaster mail matter with their own names that the mail has, like chickens, come home to roost. We have mail matter come to this office in which 'To' such a firm 'From' such a concern is the order of the address, the sorter naturally taking the last as the address. The name of the sender should always be at the left-hand upper corner and the addressee at the right-hand lower corner of the envelope, wrapper or cover.

"Then as to mailable packages likely to be damaged in transit, these should be properly protected by cardboard or otherwise so as to make them secure against the wear and tear that is unavoidable, more especially at times like the holiday season. Thousands of dollars' worth of mail matter is ruined annually for lack of ordinary precautions in mailing. During the next few weeks tons of mail matter will be handled in the various Post Offices in Canada and thrown in and out of cars. How so much of it escapes demolition is a matter of surprise to those who know the circumstances.

"But the application of this talk to business men in mail service may be summed up in two words—INSPECTION—see that some responsible person is deputed to give your outgoing mail the attention its importance in money value to your concern demands. Supervise work of office help from time to time. MAIL EARLY. Avoid the rush hours—take advantage of early trains. By so doing you will serve the Post Office and help it to efficiently serve you.

"The Postal Service will give place to no organization in the matter of loyalty to the best traditions of faithfulness and service. Its members work early and late to give the utmost of 'Service' their responsible position calls for. They invite and appreciate constructive criticism, and are ready at all times to adapt themselves to the constantly changing requirements of this great and growing country.

INTERNATIONAL SUPPLY CO.

IMPORTERS
MANUFACTURERS



JOBBER
SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

EASTERN BRANCH
401 CORISTINE BUILDING
MONTREAL

MAIN OFFICE AND FACTORY
37 FOUNDRY ST. S.
KITCHENER

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

Lynn Wood Heel Co.,
Keene, N.H.
Wood Heels and Die Blocks.

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.

H. S. & M. W. Snyder, Inc.,
Boston, Mass.
Kids, Cabrettas and Horse

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.

Announcing the Opening of Quebec Branch

Arrangements have been completed and stock of goods is now in transit. About December 15th, this new Branch will be in running order.

The Quebec Branch is being established to relieve pressure on the Montreal Branch and to enable us to give Better Service to our customers in Quebec and immediate vicinity.

Mr. T. H. Connolly will be in charge of the new Branch.

We take this opportunity of thanking our friends for their support and to extend to all our Best Wishes for a Happy and Prosperous New Year.

MY 1920 OUTLOOK

(Continued from page 33)

tion. The newspapers talk about them altogether too much. Making news items of the most trivial things, making big headings of every little labor trouble that crops up only tends to add fuel to the flame of unrest and people grow to look for these things. I do not want to go down as, nor be considered a prophet, but I think that in time, say two or three years, conditions, of their own accord, will adjust themselves to a normal basis and the great majority of things will be running along on a smooth road bed.

But right now, for this coming year, I am optimistic enough to believe that trade will be good. In the first place there is no overstocks of any commodity. That means prices will remain high. Now it does not matter how much people talk about the high cost of living, when prices are high, business is usually good. The very fact that prices begin to come down is proof that business is beginning to drop off, at least that is one reason. The need of production in all lines will keep business good for a long time to come. The Victory Loan just floated, which was so handsomely oversubscribed, will furnish capital for the country to do business on a cash basis in a way that will preclude any falling off of business. But the shoe retailer must be careful. He will need to buy carefully, he will need to use great tact in explaining to the public why prices have gone so high. The general public are up in arms against high prices, and fed as they are by the papers about profiteering and unnecessary profits, the coming prices on shoes will make the people feel that the retailer is the man who is doing all this. So be tactful, be patient, and above all do not lose your head, and you will come through, and you will find at the close of 1920 that your profits have equalled those of 1919, no matter what your fears may have been for the contrary.

LEATHER AND SHOE TRADE JOTTINGS

(Continued from page 39)

as sole for Greek account. The demand is also good in the United Kingdom, although there are signs of the local supply of upper stock again meeting the requirements. Some large shipments of fine leather, especially patent, have been made during the month. In goat and sheep stock the situation continues very strong and there does not seem to be immediate promise of abatement. Hide conditions continue quiet and stocks have accumulated during the past month somewhat. Heavy packer steers are quoted at 46c. and country buffs are down to 31c. In South American hides mountain Bagotas still hang around 48c. but there has not been much doing. The kill has naturally increased during the month of October and this year, on account of scarcity of fodder, the supply of cattle has been much larger than last. It is expected that an easy market will rule for some time and that buff hides will reach the 30c. basis before long. Tanners do not seem to be active buyers and are living up to the conviction that the market will continue to ease off.

Belgium Flooded with Shoes.—Advices just received by the Department of Commerce, says the Reporter, report the Belgium market is now flooded with imported shoes. So many shipments have arrived from the United States, Switzerland, Spain, France and Holland that importers may be compelled to re-export part of stocks. Retail prices of imported footwear are so high the public has been very slow in making purchases. Despite the size of stocks on hand there appears to be little promise of price reductions.

There is much complaint on part of Belgian shoe manufacturers because of recent heavy purchases from abroad. Belgian manufacturers are greatly handicapped because of high price of all materials, particularly American leather. With a view to relieving the situation, a syndicate of shoe manufacturers has taken up with the government the

question of producing national standard shoes at reasonable prices. It is hoped that in this way Belgian manufacturers may be able to produce an article to sell at not more than 50 francs, thus fulfilling an urgent public demand and at the same time protecting the Belgian shoe industry.

While Belgian imports of shoes from United States were small before the war, it is probable that under normal conditions high-grade shoes could be sold on a quality basis to an increasing extent. However, unusually high CIF prices of footwear formerly retailing in United States at from \$8 to \$12 per pair, together with premium paid on account of high dollar exchange, will undoubtedly prevent any great extension of sales at present. Belgian purchasers of high-grade imported shoes can now obtain custom-made shoes for comparatively little more than retail prices which must be charged for imported goods, and this further restricts the opportunity for immediate sales. Purchases of imported leather have also been very heavy during recent months, with result that some dealers are over-stocked.

FROM MESSENGER BOY TO MANAGER

(Continued from page 34)

William. The traveller replied that he did. The representative continued, "Well, you tell him there may be a job here for him if he wishes to apply for it."

The traveller told Mr. Watkins (note we say Mr. Watkins now, for Willie had gotten there some). But Mr. Watkins replied: "You tell Mr. Manager that if he wants me he knows where I am and he can send for me, but I'm not applying for any position."

It was not long before the representative did send for Mr. Watkins, and he has gone on making the same kind of a success of this new position that he did of the other two he had. In fact there are many retailers who would be glad to make in their business what Willie's bonus is for a year.

This story shows what is possible to be done with push and stick. This boy was interested in his work from the day he first entered it. He has never looked at any other business but shoes. He had not been long at his first job when he went to the boss one day and told him he wanted to learn the sizes of the different lines of shoes—children's, boys', men's, women's, misses', etc. So the boss gave him the list and he learned it in one night and thought he knew all about the shoe business right then.

But with all his success he is sorry to-day that he did not remain at school, and blames either the system or teacher for his dislike of it. He said he was being taught impractical things and was not told of what use they were to him, and he has doubts if they were any use to him and thinks our school system can be improved.

He also had the satisfaction of telling the warehouseman what he thought of him. Many years after the little incident mentioned above where he sat on the bench he was selling on the road for his house and the warehouseman was doing the same for his old house. They met with another traveller in a retail store and during the conversation the warehouseman said the trouble with some men is they are afraid to speak their mind. This was Mr. Watkin's cue. He immediately spoke up and said: "Yes, that's right. I remember a case in point. When I was waiting for a parcel in a warehouse one time when I was a kid the manager came through and rubbed me for sitting on a bench while waiting. Instead of the warehouseman taking my part he was afraid to speak up against the boss so he added to the injury."

The traveller knew what was meant and asked: "Do you refer to me?"

Mr. Watkins replied: "Well, Jack, if the shoe fits you put it on and wear it, that's all I have to say."

This story is true in every detail and actually happened and shows what can be done by determination and push, and Willie showed at the start that he was out to win and he has.

Taking a Trade Advantage of an Adverse Situation

Do You Make the Best of a Bad Situation, or Do You Make the Worst of It?—Even Seeming Disasters May Be Turned into Victories

IN the last issue of this Journal we mentioned the case of a shoe retailer in Toronto who had his rent jumped from \$55 a month to \$200 in one jump. The result was that he was forced to move. In his case he was fortunate in securing another store the rent of which was within the scope of his business. Had he not been able to obtain another place he would have been forced out of business, for



The window card that caused so much attention

it would have been absolutely impossible for him to have paid the raised figure with the turnover he had.

The feeling of a retailer when he is placed in such a position will have to be imagined by those who have not been so situated. For one to have to face such a proposition must be at least very discouraging. However, no one likes to see a quitter, and no one likes to be a quitter. So the man who will not lie down even under such discouraging circumstances, is the man who will come out on top soon or later. The best thing to do is to take advantage of the situation and turn it, if possible, to trade gain rather than a trade loss. It is sometimes difficult to do this, and it may require some ingenuity to turn the table or manipulate the circumstances, but there is usually a way where there is a will.

There was a case in point in New York recently which might have been worked similarly by the Toronto man, and the tables would have been turned on the landlord and good business resulted for a time before the moving. This

man had a little hole-in-the-wall store, about twelve by twenty feet in size. For this little pocket he paid the handsome rental from 1913 to 1918 of \$7,500 a year, then last year he renewed it for \$8,680 a year. A short time ago he was told to get out or pay \$13,500 a year. He was immediately placed in the same position as the Toronto shoeman. His business would not stand it and he had to move.

But he turned things on the landlord. He placed a card in his window with a hat on it. And, by the way, he kept a hat store. On the card he announced his moving, and incidentally showed up the landlord. (The card we reproduce herewith.) In the newspaper next day he reproduced the card and had an advertisement underneath it which read something as follows:

"I hadn't any idea that the above removal notice I put in my window would almost cause a riot, and block traffic on the street. It was a surprise to me that a simple statement of a few plain facts would cause so much favorable comment, and also interest merchants up town and bankers down town.

"I have been on 42nd St., between Fifth and Madison, for ten years, and I think it is safe to say that I have sold more hats in a space twelve by twenty feet than any one else in the hat business. But no one can pay \$50 a square foot for space in which to sell men's hats at retail and give the public a square deal. I know because I have been in this business all my life, and I own large and small stores in the best locations of the principal cities of the country.

"I could change my policy, raise my price, charge you more, and remain at 42nd street. But I'd rather maintain my policy, hold my price—and MOVE. I'd rather put the money into the hats than give it to the landlord. And don't forget, YOU pay the rent no matter who runs the store.

"I don't feel sorry about severing my business relations with my landlord, but I regret causing any temporary inconvenience to my customers who have bought Truly Warner hats in this store for so many years."

Then he goes on to give the address of the other stores and the price of his hats which he specials at \$3.45. Now this was a novel idea, and attracted much trade to this store during the time immediately before he had to move.

COURTESY AND KINDNESS AN ASSET

"There is a quiet, irresistible power in courtesy and kindness that some folks never discover. If you were to be told that your success as a mixer among your fellows lies along the line of least resistance you would probably jeer and scoff and pooh-pooh, but the truth of this statement may be demonstrated. If you closely observe you will discover that the man who fishes for results among men and catches what he fishes for, baits with COURTESY, KINDNESS and DIPLOMACY.

"I hav aluss noticed," observed Uncle Ezra, 'that I kin ketch more flies with molasses than I kin with vinegar.'

"The man whose path is always smooth, lubricates with diplomacy—he uses the key of courtesy, and lo! the hearts of men swing open before him.

"The guy who always insists on getting what is coming to him, who sighs for satisfaction, who backs up the demands for his right with his 'right' and 'left,' is likely to get a confused beak and a bunged lamp. It doesn't get you much to carry a chip on your shoulder—and you get that grudgingly."

"If you snarl and snap like a dog, the world will put you in the canine class. Be kind and courteous and the world will not only think you are a gentleman, but will treat you like one."

Less knowledge than judgment will always have the advantage upon the injudicious knowing man.

G. LEVOR & CO. Inc.

SPECIALISTS in CABRETTAS

Levor Mat Kid — The Black Mat Shoe Topping

Levor Grain Kid — Colored and White

Levor Buck — An Ooze (Suede) Finish.
Black, Colors, White

All unsurpassed for
STRENGTH, BEAUTY and FINISH.

A Single Trial Will Convince You.

G. Levor & Co. Inc.
GLOVERSVILLE, NEW YORK

Boston
St. Louis

New York
Milwaukee

Send Your Orders
To The Tannery, Gloversville, N.Y.



TENAX SOLES

“The Soles That Give Satisfaction”

You can become the leading shoe man in your locality by recommending and furnishing Tenax Soles on all your repair work. If a manufacturer offers you boots and shoes with Tenax Soles, take them—you can rely on satisfied customers, at least as far as the Soles are concerned. Pliable, waterproof and long wearing, Tenax Soles will be greatly appreciated by your customers. Drop us a card for fuller information on this important and profitable feature of the shoe repair business.

“The Better Than Leather Sole”

Gutta Percha & Rubber, Limited

Head Offices and Factories - Toronto

Branches: Halifax, Montreal, Ottawa, Toronto, Fort William, Winnipeg, Regina
Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria.

RUBBER NOTES

The demand for rubbers at the present time from the wholesalers and manufacturers seems not to have been equalled in past years. And this is the more difficult to understand when one remembers that last winter was particularly mild and the retailers had large stocks on hand. It would therefore seem reasonable to suppose that the order for this fall's selling would not be so great, for it was generally supposed there would be considerable stock carried over.

And while this is looked upon as the sorting season rather than a time to expect placing orders, the orders that are coming in, particularly from the west, have every indication of being placing, they are so large. One explanation given for this is that the spring orders were not so large as usual, because the past winter having been very mild and there were some expectations that the present winter would also be mild and in some sections of the west the crops were not so good as desired, all tending to make placing orders to be tempered with caution. But about three weeks ago there was a heavy fall of snow and winter settled hard, creating an earlier demand than usual for rubber footwear.

In Ontario the trade is above the normal despite the fact that the weather has been unusually mild, and when cold and snow becomes more general there is expected to be a greater demand for rubbers than in previous years. Wholesalers and manufacturers also attribute the high price of leather shoes to have something to do with the increased demand for rubbers. People are wearing shoes under rubbers that they would not wear ordinarily without them. In the heavy lines for working and among the lumber camps, sales have been increased which no doubt has been caused by the high price of leather used for larrigans and shoepacks. Still the shoepack and larrigan makers report they have been very busy.

Prices on some lines have been advanced, the new scale taking effect the first of December. This advance has been only on leather top rubbers used for heavy work. On the No. 1 quality the advance has been about twenty-five to thirty per cent. and on the No. 2 from ten to twenty per cent.

Tennis Lines—There are orders still coming in for tennis and sporting goods, and while factories are as well and better prepared than last season to handle the orders already in, and those coming, they say it will keep them very busy to take care of the trade. It seems that many retailers are arousing a little late to the fact that there will be a big run on these lines next season, and are increasing their orders considerably. The fact that many of them have placed orders already helps the manufacturer considerably. The increased ordering is precautionary on the part of the retailers, and these will not be delivered so soon as the original orders in many cases.

Raw Rubber—Despite the fact that spot stock is more plentiful than a short time ago the price remains firm. November and December as well as spot latex pale crepe is 54½c with a difference of only a half cent between this and smoked sheet. The latter holds well at 54c. 55c and 55½c are the prices for these for the stock of 1920.

A later report, however, says that plantation rubber has receded a little, and first latex pale crepe is now 53c and smoked sheets 52½c, these prices being for spot and forward to June.

JOBBER A NECESSITY

Editor SHOE AND LEATHER JOURNAL:

Gentlemen:—We read with very much interest your article on the "Elimination of the Wholesalers," which appeared in your issue of November 15th.

This article was of special interest to us, as our output is marketed exclusively through the jobbers, which does away with the necessity of keeping a selling force, credit man and a thousand and one other things in our organization

which would be required if sold direct to the retailers, not to mention the fact that the additional capital which would be required to sell our product to the retailer.

In the first year or two of the existence of this company we sold to the retailers, the last four years to the jobbers exclusively, so we can talk intelligently about the cost of doing business either way, and if the jobber can sell our shoes to the retailer at a gross profit of 15 to 20 per cent. he can do it cheaper than we could.

Like many other manufacturers we are specializing in one particular shoe, that is to say, standrad screw, unlined working boot. It would not pay any good salesman to travel with our line only, because he could not make a living on it. If he combines two or three other lines with it it would then be the same thing as the jobber without the advantage of the credit system and the in-stock feature of the wholesaler.

We fully agree with you how absurd it is to try to establish a margin of doing business, as in our opinion the stiff competition among wholesalers takes care of this and instead that the elimination of the wholesalers would bring down the cost to the retailers, it is in our opinion absolutely certain that the cost would go up, and not only the cost would go up but it would force many retailers and small manufacturers out of business.

THE TILLSONBURG SHOE CO., LIMITED.
L. C. Van Geel, Secretary.

A UNIQUE PIECE OF ADVERTISING

In our advertising advice from time to time we have advocated taking advantage, for advertising purposes, of conventions and gatherings taking place in the towns in which you may be located. This, Mr. Fred Foley, of the Sunnyside Shoe Shop, Bowmanville, put into effect. A teachers' convention was held in his town on Nov. the 6th and 7th. He secured the names of the teachers, about a hundred in all, and had the circular (given herewith) printed on very fine kid finished stationery with envelopes to match and mailed to their addresses. The circulars were set in imitation typewriter type and signed by hand by Mr. Foley.

The results Mr. Foley states as follows: "This advertising brought a lot of real nice business from the nicest class of customers. Rather expensive class of advertising, but brought splendid results, and made most favorable impressions."

No advertising is expensive if it brings results. This is high class advertising that is bound to bring results when conducted in this high class manner.

Bowmanville, Nov. 3rd, 1919.

Durham Teachers, Inspectorate No. 1.

Greetings:

We offer herewith our word of appreciation for the splendid work in which you are engaged, and a cordial welcome to Bowmanville during the Institute to be held here Thursday and Friday, November 6th and 7th.

In courtesy to the teachers attending we take great pleasure in offering a special discount of ten per cent. (10%) on all goods purchased by them at our store during the convention. Our stock includes a complete assortment of Boots, Evening Shoes, Boudoir Slippers, Rubbers, Colored Gaiters, Trunks, Bags, Suit Cases, etc.

We sincerely trust the Institute will prove a very profitable one, that your stay in Bowmanville will be most pleasant, and that you will carry away happy memories of the nineteen-nineteen convention.

Very truly yours,

Fred R. Foley

WE HAVE THEM IN STOCK

COLORS

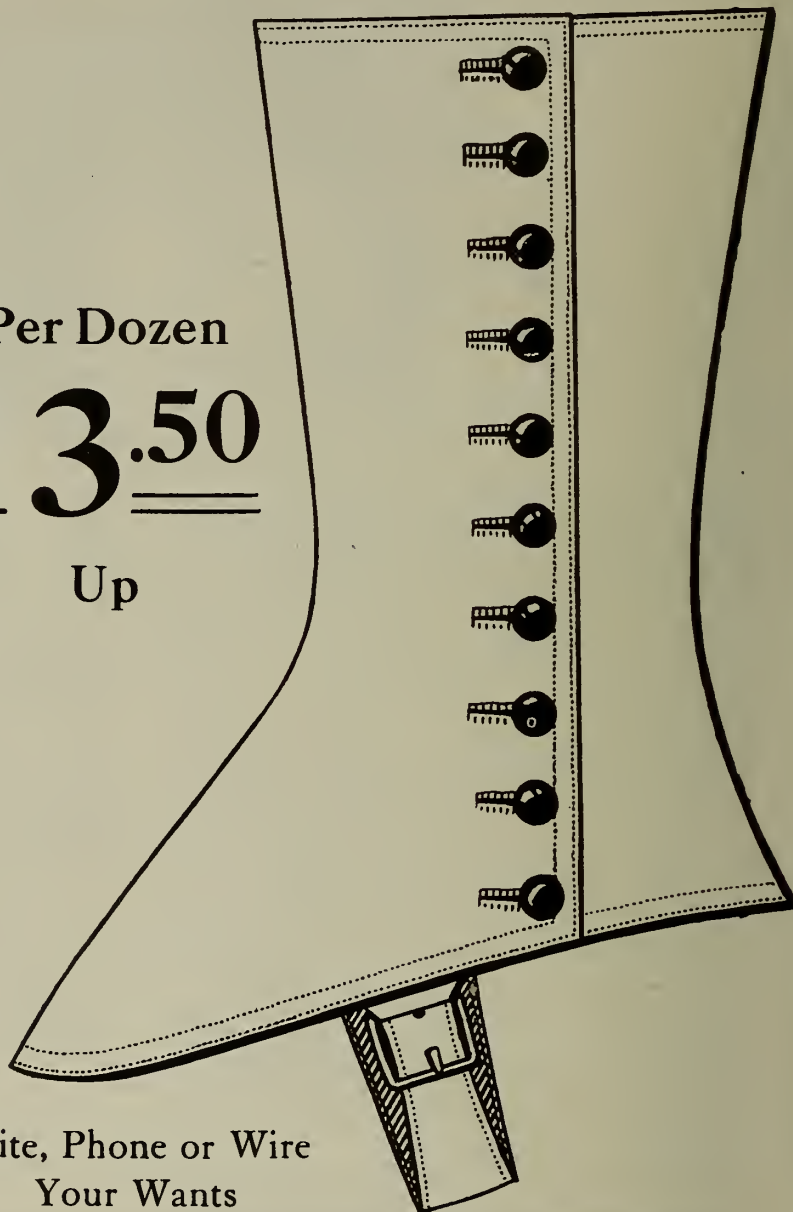
- Black
- Dark Grey
- Slate Grey
- Pearl Grey
- Brown
- Khaki
- Dark Fawn
- Light Fawn
- Tan
- Taupe
- Olive Fawn

SIZES

2 to 7

Three
Heights

Per Dozen
13.50
Up



Write, Phone or Wire
Your Wants

STYLE No. 100, AS CUT

	Per Doz.	Colors	Per Doz.
9 in., 10 Butt. Black	\$13.50		
10 in., 11 Butt. " "	15.00		
11 in., 12 Butt. " "	16.50		
		Colors	
			\$19.00
			20.50
			22.00

STYLE No. 200, INVISIBLE BUCKLE

	Per Doz
9 in., 10 Butt. Colors	\$22.00
10 in., 11 Butt. " "	23.50
11 in., 12 Butt. " "	25.00

Be sure and give color and height. Orders shipped same day as received.

BLACHFORD, DAVIES & COMPANY, LTD.

60-62 FRONT STREET WEST, TORONTO

SEASONABLE IN



FOOTWEAR STOCK

MEN'S LEATHER SLIPPERS

	Sizes	
400 Men's Black Kid Everett, M.S.	6 x 11	\$1.90
401 Men's Chocolate Kid Everett, M.S.	6 x 11	1.90
405 Men's Black Alligator Everett, M.S.	6 x 11	1.90
405x Men's Chocolate Alligator Everett, M.S.	6 x 11	1.90
410 Men's Black Dongola Opera, turn., 1/2 sizes,	6 x 11	2.90
411 Men's Chocolate Dongola Opera, turn., 1/2s.,	6 x 11	3.00
411x Men's Chocolate Dongola, Opera, turn., 1/2s.,	6 x 11	3.10
413x Men's Black Dongola Everett, turn., 1/2 s.,	6 x 11	2.65
414x Men's Chocolate Dongola Everett, turn., 1/2s.,	6 x 11	2.75
417 Men's Black Dongola Everett, turn., 1/2s.,	6 x 11	2.65
417x Men's Black Dongola Everett, turn., 1/2s.,	6 x 11	3.00
418 Men's Chocolate Dongola Everett, turn., 1/2s.	6 x 11	2.75
418x Men's Chocolate Dongola Everett, turn., 1/2s	6 x 11	3.10
424 Men's Chocolate Kid Romeo, M.S.	6 x 11	2.25
424x Men's Black Kid Romeo, M.S.	6 x 11	2.25
427 Men's Black Dongola Romeo, turn., 1/2 sizes,	6 x 11	3.35
427x Men's Black Dongola Romeo, turn., 1/2s.	6 x 11	3.75
428 Men's Chocolate Dongola Romeo, turn., 1/2s	6 x 11	3.50
428x Men's Chocolate Dongola Romeo, turn., 1/2s	6 x 11	4.00

MEN'S FELT SLIPPERS

403 Men's Black Felt Slippers, Comb. sole	6 x 11	1.20
431 Men's Tapestry Slippers, Lea. sole and heel,	6 x 11	1.40
434 Men's English Plaid Romeo, Comb. sole	6 x 11	1.45
435 Men's English 1st quality Plaid Romeo, Combination sole	6 x 11	1.80
0436 Men's English 1-buckle Plaid Arctic, Comb. sole	6 x 11	1.75
438 Men's Plaid Felt 1-buckle Arctic, Comb. sole	6 x 11	1.75
439 Men's Black Felt Slipper, Felt sole	6 x 11	1.25
441 Men's Plaid Felt Arctic, Combination sole	6 x 11	1.50
442 Men's Plaid Felt Slipper, Combination sole,	6 x 11	1.20
444 Men's Hemp Bath Slippers	6 x 11	.35
445 Men's Plaid Felt Slippers, Comb. sole	6 x 11	1.30
447 Men's Black Felt 1-buckle Arctic, Comb. sole	6 x 11	1.75

MEN'S FELT BOOTS

458 Men's Felt Bal. Dongola Vamp, Leather sole	6 x 11	3.30
460 Men's Felt Bal. 10-inch Seamless	6 x 11	3.60
470 Men's Felt Bunkum, Dongola tip	6 x 11	3.45
471 Men's Felt Bunkum, foxed vamp	6 x 11	3.75
472 Men's All-Felt Bunkum	6 x 11	3.00
473 Men's Felt Bal. High-cut Buckles	6 x 11	4.00

MOCCASINS, SOCKS, ETC.

		Per Doz.
461 Men's all Buck Moccasins, 6", Fancy front, wax-sewn	7 x 11	24.00
462 Men's all Buck Moccasins, 6", Fancy front	6 x 11	22.20
475 Men's Jack Buck Moccasins, 10"	6 x 13	33.00
476 Men's Jack Buck Moccasins, 6"	6 x 12	30.00
478 Men's Horse Moccasins, 6"	6 x 12	30.00
479 Men's Buck Moccasins, 10"	6 x 12	27.00
480 Men's Buck Moccasins, 6"	6 x 12	24.00
481 Men's Sheep Moccasins, 5"	6 x 12	18.00
483 Men's Sheep Wannigans, 6"	6 x 11	31.20
490 Men's Plow Boots, 6"	6 x 11	5.25
496 Men's Tufted Grey Lumber Sox	6 x 11	12.60
498 Men's Russian Felt Sox	6 x 12	1.50
Ventiplex Insoles		1.00

WOMEN'S SLIPPERS

832 Women's Black Cravenette Buskin, Fleece-lined, 1/2 sizes	3 x 8	1.65
906 Women's Black Kid Boudoir, pom-pom, padded sole	3 x 7	1.40
907 Women's Red Kid Boudoir, pom-pom, padded sole	3 x 7	1.40

908 Women's Brown Kid Boudoir, pom-pom, padded sole	3 x 7	\$1.40
921 Women's Black Felt Slippers	3 x 8	.75
922x Women's Black Felt Slippers, felt sole, no heel	3 x 8	1.05
923 Women's Green Plush Slippers	3 x 7	.90
927 Women's Tapestry slippers, leather sole	3 x 7	1.30
928 Women's Tapestry slippers, leather sole	3 x 7	.90
929 Women's Carpet Slippers, carpet sole	3 x 7	.35
938x Women's White Kid Moccasin slippers, fleece-lined	3 x 7	1.20
940 Women's Black Felt Slipper, white felt sole	3 x 7	.40
943x Women's Red Felt Cosy, ribbon-trimmed	3 x 7	1.00
976 Women's Brown quilted satin slipper, Comb. sole	3 x 7	1.50
978 Women's Light Blue Satin quilted Slipper, Comb. sole	3 x 7	1.50
983 Women's Felt Slipper, blue, red or brown Comb. sole	3 x 7	.75
984 Women's Black Felt Slipper, Lea. sole	3 x 7	1.25
993 Women's Plaid Felt Slipper, Lea. sole (Trickett)	3 x 7	1.60
1032 Women's dark red Felt Cosy, high-cut	3 x 7	1.35
1033x Women's Light Blue Felt Cosy, high-cut	3 x 7	1.35

WOMEN'S FELTS AND MOCCASINS

948 Women's Felt Bal. Leather sole, 10" top	3 x 8	2.50
949 Women's Felt Bal. Leather sole, 10" top, Dong. foxed	3 x 8	3.50
952 Women's Felt Bal. pebble vamp. Lea. sole	3 x 8	3.00
953 Women's Felt Bal. rubberhide sole	3 x 8	2.00
957 Women's Felt Bal. Dongola vamp, felt sole	3 x 8	2.85
958 Women's Felt Bal. High-cut	3 x 8	2.20
959 Women's all Felt Bals	3 x 9	2.40
4015 1/2 Women's Black Cravenette Bals. 9", fleece-lined, Neolin sole	2 x 7	4.25
861 Women's all Buck Moccasins, wax-sewn, fancy front	3 x 7	22.20
862 Women's all Buck Moccasins, fancy front	3 x 7	21.00
863 Women's all Buck Moccasins, wax-sewn, high cut	1 x 7	24.00

BOYS', MISSES', CHILDS', ETC.

1400 Boys' Black Kid Everett, M.S	1 x 5	1.75
1472 Boys' all Felt Bals	1 x 5	2.50
1478 Boys' Horsehide Moccasins	1 x 5	21.00
1483 Boys' 6" Sheep Wannigans, sole and heel	1 x 5	26.40
1491 Boys' Black Lumber Sock		7.80
2393 Youths' Mule Hockey Boot	11 x 13 1/2	2.10
2472 Youths' all Felt Bals	11 x 13	2.00
979B Boys' Buck Moccasins, wax-sewn, fancy front	1 x 5	21.00
5861 Misses' Buck Moccasins, wax-sewn, fancy front	11 x 2	17.40
5862 Misses' Buck Moccasins, fancy front	11 x 2	16.20
5928 Misses' Tapestry slippers, 1/2 sizes	11 x 2	.80
5963 Misses' red Tapestry slippers	11 x 2	.80
5980 Misses' fancy ankle-strap, fleece-lined	11 x 2	.75
5981 Misses' fancy ankle-strap, fleece-lined	11 x 2	.75
5982 Misses' Arctic Buckle Boot	11 x 2	.95
5991 Misses' red velvet ankle-strap, fleece-lined	11 x 2	.90
6928 Girls' Tapestry slippers	8 x 10	2.70
6954 Girls' red felt Hi-cut	8 x 10	2.50
6955 Girls' Brown Felt high-cut, Dong. vamp and collar	8 x 10	2.65
6979 Girls' Buck Moccasins, fancy front, wax-sewn	8 x 10	13.50
7954 Child's red felt High-cut	3 x 7	2.15
7955 Child's brown felt High-cut	3 x 7	2.00
7961 Child's black Felt Bal, red top, kosy sole	3 x 7	.75
7963 Infants' brown Felt Bootie	1 x 5	.50
7979 Infants' Buck Moccasins	3 x 6	12.00
7982 Infants' Felt Buckle Arctic	5 x 7	.75

Wire, phone or write your order at our expense. Do not delay. Our stock is limited.

BLACHFORD, DAVIES & COMPANY, LTD.

60-62 FRONT STREET WEST, TORONTO

Mention "Shoe and Leather Journal" when writing an advertiser

GETTING IT WRONG

All over the country dealers were misled by the reports in the papers about the Board of Commerce order, which simply said that they were to be allowed no greater than 33 1-3 per cent. gross profit. A glance at the order itself will satisfy any one that this was a mistake natural to those not accustomed to figuring gross profits. The order distinctly says "of the sale price thereof."

Here is the way excitement was worked up in Quebec as in several other localities on the supposition that a retailer was only allowed thirty-three and a third on his invoice price.

The Quebec Telegraph interviewed several shoe retailers and manufacturers with this erroneous impression and we quote the result as showing the state of mind created by the mistake, as follows:—

"If this order of the Board of Commerce comes into effect, and as soon as I receive official notification of the order, then I will most assuredly sell the business," replied one prominent boot and shoe retailer this morning to the Telegraph relative to the order passed recently by the Board of Commerce, fixing the margin of gross profits of retailers to 33 1-3 per cent.

"Further than that," he continued, "I will venture to say that practically every boot and shoe retail man, dealing in the fancy line of footwear, will be forced to close up shop. The order is nonsensical, to say the least. It stands to reason that we, the retail dealers, especially those giving credit, must make more than 33 1-3 per cent. on some lines, in order to cover losses on others. For instance, we buy one line of fancy women's boots or shoes, shaded tops, finest of leather, freak styles, etc., we take an assortment of, say, sixty pairs; we probably sell forty or forty-five pairs. What becomes of the balance? We must sacrifice them, sell away below cost in order to get rid of them at all. It is not necessary for the general public to buy footwear beyond their means. We have boots and shoes to fit, not only every foot, but every pocket-book as well. It is not us who are responsible for the prevailing high prices, nor yet the manufacturers, but the dealers in hides, who are doing the profiteering. I am greatly surprised to learn that the Commission has been so short-sighted in the matter. They are starting at the wrong end to decrease the prices on footwear, and this last ruling will mean, those who can weather this storm, that fancy boots and shoes will be cut out entirely and leave only staple lines," he concluded.

Other dealers visited voiced similar sentiments, and the last one called on by the Telegraph was also very emphatic in his remarks.

"Why, the thing is ridiculous. It simply cannot be done and let the boot and shoe industry live in Canada. Whoever suggested this order apparently did not know the first thing about the business, either wholesale or retail, and I, for one, if it comes into effect, will lose all further interest in the retail boot and shoe trade. Close up shop and leave it to some one else, and I firmly believe that every retailer in the Dominion will be very hard hit by this ruling," was his version of the affair.

The local manufacturers, when asked for their opinions on the subject, seemed to take it as some kind of a joke. The manager of one of the biggest shoe manufacturing plants in Quebec merely laughed at the idea. He grew serious for a moment, long enough to condemn the action. "This thing is all tommyrot," he said. "As far as the manufacturers are concerned, although not directly affected by the motion, would be very pleased to receive 33 1-3 per cent. profit on every pair of boots or shoes we made, but the retailers are going to be very hard hit, and I think that not a few of them will be forced out of business; in fact, I do not see how they can continue to carry on the trade if they are not allowed to

make a larger percentage of profit on some of their lines at least," he said.

"If the manufacturers could make that amount of profit on every pair of boots or shoes there would be a great many millionaires made practically overnight. My personal opinion is that the idea is all wrong, and the Commission is going the wrong way to bring down the high prices. Take, for instance, some of the fancy lines, women's high boots, colored and shaded tops, etc., we have to have expert workmen engaged especially for these kinds, and they demand, and get, topnotch wages, some of them making over a dollar an hour. The finest of leather goes into these boots, purchased in South America, Russia, or other countries, and when we get it it costs us about a dollar and a half per square foot, and about four square feet or more to make a pair of boots or shoes, so where does the retailer come in?" he concluded.

ALDERMAN L. O. BREITHAAPT WEDDED

The many friends of Mr. L. O. Breithaupt, of the Breithaupt Leather Co., Kitchener, will be wishing him much happiness on the event of his marriage at 6.30 p.m., Thursday, November the 27th, to Miss Sara Caskey, only daughter of Mr. and Mrs. K. Caskey, at their home in Toronto. The officiating clergymen were Rev. Mr. Black, of the North Toronto Presbyterian Church, and the Rev.



L. O. BREITHAAPT

Mr. J. P. Hauch, pastor of Zion Evangelical Church, Kitchener Ont. About one hundred guests were present, and many of these were from the bride's old home in Youngstown, Ohio. The groom was supported by Mr. J. E. Breithaupt, of Kitchener; Mr. Paul Caskey, of Philadelphia, brother of the bride, and Mr. Harry Krug, of Chesley, Ontario. After the ceremony, Mr. and Mrs. Breithaupt left for a wedding trip to New York, and points in the southern states.

WORKING FOR YOU

The National Association of Shoe Retailers of Canada has been doing good work in the six months it has been organized. It has been looking after YOUR interests as well as its members. Its work cannot be done without MONEY. Send in your membership fee of \$5 to the Secretary, Edward Cook, 56 West King St., Toronto. ENCOURAGE the Executive in their work. DO IT TODAY.



Full Value Shoes

There is no shifting of Value in

The Lagace & Lepinay Line

It is the line of consistent good quality—every pair maintaining that unvarying reputation—successful in selling, satisfying in service.

Goodyear Welts, McKays, Standard Screws

for Men, Boys, Youths, Little Gents
Women, Misses, Children, Infants

LAGACE & LEPINAY

25 St. Anselme St.

QUEBEC, P.Q.



LEATHER FROM HAIR-SEALS

Necessity, that mother of so many inventions, is always at work. It has now developed that the skin of the hair-seal, which is so prevalent in British Columbia, is suitable for glove leather. Much time and money are expended by the government of the province every year in destroying these animals as they kill great quantities of the salmon and break the nets. Dynamite has been used in tremendous quantities, but the animals so killed either sink or are carried to sea by the current. It has therefore been proposed that a government bounty be given for the hides and the tanners would then purchase the skins from the government. Sea lions' skins are also used for glove and other.

HERE IS WHAT A WOMAN WROTE

"I can cite the sum of two and two,
I know the age of the Wandering Jew,
I know which mushroom is safe to chew,
I can tell Goulash from Irish stew,
I can figure the kick in a modern brew,
I know what's what and I know who's who,
I am wise to many things, old and new,
But why is the heel of a woman's shoe?"

And here is what a scoffing man has to say on the subject:

"It parodies anything God ever grew,
It bids all comfort and grace adieu.
It aids the chiropodist's revenue,
It discredits the maker and wearer, too,
Like a stilt awry, with tilt untrue,
It sets her entire physique askew,
And yet it persists the season through.
So why is the heel of a woman's shoe?"

AYLMER SHOES

for style

Quality



Durability

THE

Aylmer Shoe Company

LIMITED

Manufacturers of
Men's, Women's and Boys' Welts.

AYLMER, ONT.



H. N. Lincoln nad Oliver Tetrault at Lake LaBelle, Laurentian Mountains

THE HAPPY HUNTING GROUND

It takes a bunch of leather men to extract all the juice out of the orange of life. They have a faculty of discovering happiness where other people find nought but dregs. So this sextette hiked themselves away to a happy hunting ground at Club LaBelle. Here are the hikers: J. O. Tetrault, H. Hurtubise, J. Coultee, Paul Roy, H. N. Lincoln and F. Boulin. There were all kinds of enjoyment indulged in by the party and not a word is said about the number of deer they bagged or did not bag. But it is a certain sure thing that the evenings were one of much mirth and merriment all the time. One of the members tried some musical feats on the phonographs, of which the party had two. It was to run two records together. He had taken a course of Victrola lessons by mail and declared his last lesson had become lost in the mail or he would have succeeded in working this stunt more harmoniously. He ran two classical jazzes which had excellent volume, but the speed limit and intonation were incompatible to the human ear, and he was nearly ejected. He refuses to continue with the mail order course.

Another one of the party saved the day, or the night, by doing a double clog, the fanciness of the steps never having been equalled by a vaudeville team on big time. He is open for special engagements. Write McDowell.

But the photo artist did the clever stunt. He took a picture by the light of the fire-place which needed a five minute exposure. He fancied as they were all pretty well used to exposure to severe weather that they would sit for this kind. The plate was a marvel. One man said it reminded him of the great masterpiece—"Dark midnight in a black coal yard." Wasn't that synical?

The party broke up by singing "And a-hunting we will go."

ATTIRE OF GIRLS IN CANADA AND BRITAIN

A striking contrast between the "working" attire affected by girls of Manchester, England, and that adorning feminine work-a-day Ottawa was drawn by Bishop William Brewing in the course of a stereopticon travelogue recently at Emmanuel Reformed Episcopal Church.

Bishop Brewing journeyed to Europe in July last as a delegate to the International Christian Brotherhood, and travelled through France and Belgium, as well as through the British Isles. He delivered an interesting illustrated lecture dealing with events of note he had encountered, and when showing the slide depicting the factory girls of Manchester, England, on their way to work the Bishop called attention to the great difference in sartorial accoutrement prevailing with that of the dress of the working girls of Canada's capital.

The pictures showed the young ladies of England's great industrial centre blithely ambling to their work attired

in wooden "clogs" and with shawls wrapped about their heads. Bishop Brewing drew attention to the different mode of dress affected by the Canadian counterpart of the English factory girl.

"It appears to be the accepted thing for Ottawa girls to go to their work attired in high-heeled shoes and silk stockings," he said.

"But those British young women did doll up when their work was through," averred the Bishop. "On Saturday night and on Sunday their dress would compare favorably as regards style and neatness with even Ottawa's showing."

And Ottawa is not the only city and town in Canada that this condition will apply. But is there any one in Canada who wants our girls to go to work in wooden clogs? If so, they had better not let our girls hear them say so.

PARCEL SLIP

Retailers miss the opportunity of talking to their customers by not putting a little slip in all parcels similar to the one shown below. Try this plan and note the results.

We're Selling Satisfaction

- a. You have bought these shoes because they meet your ideas of style, price and quality.
- b. But you are entitled to more than that—and you will get it here. "Satisfaction" is a part of every sale we make.
- c. If the shoes do not "make good," we will—gladly, cheerfully. It's a part of our friendly service—a part we think you will appreciate.
- d. Thank you!

P. S.—Our Repair Department give the same satisfaction. Prompt service and good work assured.

(Your name here)

SELLING HOSIERY IN RETAIL SHOE STORES*(Continued from page 32)*

the smaller sizes—that is up to the sixes. But from this size up they are in good demand.

Here is another very important feature. While there is not the disadvantage of having to fit the hosiery as is the case with shoes, the importance of having properly fitting stockings is very much greater than the average person realizes. Many sore feet are blamed on the shoes where the real cause rests with the stockings. The great trouble is that stockings are purchased too small. And not only are they purchased too small, but the manufacturers restrict their range to sizes that are too small for women who wear shoes above the average. The average person in buying stockings desire a snug fit. They obtain this and do not allow for the shrinkage of the material, for despite the fact that yarns of to-day and processes of washing are a great improvement on the old ways in preventing shrinking, there is bound to be some. The moisture of the feet and the regular washings will shorten hosiery to some extent, so when stockings are purchased in a snug fit, in a short time they become so much snugger which means they are too short, and short stockings will cause foot trouble, and the shoes will receive the blame. Now, by selling stockings in the shoe store you know the size of shoe worn and can suggest the proper size of stocking which cannot be done in a dry goods store. In the latter the customer asks for the size and is given that without question, which is all that can be done, for there is no way of arriving at the size of the foot as in a shoe store.

Possibly the last and best reason for stocking hosiery is the profits available on the investment. It is possible to turn the stock about five times in a year. There is little or no unsaleable lines to sacrifice in sales. The profits on a \$500 stock turned five times in a year are quite good when the expense of running the department is so low and the profits average 33 1-3 per cent. It means that the hosiery department will do considerable towards paying the rent.

KEEP COOL

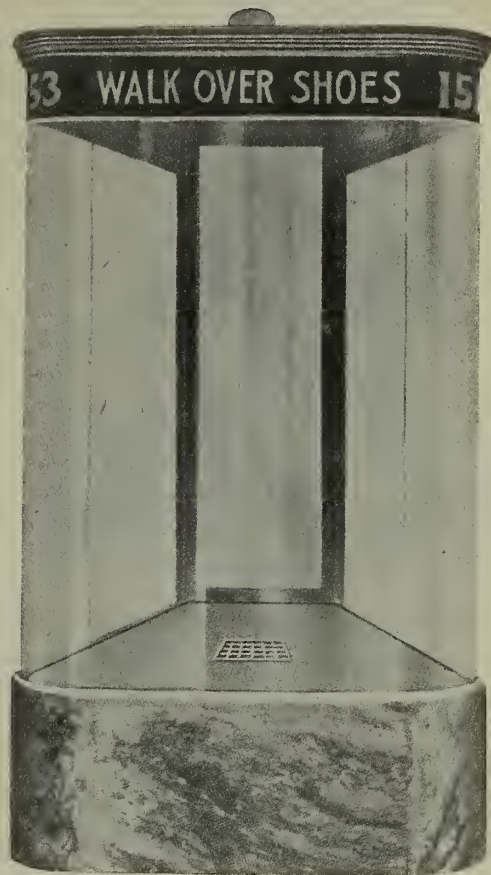
A prominent retailer of shoes said recently in conversation with other shoe men: "Gentlemen, the great crying need of the shoe game just now is for every one to keep cool. Buy carefully, watch your stock and use common sense and a don't-get-flustered spirit, and we will come through all right. In my estimation we will have to pass through the severest period we have passed through during the next twelve months. We may be called on to make some explanations to the public as to the reasons for such high prices. This will be the more difficult coming right on top of the government's commission investigating the high cost of living. Now, I may be all wrong, but I am telling you that this is the way it looks to me, and I still feel we will need to keep our heads cool and use considerable common every-day horse sense, and then we will come out all right."

A splendid article entitled "Co-operation a Great Strike Preventor," will appear in the next issue of this Journal.

FOR SALE

This Beautiful Sidewalk Entrance

SHOW CASE

**\$85.00****Packed and delivered F.O.B. Windsor****DESCRIPTION**

No 57 R is a very handsome all-glass frameless case for the vestibule. The cut represents a case 52 inches wide in front, 24 inches wide in rear, 60 inches deep from front to back, 84 inches high over all, including an 18 inch marble base. Case has a hardwood floor, paneled in oak or mahogany.

WILKINSON'S BOOT SHOP**11 Ouellette Ave. Windsor, Ont.**

Louis Heel Finishing

is made simple, easy, accurate and speedy by means of our

Louis Heel Breast Trimmer

Uniform high-grade work in trimming Louis Heels of any curve or style is turned out at the minimum of expense. It finishes the Heel Breast from edge to edge right down to line of Sole.

No Hand Work or Rough Scouring Necessary

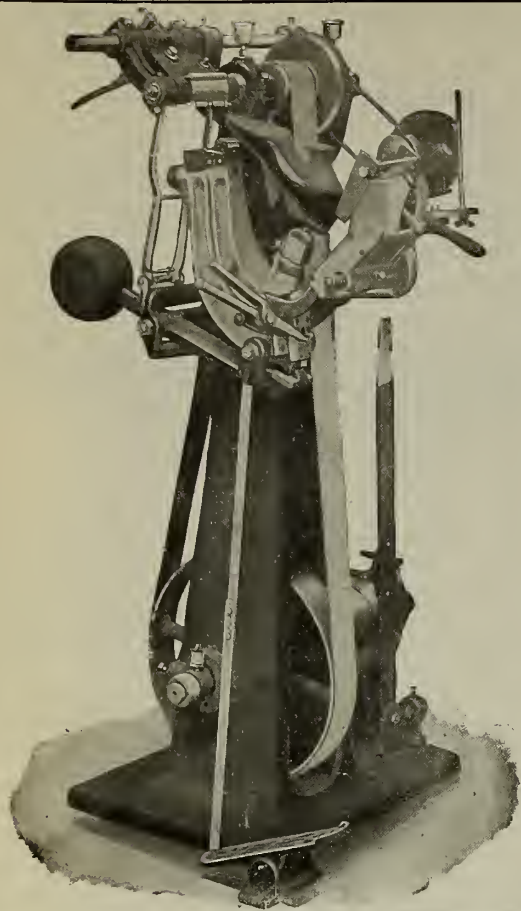
All Heels trimmed to same template are absolutely uniform.

It will pay you to install one of these machines. It means Better Work more of it and less trouble.

—Let us give you full particulars—

The Louis G. Freeman Co.
CINCINNATI, OHIO, U.S.A.

Canadian Representatives
INTERNATIONAL SUPPLY CO.
Kitchener, Ont. Montreal, Que.



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.

Toronto Shoe Retailers Re-organize

Representative Gathering Accepts Board of Commerce Ruling—Suggests Modification of Application in Special Cases—To Meet January 7th to Elect Officers

A MOST representative gathering of Toronto Shoe Retailers met on Wednesday afternoon, Dec. 3rd, in the Foresters' Hall, 22 College St., to discuss the recent ruling of the Board of Commerce regarding retail profits in footwear. Some fifty were present, and the chair was taken by President Howard Blachford, who briefly announced the objects of the meeting. Mr. E. Cook acted as Secretary.

Mr. Shinnick said that he thought the first thing to do was to reorganize the Association. They would not get effective results from their deliberations unless they met and acted officially as an organization.

Mr. W. Burnill endorsed the views of the previous speaker, and suggested that they at once proceed to enroll those present. The secretary then proceeded, with the assistance of Mr. J. C. Budreo, to obtain the signatures and dues of all present, and the business of the gathering was taken up.

After considerable discussion it was moved by Mr. McCall and seconded by Jas. W. Jupp that a Committee of three be appointed to draft up the views of the gathering as developed by the discussion, and report at a later date.

It was moved in amendment by Mr. Burnill, seconded by Mr. Shinnick, that a committee of six be asked to prepare a resolution, and present it to the meeting before adjournment. The amendment was carried.

The following committee was then appointed: Messrs. Budreo, Burnill, Shinnick, Chambers, Allen and Jupp, with Mr. Jas. Acton in an advisory capacity. While the committee was preparing the report, an informal discussion took place upon the Order of the Board of Commerce, and some

of the difficulties incident to its application to some lines of trade.

The Committee, after an absence of half an hour, then presented the following resolution as the result of its deliberations:

RESOLVED, that this Association of Toronto Shoe Retailers, while concurring in the Order of the Board of Commerce, and promising its co-operation in every way in carrying out the same, would call the attention of the Board through the Executive of the National Shoe Retailers' Association of Canada to the necessity of adjusting same to some of the conditions in the shoe trade that have apparently been overlooked, such as : (1) The equalizing of prices of similar shoes bought at varying costs at different periods. (2) The selling of "fancy" shoes and those with wood heels. (3) The sale of foot appliances and orthopædic shoes. (4) The carrying of shoes of extreme widths such as AAA to A and the selling of hosiery.

The resolution was unanimously adopted.

A resolution was then moved by Mr. Shinnick, seconded by Mr. Burnill that a meeting of the Association be called for Wednesday, Jan. 7th, for the election of officers and general business.

The meeting then adjourned.

CLARK BROS. INCREASE FACTORY CAPACITY

Clark Bros., Limited, St. Stephen, N.B., are building an addition to their factory to take care of added production and provide storage and office space now located in their main building. They have been making about 600 pairs of shoes a day, but with the addition hope to be able to make from 1,800 to 2,000 pairs a day. The enlargement is being financed by an issue of \$250,000 preferred stock, which has been underwritten by a Boston banking house, and is meeting with a ready sale.

BE SURE YOU TRY THIS

Canadian Shoes Limited, of 130 Wellington street west, Toronto, are offering two prizes for the best names for their women's high-grade welt shoes. They are anxious to have two names. One for their No. 1 line and one for their No. 2 line. The prizes for each will be \$10, a nice little Christmas box for some one. The contest is open only to those in the retail shoe business, either employee or employer. Contest closes January first. Only two names may be submitted by one person.

An attractive window of W. H. Stewart, Bleury Street, Montreal, trimmed by Earl Fuller



On The Shelf

Do the Staple Shoes you are handling stay too long on the shelf? You can be assured of quick, steady turnover, with good profit and well satisfied customers, if you feature

YAMASKA BRAND SHOES

For over Fifty Years we have been making Staple Shoes, and have been building up a reputation for RELIABILITY. You may count on the very best materials and workmanship in Yamaska Brand Shoes, and it has been proven that they positively will not be "left on the shelf."

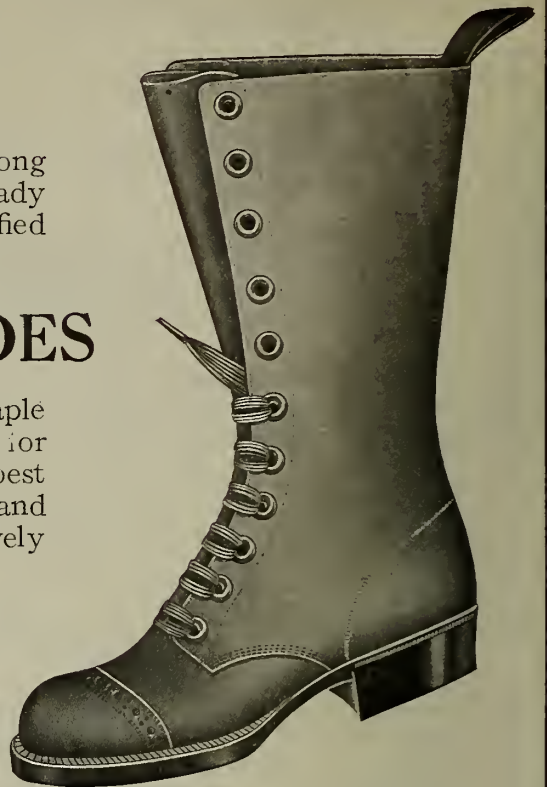
LA COMPAGNIE

J. A. & M. COTE

St. Hyacinthe

-

Que.



We manufacture a full line of
Colored

Repairing Crayons

in all colors for repairing colored leather, also Black Repairing Crayons for repairing Gun Metal, Patent and Enamel Leather.

They are made from the best quality of raw material, which means the place repaired will remain just as it is when it leaves the hands of the repairer.



Boston Blacking Company

152 McGill St., Montreal, P.Q.

Market Conditions in Shoes

Some Views of Retailers Regarding Present Buying

INTERVIEWING a number of retailers on the matter of shoe buying just now we find there is a wide difference of opinion in this most important part of the shoe retailing business. First of all, this is a between season, or just now it might almost be called an off season for many of the shoe travellers are off the road; in fact some were called in because of having sold out the factory's capacity for this season. Last year it was different. There was then a sort of speculating feeling in the air that prices might drop. Just now, and for several months past, it has been made very clear to the minds of all shoe buyers that prices would remain as firm as ever and everyone has been led to believe that instead of a drop there would be a still greater advance. The result of this has been that the majority of retailers have placed their orders, and in addition to this the shipments have been coming along very much better than last year. It is very gratifying to know that a very great percentage of the fall goods came pretty well on time this year and it may be a surprise to many to know that in some cases next spring's goods are in and some are on the way. All this indicates that the manufacturers are catching up with production, which is very gratifying news to have.

It is predicted that in many cases by March and the first of April at the latest spring goods will be delivered. This is much better than last spring and the spring of 1918. In 1918 there were Easter lines not delivered till August and September. But in those days the war was on and there was excuse for the conditions that obtained at that time. The present situation is a good indication that things in general are settling down to normal conditions possibly faster than we are able to realize. One merchant produced a letter from a manufacturer in which he asked permission to send on his spring order right now. The merchant replied to have it come on at once. While this may be an exceptional case, for this was a large order, it is an indication of how things are coming along with the factories.

Another merchant explained that he was so well situated for this fall and the coming spring that he would willingly place his order right now for next fall if he could find any maker who would take his order. But the factories are all so busy with present orders and with placed orders for spring that they will not consider any orders so far ahead. Another reason is that they do not know what conditions will be in the leather markets sufficiently far in advance to warrant their accepting orders for that far away time.

Possibly all we have said above will apply to the larger stores and those who are in a position to place orders early, and then take up the paper if the goods should be shipped in advance of the time expected when the order was placed. One store was just in this position and so large is the stock on hand that the proprietor does not anticipate having to sort very much, if any, during the spring season and certainly not this fall.

It was found in almost every place where inquiry was made that retailers had bought heavily for fall. There were expectations of a good fall business and no one seems to have been disappointed. Every retailer wore that smile that is begotten of satisfaction and good business. This may seem unusual when the weather conditions are taken into consideration. In a great many sections there has been very mild weather, which has affected the selling of heavy

lines to some extent, but for all of this there seems to be a regular and continual selling that has kept business right up to expectations. Oxfords have been selling splendidly and medium weight lines in other models have been going well.

Of course there will always be some who will not have bought so extensively as have the larger stores. Among these will be the small retailers who are not in position to place large orders and whose turnover will not permit them buying in great quantities. These of course will have to depend on the jobber or wholesaler. It is absolutely impossible to suggest what is best for these dealers to buy, for the needs of the trade of the various retailers are almost as numerous as are the retailers themselves. The lines of goods that would be acceptable to the trade of one man might not be suitable to that of another dealer in his own town, much less to dealers in some distant parts of the country.

One feature of the spring lines bought is the more than usual predominance of white goods. Retailers mention the growing popularity of these goods and have gone strong on them for next spring, not alone on account of their popularity but because the price is a determining factor in making them popular.



The very attractive interior of Foster's Shoe Store, Medicine Hat

GERMANY STILL SOME SCHEMER

According to the Weekly Bulletin, Germany is doing everything possible to maintain the value of the mark. The following is an example of one method resorted to. Germany is at the present time badly in need of boots and shoes, but has not the hides to make the leather. It places a contract in the Netherlands for a number of untanned hides, takes them to German tanneries and converts them into leather, giving them back to Holland with a certain number deducted to pay for the tanning. The German interests then make a further contract with the owners of the now tanned leathers to return them to Germany, where they will be converted into boots and shoes. This done, the manufactured product is then sent back to Holland, the process of deducting a certain quantity for payment having been repeated. The amount of boots and shoes thus received is practically of no importance, and to be able to return to Germany the whole of its manufactures it is necessary that an additional step be taken, which is done by bartering the stock in the hands of the Dutch merchants for some other German manufactured product, such as dye-stuffs or medicines. By this method, Germany is able to sell its products and to purchase those of which it is in the most need without the exchange of a cent of money.



TRIPLE SATISFACTION




Are you one of the wide-awake shoe merchants who are handling and recommending

Men, Boys, Youths, Little Gents

THE ACKERMAN STAPLE LINE FOR EVERY-DAY WEAR?

The wearing qualities, excellent workmanship, neat appearance—Triple Satisfaction—are the points that make satisfied customers, and they are all combined in the “Peterboro Shoe.”

For increased sales and profits stock a full line of Ackerman Staple Shoes NOW.

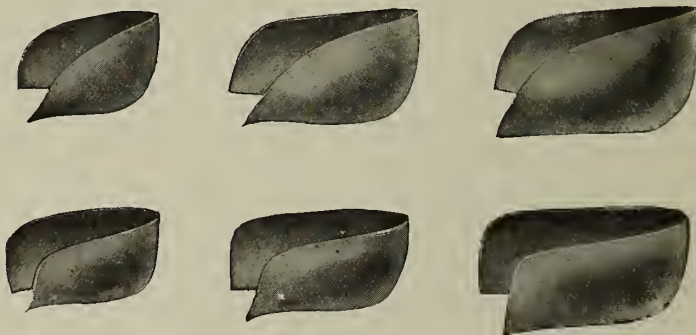
We are District Agents for The Dominion Rubber System and carry a complete line of all their well known goods. Reliable service on Placing and Sorting orders. MAPLE LEAF BRAND RUBBERS— OUTING SHOES.

B. F. Ackerman, Son & Co., Limited
 Peterboro, Ont. Western Branch, Regina, Sask.
Makers of the “Peterboro Shoe”

FAIRE BROS & CO., LIMITED

RUTLAND STREET, LEICESTER, ENGLAND

Manufacturers of **STIFFENERS**



TO BOOT MANUFACTURERS

Our well-equipped modern factories are adapted to meet all your requirements in high grade

SOLID GRAIN STIFFENERS
 GRAIN BACKED STIFFENERS

SOLID SPLIT STIFFENERS
 TWO PIECE SPLIT STIFFENERS

THREE PIECE SPLIT STIFFENERS
 LEATHER LAYER STIFFENERS

In all sizes.

Men's, Army, Women's, Children's and Golosh Shapes.

BE SURE AND SEE OUR SAMPLES BEFORE RE-ORDERING.

IT WILL PAY YOU TO DO SO

FAIRE BROS. & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER

Mention “Shoe and Leather Journal” when writing an advertiser



AMONG THE SHOE MEN.



It is reported that W. J. Thurston, of Stratford, has sold his business.

A change is reported in the business of John Wilkens & Co., of Montreal.

Mr. A. A. Armbrust, of the Lady Belle Shoe Co., Kitchener, was in Toronto last week on business.

A change is reported in the business of Geo. Edwards, Medicine Hat, Alberta.

Lillian Adair, of Toronto, has taken out a patent on a metatarsal arch support.

There is a change reported in the business of C. W. Hagen, of Kitchener, Ont.

Mr. W. E. Woelfle, of Kitchener, paid Toronto a business visit one day last week.

There is a change reported in the business of George Kahil, Richmond, Quebec.

A new shoe store is starting in London, to be known as the Kaufman shoe store.

Mr. W. J. Thurston will open a store in London, having closed his store in Stratford.

John Wilken & Co. of Sorel, Que., are reported to have made a change in their business.

It is reported that the American Shoe Stores, of Toronto, has been registered under the Companies Act.

Mr. Alex. Inrig, of the Lady Belle Shoe Co., Kitchener, was calling on his business friends in Toronto last week.

Johnston & Murray are moving their retail shoe business in London, Ont., to another location in the same city.

Mr. O'Dea, of Congdon, Marsh Co., Winnipeg, was a recent visitor to Montreal and Quebec, in the interests of his firm.

Mr. T. H. Rieder, of the Ames-Holden-McCready Co. is in the Western provinces in connection with his firm's business.

There is a new concern in Kitchener known as the Dominion Gaiter Co. They will manufacture a general line of gaiters.

Mr. Jas. Vallentine, of Vallentine & Martin, Waterloo, Ont., was making a buying and selling trip in one in Toronto last week.

Mr. McDowell, of the International Supply Co., Kitchener, is on a visit to his old home town down in the New England States.

Mr. G. S. Hubbell, representing the Adanac Leather Co., of Montreal, has been calling on his customers in Toronto and vicinity.

Mr. J. W. Muir, of the Blachford, Davies & Co., Limited, Toronto, has been away on business in Montreal and other eastern points.

Mr. A. W. Donovan, president of the E. T. Wright Co., Rockland, Mass., has been paying the Canadian factory at St. Thomas a visit.

Mr. John Inksater, of Paris, Ont., has turned over his shoe store to his son, George R., who has just recently returned from overseas.

Mr. Geo. Ryan, of Thomas Ryan & Co., Winnipeg, recently spent a few days in Montreal and Quebec, interviewing the manufacturers.

The Northern Rubber Co., Limited, of Guelph, Ont., expect to get into their new building early in the coming year. The building is to be 80 by 200 feet and four storeys

high, with a capacity of 5,000 pairs of rubbers a day and employing about 500 hands.

Mr. J. D. McCrimmon was recently in Toronto doing business for his firm. Mr. McCrimmon represented Geo. A. Slater Limited, Montreal.

It is said there is a plant in operation in Grand Rapids, Mich., at which a great proportion of almost worn-out leather belting is being restored.

It is stated there are more than 5,000 styles of rubber footwear in the United States that have been discontinued. We never knew people had so many feet.

Suave & Parras, of Montreal, who have been in the leather business there for a number of years are reported to have made some change in their business.

Mr. W. V. Ecclestone, manager of the T. Eaton Co., Toronto, shoe department, has been in Boston and other Eastern points on business for the company.

Mr. Chas. Ritchie is covering the ground immediate to Toronto for Maltese Cross heels and Tenax fibre soles, products of the Gutta Percha and Rubber Limited.

Mr. H. Jackson, who has been with the Miner Rubber Co. for a number of years, is now on the road for the firm, covering the north-western peninsular of Ontario.

A man asked, "Why is Johnson, the great American temperance advocate, called 'Pussyfoot' Johnson?" The reply was, no doubt because he wore "cat's paw" rubber heels.

R. Newman, proprietor of the Economy Shoe Store, James street north, Hamilton, has sold his business to Fry Brothers, who will conduct a ladies' ready-to-wear business.

The contract for 6,000 feet of fire hose for the Toronto Fire Department has been divided between the following companies: 2,000 feet each to the Gutta Percha and Rubber Limited, and The Dunlop Tire and Rubber Co.; and 1,000

POSITION WANTED—In wholesale shoe house, by young man, age 20; three years' experience as retail shoe salesman. Can furnish good references. Apply Box 867, SHOE AND LEATHER JOURNAL, 1226 Queen street west, Toronto.

TRAVELLER WANTED—For different territory, to handle a complete line of shoe findings. Big proposition. Good commission paid. Address, "Leather," Box 1934, Montreal, Que.

WANTED—By returned soldier, well connected in the Maritime Provinces and thorough shoeman, a line of men's boots. Only favorably known house considered. Commission basis. Prepared to work immediately. Address: Box 862, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED—A first class foreman to take charge of the lasting and making room to shipping with assistants where required in the most up-to-date shoe factory in Quebec, making 1,500 pairs a day of Men's Welts and Women's High Grade McKays. A good opportunity for the right man to become a shareholder of the largest shoe Company in Canada. Useless to apply without first class references. Must speak French. Give references and salary expected. Apply to Box 868, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto.

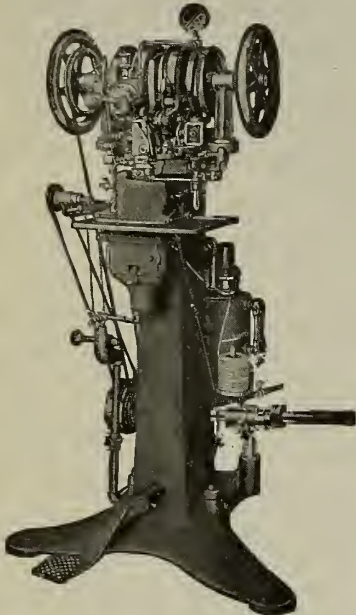
Landis Outfits are Money Makers

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

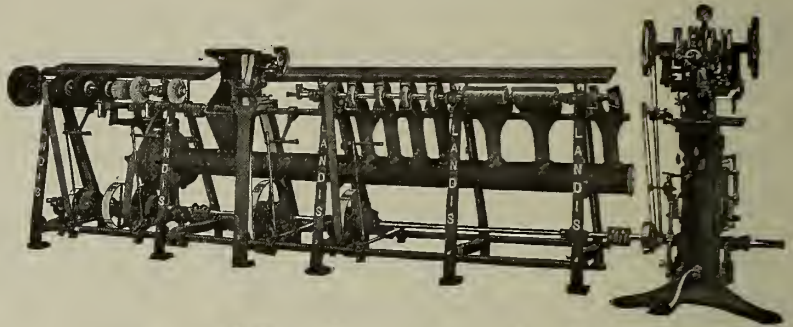
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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



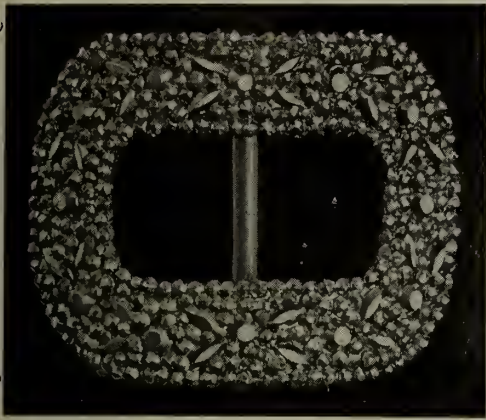
Landis No. 12-25 Outfit. Landis No.12 Shoe Stitcher
coupled to Landis Model 25 Finisher

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



You should buy GUGENHEIM BUCKLES because they offer you the most in value, and value in the sense of both workmanship and style.

You'll find the GUGENHEIM Line to include everything that's practical and popular in Shoe Ornaments.

Insist upon them for the sake of sales and satisfaction.

STEEL — BRONZE — JET — RHINESTONE — METAL

M. Gugenheim, Inc.

PARIS—Faubourg Poissonniere 32 NEW YORK—362-4 5th Ave.

feet each to the Goodyear Tire and Rubber Co., Limited, and The Dominion Rubber Systems.

Reports from Boston indicate heavy exports of leather during the past month.

Ernest R. Symons, of Wapella, Sask., has patented a protector and clamp for shoe soles, apparently something after the order of the old "copper toe," but goes on the sole only.

Mr. Geo. A. Fortin, formerly superintendent of La Parisienne Shoe Co., Montreal, has changed his position and is now superintendent of the Star Shoe Co., Aird avenue, Montreal.

Edward H. Simson, of The Robert Simpson Co., Toronto, has secured a patent on a wooden soled clog. This shoe has a wooden insole and the upper is fastened between the two soles.

Anti-dumping legislation has been introduced in the British Parliament. It is proposed to prohibit the importation of goods at prices below the selling prices in the country of manufacture.

Even the customer who never seems to buy anything is worth treating well, because that kind of a customer will exercise an influence that counts with other folks who buy more generously.

Mr. Allen McCarthy, of H. B. McCarthy, Port Hope, Ont., was on a leather purchasing trip in Toronto last week. He says the company have hard work keeping up with their orders for laces.

Mr. Wallace Waller, manager of the Robert Simpson Co., Toronto, shoe department, has just been on a buying trip through the Eastern states, and going as far as Boston and returning by Montreal.

Mr. J. A. Brady, general purchasing agent of the Goodyear Rubber Co., of Canada, leaves shortly for Los Angeles, California, where he will have a similar position with the company in that city.

The Perth Shoe Factory, which has been under remodeling and other building changes, is now running in good shape, every department being now operated under the most modern system of shop practice.

W. J. Duncan, of Seaforth, is a firm believer in home consumption. He makes babies' soft-soled shoes and now the stork has left a little baby girl at "Billy's" home to wear some of those soft-soled shoes.

Mr. E. A. Stephens, of Ottawa, reports that trade has been particularly good in that city recently in rubbers as they had a fall of snow that drove every one into the boot shops who make a practice of wearing rubbers.

Capt. J. T. Sutherland, of Kingston, who has been overseas for a long time, is expected to sail for home about the first of December. He says in a letter: "Gee, won't I be glad to see the old town and friends again."

The Canadian Industrial Athletic Association is ready

for business. Teams from A. R. Clark & Co., Limited, Toronto, and Goodyear Rubber Co., Toronto, have entered the hockey section for the present season 1919-20.

The shoe firm of Morris and Smith, of Charlottetown, P.E.I., who have a wholesale business in connection with their retail store, have just taken into partnership Mr. Walter L. Beer, who saw much service overseas.

Mr. J. E. Murray, well known in the west as a traveller for the Goodyear Tire and Rubber Co., is local manager of the branch in Saskatoon, Sask. The company has a staff of fourteen people in the office in that city.

Mr. B. F. Ackerman, of Peterboro, was on a buying trip to Toronto recently. Mr. Ackerman says they are very busy in the factory and their new venture with the agency for Dominion rubbers is proving a great success.

Among the large number of firms engaged in the leather business who subscribed to the recent Victory Loan are the names of L. Beebe & Son, of Boston, \$100,000; J. A. Scott, Montreal and Quebec office, \$75,000; John R. Evans, Montreal branch, \$25,000.

Men with small feet are, as a rule, fond of society, smart clothes, and amusement. They are seldom ambitious, however, and are not always desirable as husbands. The men who make the best husbands are those who possess the knotty type of foot with square toes.

Unable to follow his pre-war occupation, owing to the loss of two legs at Vimy Ridge, T.V. Broomhead, of Toronto, has established himself as a shoe repairer in the east end, after training under the S. C. R., where he is making an effort to sustain a living for his wife and child.

It is estimated that the quebracho tree, from which tanning extracts are obtained, requires a thousand years to mature. That would be a good kind for princes to plant when they come to America, for those the late King Edward planted while in Canada are nearly all dead now.

A company for the promotion of British foreign trade has been inaugurated by the British Shoe Manufacturers (Limited). The organization is said to have accepted orders for 100,000 pairs of boots and shoes of various patterns, and is now prepared to undertake larger responsibilities.

Mr. C. P. Hall, formerly manager of the Winnipeg branch of Ames-Holden-McCready, has been promoted to the position of buyer of resale merchandise, at the head office, Montreal. Mr. A. W. Thompson, who was assistant to Mr. Hall in Winnipeg, has succeeded him there.

Mr. J. H. McLellan, who conducts a very successful shoe business on Danforth Ave., Toronto, finds his present premises too small for his growing business. He has secured a new store about ten doors east of his present location, and will move as soon as the building is completed. The new store will be one of the most attractive ones off Yonge Street. It is wide and deep and the windows are of the latest style



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.



“Perfect” Counters

are all that their name implies. The most care-
ful manufacture and the use of finest grade
selected fibre ensures a product giving

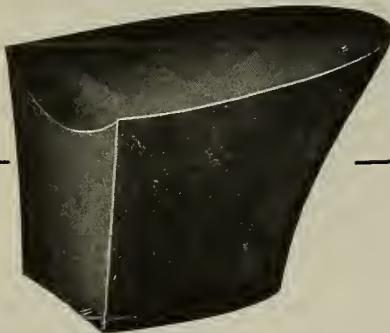
Perfect Satisfaction

Their ability, fit, appearance and price give them
the preference over all others. They are guar-
anteed to outlast the shoe.

Try our genuine pliable waterproof INNERSOLE
made of the best material and of uniform high
quality.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, 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

CLARKE & CLARKE Limited

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

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

giving plenty of room for display. Mr. McLellan expects to be in his new place about the middle of December.

Mr. Roy W. Johnson, advertising manager for Ames-Holden-McCready Co., Montreal, has resigned his position and has joined the staff of the advertising firm of Collin Armstrong Inc., New York City. Mr. Johnson, while in Canada, has made many warm friends and is recognized as a man of outstanding ability in the advertising field. He was born in Cleveland, Ohio, and was for some years assistant advertising manager for Burroughes Adding Machine Co., Detroit, and for nearly six years was on the editorial staff of "Printers' Ink." He came to Canada early in the year 1918 as manager of the copy department of Smith, Denne & Moore, Montreal, later accepting the position of advertising manager of the Ames-Holden-McCready Co.

The NATIONAL SHOE RETAILERS' EXECUTIVE needs funds to "carry on" and it needs YOUR support. The expenses of the Convention were heavy, and its campaign against trade evils requires MONEY. Don't let forgetfulness or carelessness make you appear to be a "piker." Send your membership fee (\$5) along to the Secretary, Edward Cook, 56 King St. West, Toronto.

MR. S. T. DUCLOS

(See Front Cover)

There are few men better known in the manufacture of leather than Mr. S. T. Duclos, of the firm of Duclos and Payan, of St. Hyacinthe, Que. He has been actively associated with the late Mr. Payan, his brother-in-law, right up to the time of the latter's recent death. They founded the firm about fifty years ago, and Mr. Duclos looked after the buying and selling of the products of the company, and has travelled a great deal in the past, his trips taking him to the Pacific coast as well as the maritime provinces.

Of late years they have gone extensively into the manufacture of counters, and have built up a splendid trade in these lines.

Despite the fact that his business interests were extensive he always found time to interest himself in municipal and other work for the community's welfare. He has served on the council board of his city on several occasions in important positions. He still takes a very active interest in the firm, and may be found on duty daily at the plant in St. Hyacinthe.

TORONTO SHOE REPAIRERS MEET

At the last regular meeting of the Toronto Shoe Repairers the members present indulged in a little sing-song that was so much enjoyed that the association intends holding a similar affair every other meeting. After the regular business meeting, Mr. W. E. Dollery took the piano, and started the musical ball a-rolling with a solo. Then the company used song sheets and sang choruses till everyone

but Arthur Butterworth and the president were hoarse. Then Arthur sang, "Bubbles," "Oh, how I Hate to Get Up in the Morning," and about a dozen more that everybody liked. The president then demonstrated to the satisfaction of every one present that he could do other things at a meeting besides preside. He sang, and he sang well, too. So after this no program of the association will be complete without him on it.

Everything is lined up now for election of officers at the next regular meeting. The year seems to have been a good one, and the coming one is expected to beat the past. There promises to be some surprises as to who will hold some of the offices for 1920. But the next meeting will tell the story.

SERIOUS ACCIDENT TO R. C. WINLOW

Struck by a street car in Toronto, Tuesday evening, Dec. 2nd, Robert C. Winlow lies in a critical condition at the General Hospital. He sustained a fractured skull and two broken ribs, and one of his lungs has been pierced.

The injured man was attempting to cross when struck by the car, which was driven by James Wallace, 397 Parliament street. As Mr. Winlow is 72 years of age, there is little hope held out for his recovery from his terrible injuries. Up to a late hour last night he had not regained consciousness.

Mr. Winlow was accountant for D. D. Hawthorne & Co., 27 Wellington street west, Toronto, for many years, having been fifty years in the boot and shoe business. His home is at 222 Beech avenue. He has two sons, Fred Winlow, of Vancouver, and George Winlow, Toronto; and also one daughter, Miss Loris Winlow. His wife died some years ago.

MR. GRIFF. CLARKE'S BOAT DAMAGED BY WIND

During the recent windstorm in Toronto the boathouse in which Mr. Clarke kept his fast racing boats, the Leopard and Helden, was damaged considerably. The Helden had her deck stove in, which was all the damage done to the two boats.

CHANGE OF BUSINESS IN KITCHENER

The John Agnew Co., who have retail stores in several western Ontario towns, have taken over the business of J. Hessenaur & Son, of Kitchener, Ont. The lease of the Agnew store expires the first of the year and they are thoroughly renovating the Hessenaur store and will move in as soon as the alterations are completed. John Agnew & Co. have bought the entire stock of the Hessenaur store. Mr. Hessenaur has been in business in Kitchener for a great number of years.

MORE FACTORY SPACE FOR THE JOHN RITCHIE CO.

A new wing is being added to the factory of the John Ritchie Company, Limited, Quebec, which when completed

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.

Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

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.

Mention "Shoe and Leather Journal" when writing an advertiser

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

27 Front Street East
Toronto

Tanneries

Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

FIBRE COUNTERS



RELIABILITY

The RELIABILITY of Duclos & Payan Fibre Counters, as evidenced in their persistent use by the Trade or forty-five years, signifies a constant High Quality in the Product. Best grade materials and faultless manufacture result in counters that we are able to GUARANTEE to outlast the shoe.

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 Montreal Heel Co.

The Largest Heel Manufacturers
in the Dominion.

Combination Heels of all kinds.

Specialty LOG HEELING

321 Aird Ave.
Phone Lasalle 778

Montreal
J. E. Dupré
Prop



Pan American

Grey *KID* Seal
Brown  Black

Perkins & McNeely
Philadelphia

Ed. R. Lewis, Toronto

GOODYEAR WELTS

URNS

A. E. MAROIS, LIMITED

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, Standard Screw.

QUEBEC, P.Q.

OMER CLEMENT

Leather, Chemicals, Dye Stuffs

Hematine and Nigrosine Crystals
Sicily Sumac, Turmeric Ground

Representing National Oil Products Co., Harrison, N.J.

Manufacturers of Moellon Degras,
Sulphonated and Soluble Oils for
Leather and Textile Industries

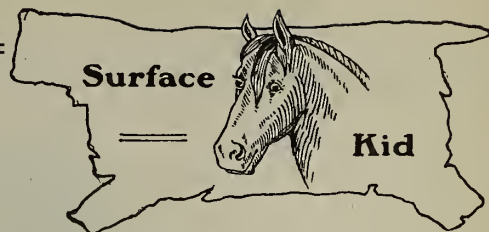
—WRITE OR PHONE YOUR WANTS—

Long Distance Phone 6616 27 St. Anselme Street
QUEBEC, CANADA

**YOU CAN BEAT COMPETITION
AND GIVE FULL VALUE**

by using—

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.



**GLAZED, DULL
and
GUN METAL**

Made in
BLACK and COLORS

**GLAZED KID
SHEEPSKIN
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

will enable the company to manufacture 3,000 pairs of men's shoes per day, or about 25 per cent. more than the present capacity. The addition is 100 feet by 40 feet, and will give increased floor space on each flat of the present building. This is the company's second addition in the course of seven years and is made necessary by the growing demand for the company's product. In 1915 they produced 8.4 per cent. of all the men's welts manufactured in Canada, whereas in 1918 their production represented 15.3 per cent.

SALE OF ARMY BOOTS

More than a half million pairs of discarded army boots were offered for sale last month by the Disposal Board, British Ministry of Munitions, together with more than 27,000 pairs of slippers of various patterns. Boots included army shoes in every stage of wear, Canadian, Australian, German and Russian boots, high boots, etc. Small lots of men's, women's and children's shoes were also offered for sale on behalf of the Belgian Relief Committee. Prices obtained were generally low, and \$1.20 per pair was considered high. This figure was given for a pair of Colonial boots. Grade five boots (lowest) were sold in lots of one hundred at two cents. Grade four brought eight cents a pair for lot of 20,000. German boots brought 12 cents for grade four, and four cents for grade five. Wellington boots with wooden soles sold for 24 cents a pair.

VANCOUVER NOTES

Many returned soldiers and tradesmen from the east are opening new repair stands in various parts of the city.

Repairers generally report trade good and taken all round there is a greater volume of business now than has been for some years past.

Mr. Bert Brown, who for many years operated a repair stand in this city, has moved to Seattle, where he intends opening up a business.

Mr. D. Taylor, of Broadway, has sold out to Mr. Hunter. Mr. Taylor has gone east to visit friends in Saskatchewan and is expected to be away several months.

Our heartiest congratulations are extended to Mr. J. Walker, assistant manager of the leather and findings department of Messrs. Storey & Campbell's, who has joined the ranks of the benedicts. The bride is the second daughter of Mr. J. Smith, who arrived from Forres, Scotland

the native town of both, a few weeks previous to the wedding.

Mr. W. Quirt, Pender street, an old-timer of this city, has sold out to Mr. Frost. Mr. Quirt, who is also an expert taxidermist, intends giving his whole time to that branch and to dressing furs.

Mr. Wickham, of Coquitlam, has installed a 22-foot Goodyear finisher and stitcher, which was supplied through the B. C. Leather and Findings Co., who are the B. C. agents for the United Shoe Machinery Co.

Vancouver has been enjoying its national elements this last two weeks. Rains have been rather heavy, which has naturally driven the public to pay special attention to their footwear and the boot stores report large business in seasonable footwear and rubbers.

THE BIG BOSTON CONVENTION

The coming convention of shoe retailers at Boston, Mass., January 12th to 15th, will be the biggest thing that has ever been pulled off in its line. In addition to the programme, which will embrace every phase of shoe retailing, there will be a Shoe Style Show, a Historical Shoe Exhibition and other features of business as well as social interest that will fill the four days with helpful information and interest. The Boston Convention Committee has extended an invitation to Canadian dealers to be present and an effort is being made to secure at least fifty representative shoe dealers from this side of the line. The SHOE AND LEATHER JOURNAL has been asked to look after the Canadian delegation and arrangements are being made for railroad and hotel accommodation. A special Pullman car will leave Toronto and another from Montreal on the evening of January 11th. Dealers who would like to participate in the outing and enjoy the advantages of the Convention are asked to communicate with us as soon as possible. Accommodation has already been made for forty, and as it is desirable that all should be located at the one headquarters it will be necessary to know at once whether this number should be increased. The invitation includes shoe men, their wives and any others who may join the party. Already a number of manufacturers as well as over twenty shoe retailers have signified their intention of joining the party. Write at once for particulars to SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto. Arrangements may be made to return either via Toronto or Montreal.

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"

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USMC

SHOE BRUSHES

**Bottom Finishing
Shank Finishing
Heel Finishing
Cloth Polishing
Heel Blacking
Hand Brushes
for all purposes.**

Our long experience in handling Brushes for the Shoe Manufacturing Trade enables us to guarantee satisfaction.

DO NOT EXPERIMENT

with brushes of unknown quality. Order your requirements from us and be satisfied.

United Shoe Machinery Company of Canada, Limited

MONTREAL

TORONTO

KITCHENER

QUEBEC

90 Adelaide Street West


179 King Street West

28 Demers Street



The Season's Greetings

We tender our sincere wishes to all our friends throughout the trade for a right Merry Christmas and a New Year of health, happiness and good fortune.



The Supreme Lady Shoe In McKay Process

In planning your 1920 business give your store the distinction of offering the "Supreme Lady" Shoe.



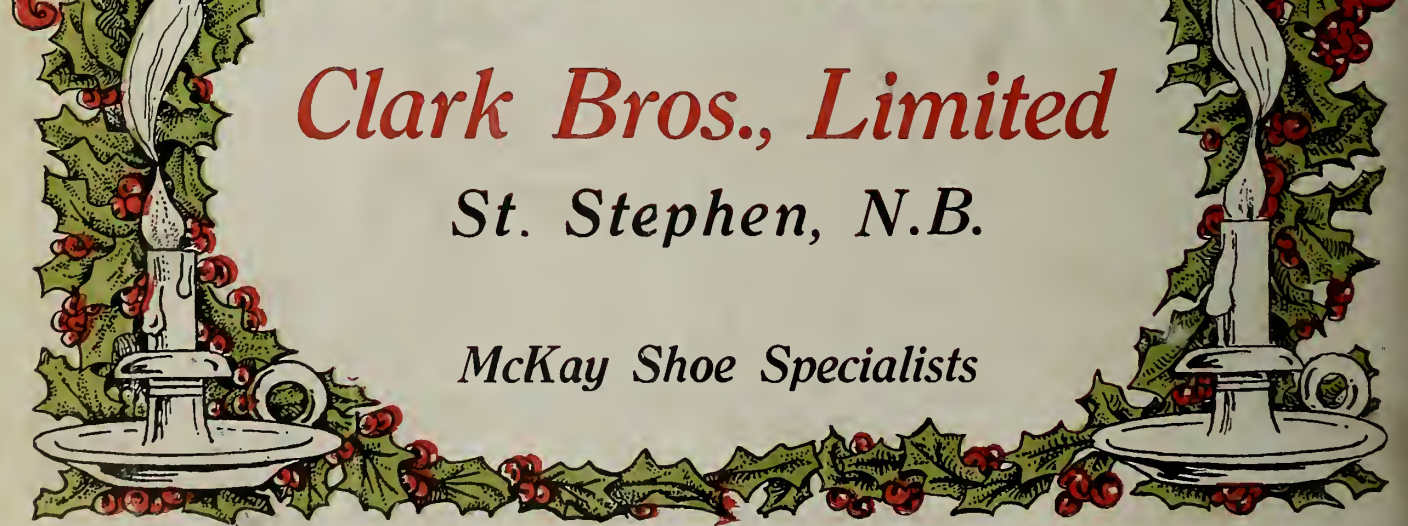
In its variety of models this fine footwear embodies all those features of shoemaking that appeal to women, whether it is from the standpoint of style, quality, comfort or wear.



Clark Bros., Limited

St. Stephen, N.B.

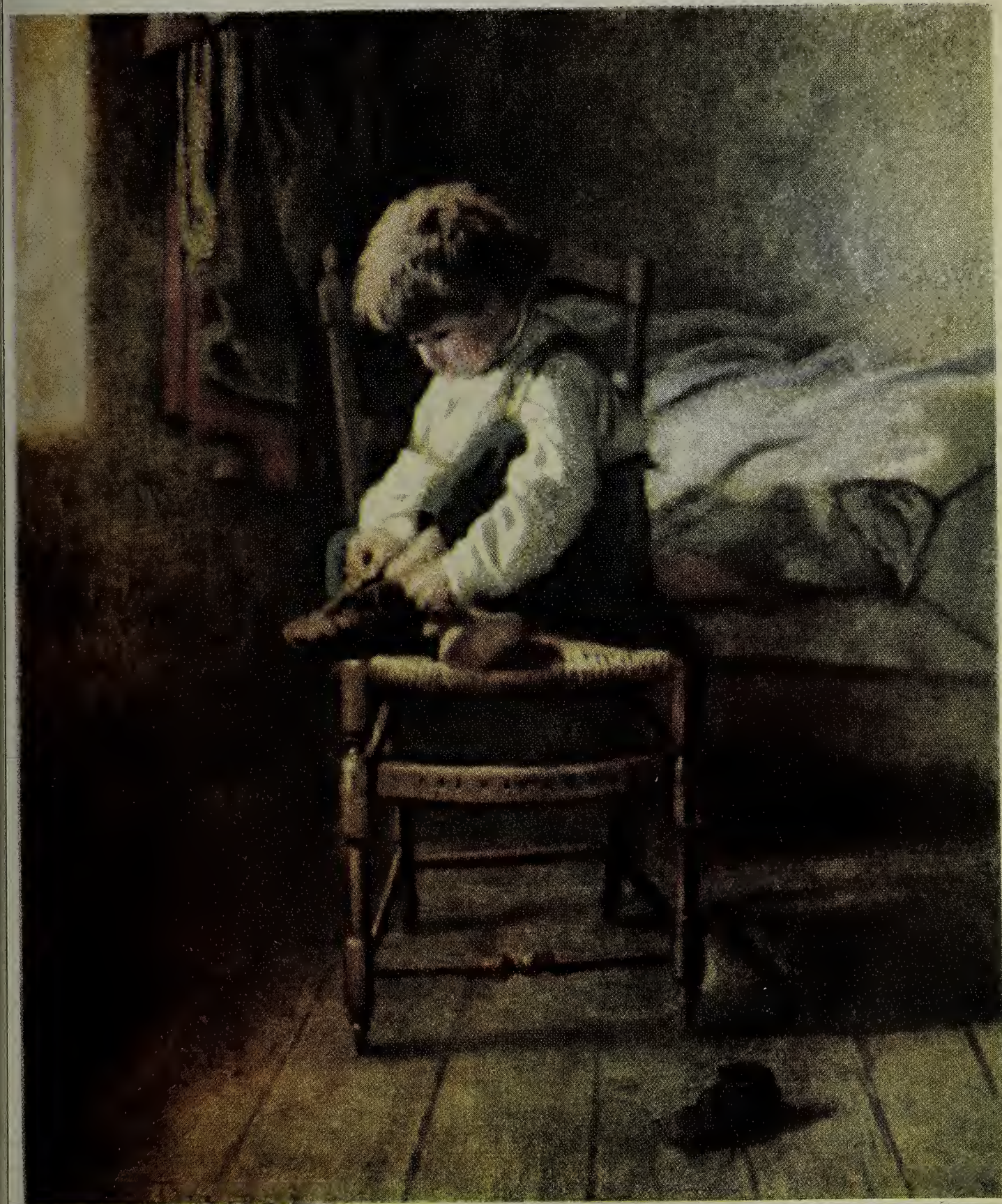
McKay Shoe Specialists



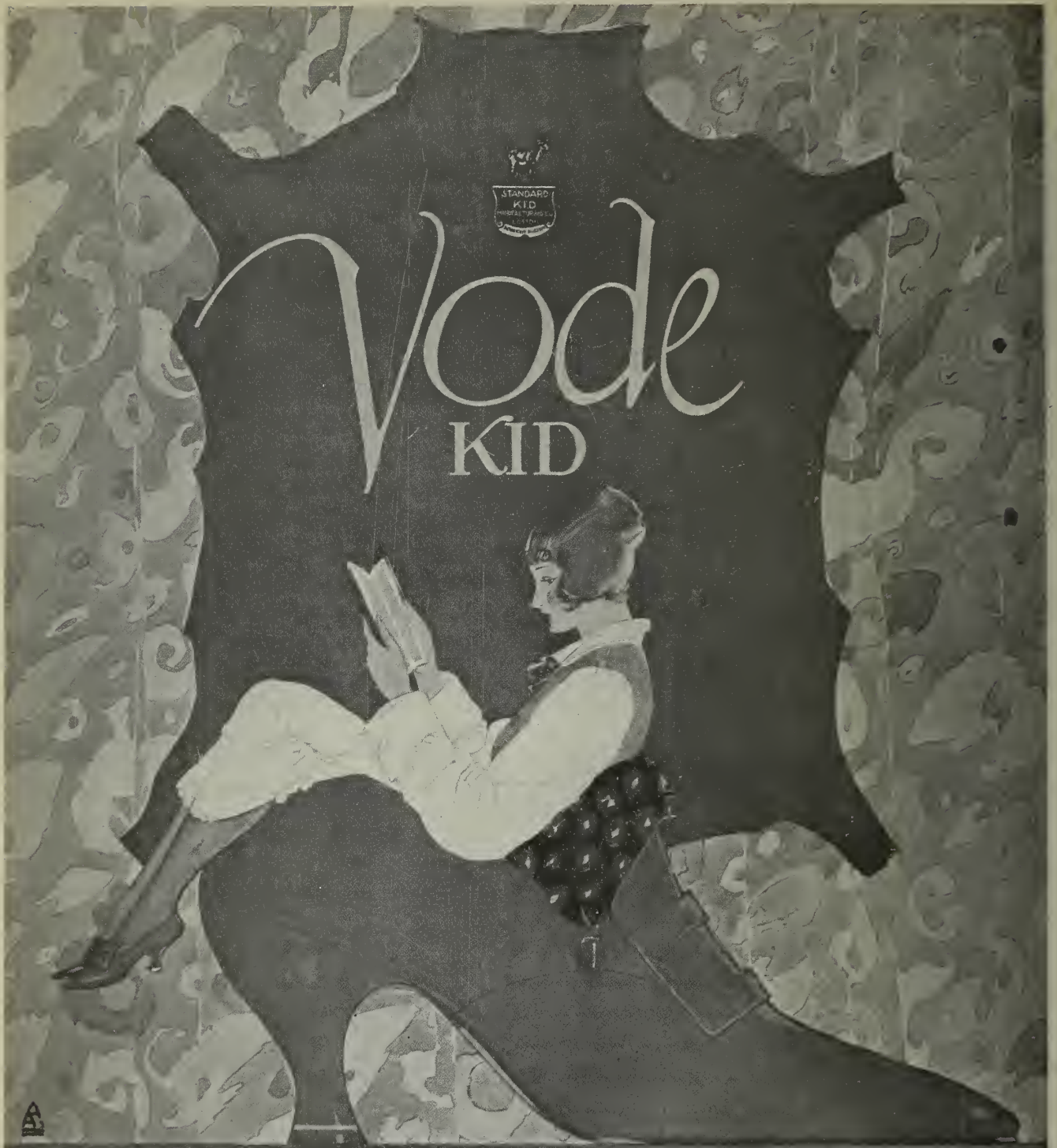
THE THIRTY-SECOND YEAR

TORONTO, DECEMBER 15th, 1919

THE Shoe & Leather Journal



Montreal ACTON PUBLISHING COMPANY, LIMITED Toronto



STANDARD KID MFG. CO.
MANUFACTURERS OF

Black & Colored Glazed Kid & Patent Kid
207 South Street. Boston Mass U.S.A.



 D. & P.

1919

1920



THE passing of each year adds but another chapter to the splendid record that D. & P. Fibre Counters have established for themselves during over forty-five years of counter production. This year has been no exception, and at its close we would heartily thank the trade for their continued approval of our products, at the same time extending to one and all

**Our Sincere
Season's Greetings**

DUCLOS & PAYAN

Tannery and Factory:

ESTABLISHED 1873

Sales Office and Warehouse:

*St. Hyacinthe**Montreal*

REPRESENTATIVES:

For Ontario, E. R. Lewis, 45 Front St. East, Toronto
For Quebec City, Richard Frere, St. Valier St., Quebec.



In the true Yuletide Spirit of Goodwill and with thankfulness for the labors accorded us, we extend our

Sincere Christmas Greetings

to our host of friends in the Shoe and Leather Trades, wishing that all may have a bright Festive Season and that Success and Happiness may attend you continually throughout the coming year.



The Breithaupt Leather Co. Limited

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock

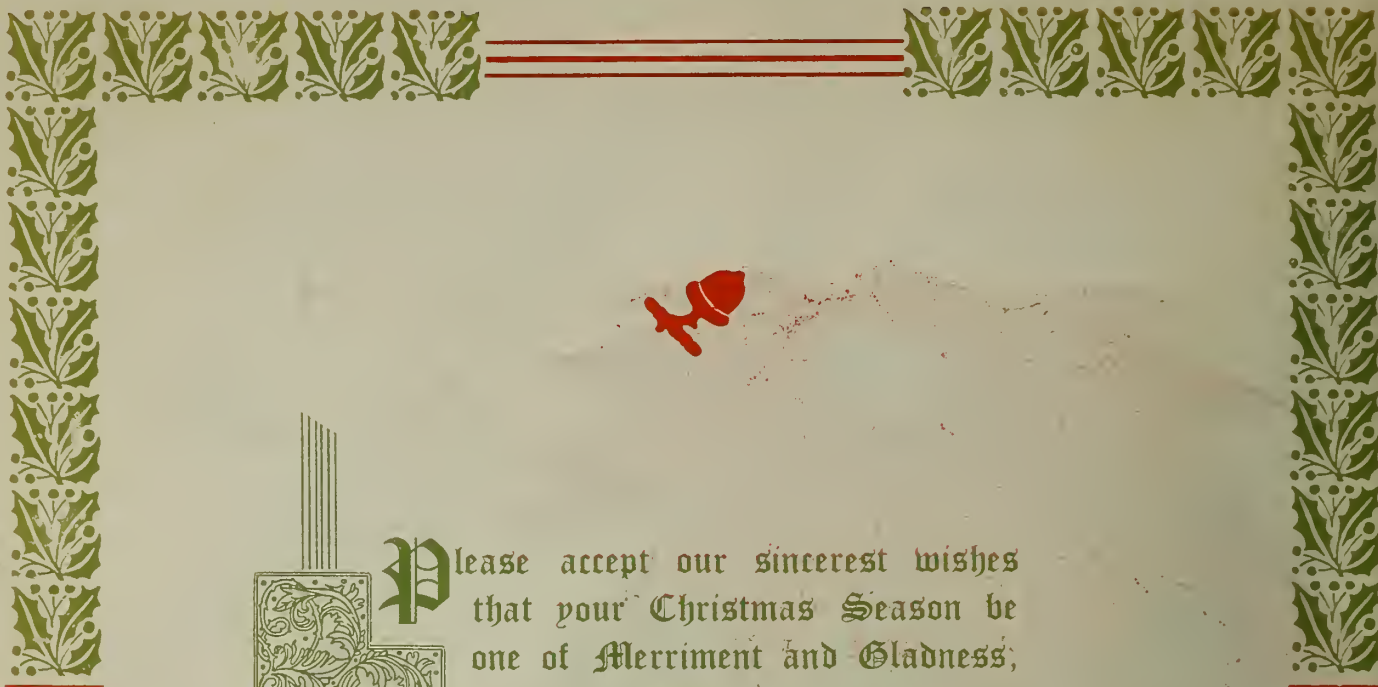




DAVIS LEATHERS
THE CALF
OF QUALITY

To The
Shoe and Leather Trade
Our Warmest Christmas Greetings and
our Best Wishes for the New Year.
Davis Leather Co.
Newmarket, Ont.

Mention "Shoe and Leather Journal" when writing an advertiser



Please accept our sincerest wishes that your Christmas Season be one of Merriment and Gladness, and that Nineteen-Twenty may hold for you an abundance of Happiness and Good Fortune.

We also desire to express our appreciation of your trade during the year just closing, and we shall spare no effort in making "Independents" and "Speed Kings" worthy of the confidence placed in them by trade and public alike.

THE INDEPENDENT RUBBER CO., LIMITED
Merrilton, Ontario



Christmas, Nineteen-Nineteen

There is probably no other custom that renews and perpetuates friendship as does the hearty and sincere exchange of Christmas greetings.

It is in this spirit that we now extend

Our Greetings

to all Shoemen from coast to coast, earnestly hoping that it may be instrumental in preserving our pleasant business relations and in creating and strengthening true and lasting friendships—not only during Nineteen-Twenty but through the years to come.

J. & T. BELL

LIMITED

MONTREAL

Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.
C. E. Fice, Representative

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

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes



**Our Hearty
Good Wishes**



O. EATOUGH

*WE extend to our many friends
throughout Canada our
warmest Greetings.*

*May Christmas bring not only
good cheer but abounding hope
that these days of readjustment
may be succeeded by*

A Happy and Prosperous New Year

SIR H. W. TRICKETT, Limited
WATERFOOT, ENG.

J. S. ASHWORTH,
Canadian Representative,
TORONTO

O. EATOUGH,
Managing Director



The Just Wright
TRADE MARK SHOE



Greetings From Wright's

Just Wright Shoes and Service have won for us a host of friends in all parts of Canada. It is but fitting at this season that we express our thanks to you for the important part you have played in making this a most successful year for us. Our sincere greetings to you all! May your Christmas be a most joyful one and the coming year marked by immeasurable Happiness and Prosperity.

Several Lines of "Just Wright" Shoes in Stock.

E. T. Wright & Company, Inc.
St. Thomas, Ont.



Our Best Wishes
for
Christmas Happiness
and a
Prosperous New
Year

And we would also express our gratefulness for the manner in which the trade have favored us with a splendid share of their trade during the past year.

Our Nineteen-Twenty Line

is an excellent showing of the most advanced and approved styles in Women's Footwear—a fine array of saleable models offering exceptional value and reliable in material and workmanship. We urge you to give it your careful inspection.

Gagnon, Lachapelle & Hebert

Makers of Fine Shoes
Montreal



In extending to our many friends and the Shoe Trade generally our sincere good wishes for a Yuletide laden with richest Joys and a New Year of Happiness and Prosperity, we desire at the same time to express our hearty appreciation of the goodwill towards us, made manifest in a most substantial manner during nineteen-nineteen.

Your appreciation of our efforts is an incentive to us to make

TETRAULT WELTS

a greater factor than ever in Canadian shoe merchandising.

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada

Paris, France

Montreal

London, England

1919



1920



Our Greetings

Another year is slipping away, and the glad Christmas season is with us once more. We hope that you may enjoy it to the full, and that the New Year may hold rich blessings in store for you. We thank you for your friendship and goodwill throughout the year, and we will do everything in our power to merit your approval during 1920.

J. A. SCOTT

EVENTUALLY

CITADEL LEATHER CO.

Limited

MONTREAL AND QUEBEC



*Mr. Shoeman
The Season's Compliments
To You and Yours*

May your Christmas be very Bright and Joyful; may you be able to review with satisfaction your accomplishments of the past year, and may your hopes for Prosperity, Health and Happiness during Nineteen-Twenty be fully realized.

Getty & Scott, Limited

Galt, Ontario

Makers of the "Classic" Shoe for Women

Mention "Shoe and Leather Journal" when writing an advertiser



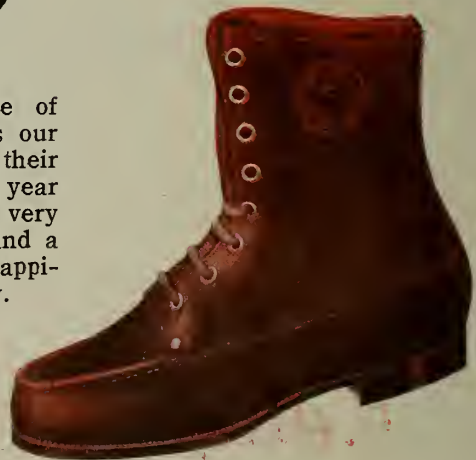
Season's

Greetings



No. 909
MEN'S 9-INCH STEAM DRIVERS' PACK
PALMER'S "MOOSE HEAD BRAND"

To the shoe trade of
Canada we express our
appreciation of their
favors of the past year
and wish for all a very
Merry Christmas and a
New Year rich in Happi-
ness and Prosperity.



No. 309
MEN'S 9-INCH SUMMER PACK, WELT SOLE
PALMER'S "MOOSE HEAD BRAND"

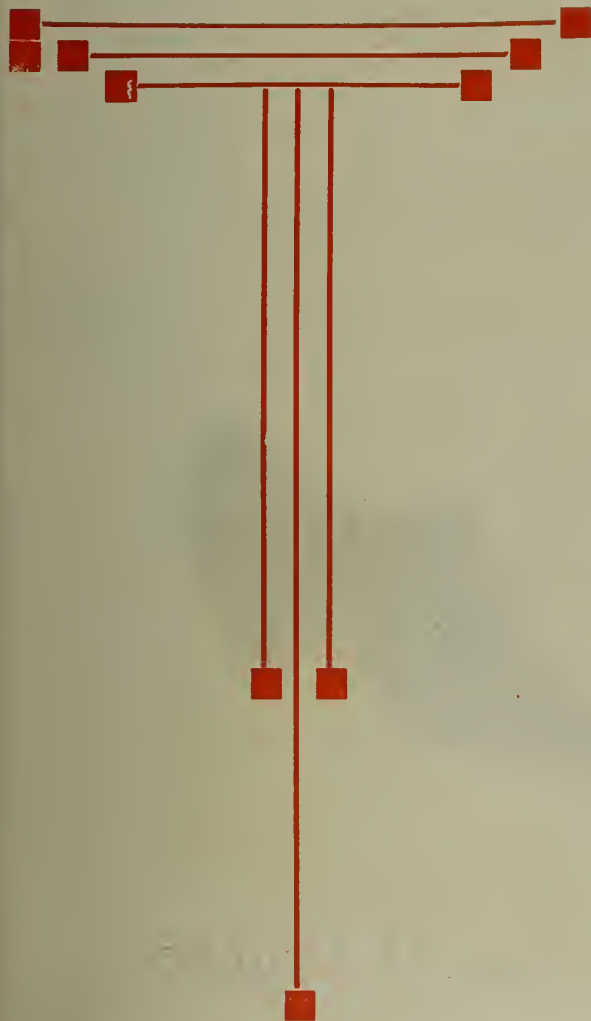
JOHN PALMER COMPANY, LIMITED

FREDERICTON, N.B.





The
Season's
Greetings



We gladly take this opportunity to extend to the Shoe Trade an expression of our keen appreciation of their past year's favors, and we heartily wish one and all a Joyful Christmas and a New Year of Happiness and Success.

**Star Shoe
Company
Limited**
MONTREAL

Our Best Wishes



Our best wishes go out to our friends in the trade at this Christmas Season, together with our sincere thanks for your loyal support during the past year.

May you enjoy a very Merry Christmas time, and may Nineteen-Twenty be for you a year of great Success and Happiness.

The two Lady Belle creations here shown are representative of the splendid range we are showing for the coming year.



The Lady Belle Shoe Co., Limited

Kitchener, Ontario



Greetings and Best Wishes

May all the joys of the festive Season be shared by our friends in the trade in the fullest measure and may Nineteen-Twenty hold for each abundant Prosperity.

We would also extend our sincere expressions of gratitude for the patronage accorded us, and assure you that we shall not fail to make our goods and our service worthy a continuance of your confidence.



JOHN LENNOX & CO.

Hamilton,

Ontario



Greetings

□ *from the makers of* □

Grosch Felts

May this and every Xmas
bring you and yours great
joy and happiness, and
each day of the New Year
bring you prosperity.

The Grosch Felt Shoe Co.

Limited

Factories at Milverton and Stratford, Ontario



LATE JOHN PALMER, FOUNDER

We extend to the Shoe Trade of Canada, from Coast to Coast, our sincerest thanks for their patronage during the past year and our sincerest wishes for a

**Happy Christmas and a
Bright and Prosperous New Year**



W. A. B. McLELLAN, MANAGING DIRECTOR

PALMER-McLELLAN

FREDERICTON, N.B.



Mention "Shoe and Leather Journal" when writing an advertiser



Chromoil Farm Shoes



98X
Men's 12-inch Leg Farm Shoe
Sole and Tap



No. 99
Men's High Cut Farm Shoe
Single Sole



No. 89 1/2 X
Men's Low Cut Farm Shoe
Sole and Tap



No. 89 1/2
Men's Low Cut Farm Shoe
Single Sole



No. 99X
Men's High Cut Farm Shoe
Sole and Tap



No. 399
Sport King Welts



Mention "Shoe and Leather Journal" when writing an advertiser



Chromoil Draw String Packs



No. 040 1/2

Men's Knee High Draw String Pack



No. 040C

Men's 3/4-Leg Draw String, Full Sole



No. 53

Men's 10'' Maritime Brand Ordinary Sewn Pack



No. 036

Men's 10'' Leg Drawn String Pack



Indian Moccasin



No. 21

Men's 6'' Maritime Brand Ordinary Sewn Pack



Mention "Shoe and Leather Journal" when writing an advertiser



Modernizing the Oil Tan



PALMER-McLELLAN SHOEPACK CO. LIMITED.
FREDERICTON, N.B.

For many years the larrigan and shoepack lagged behind in the general development of the shoe industry. Having its origin in the primitive tannages and clumsy methods of the Indian and early settler, it was difficult to divorce footwear of this class from ideals that prevailed in the period of the "courier du bois" and later in the rough lumber camps of Canada's back woods.

The demand, however, for more effective methods in treating the skins used for the purpose and the development of modern manufacturing methods have brought to this important industry a change so marked that the oil tan industry is now one of the most important of its class.

The late John Palmer, who was the pioneer in the effort to give the oil tan shoe its proper place in the development of Canada's shoe production, was the first to introduce the methods that have taken oil tans out of the category of rough native-made foot coverings and brought them to the perfection which they have reached to-day of being a thorough, up-to-date product of tanning and shoe manufacturing skill.

The Palmer-McLellan Shoepack Company, founded by him, was promoted to carry out his ideals of progress along this line. It was his belief that the oil tan processes as well as shoe manufacturing methods should be carried to the utmost point of development that brains and skill could bring them.

This has been the cherished ambition and the persistent aim of those associated with him in the establishment of one of the most modern and completely equipped oil tan plants in the Dominion, and since Mr. Palmer's death they

have steadily and faithfully adhered to the policy that nothing is too good for those who have to be provided with footwear that absolutely meets the severe tests of Canadian weather and usage.

The Palmer-McLellan Shoepack Co. have a factory especially designed to meet the particular requirements of oil tan production and equipped with the most approved appliances for turning out both hand and machine made larrigans, shoepacks, sporting boots and farmers' shoes of thorough workmanship and finish.

They use throughout leather prepared especially for their goods known as "Chromoil" tanned and finished in such a way as to give the very maximum in suppleness and flexibility with the utmost protection as to moisture and severe wear.

Since the decease of the founder, however, his policy of careful experimentation has been faithfully pursued with the result that the product of the Palmer-McLellan Shoepack Co. to-day is practically as much ahead of the old Palmer product as the latter was over that of the Indians and the crude shoemaking of early times. "Chromoil" has made a reputation for itself in satisfactory wear that added to its pliancy and waterproof quality registers an unqualified advance upon old oil tan methods.

The Palmer-McLellan Shoepack Co.'s business has developed so marvellously in the past two or three years that, although they built anticipating a growth of the demand for their goods, they are contemplating an extension of their present premises that will permit a large increase in their output.

PALMER-McLENNAN

FREDERICTON, N. B.



Mention "Shoe and Leather Journal" when writing an advertiser



In the true spirit of Friendship and Goodwill
we extend our

Sincere Season's Greetings

to the Shoe Trade, wishing that your Christ-
mas Joys may be manifold and that Happiness
and Good Fortune may be richly bestowed
upon you during Nineteen-Twenty.

Aird & Son

(Reg.)

Montreal



Scheuer, Normandin & Co.

18 St. Helen Street
Montreal

**To Every
Shoeman**

*At this Christmas Season
we are glad to extend, in
all sincerity,*

Our Cordial Greetings

*and to wish each one a
New Year made Happy
with a full measure of
Health and Prosperity.*



1919



1920

We Wish

J. A. & M. COTE Co.—The House of Reliability—makers of YAMASKA BRAND SHOES, wish

The Entire Shoe Trade of Canada

whose patronage made the year just passing a successful year for us,

A Very Merry Christmas

holding for you the best of Joys and Gladness,

And A Happy New Year

flowing with Happiness, Good Health and Prosperity.

La Compagnie J. A. & M. Cote

St. Hyacinthe, Quebec



Lawrence Leathers

Are Known and Used the World Over

A. C. LAWRENCE LEATHER CO.

BOSTON, MASS., U.S.A.

Mention "Shoe and Leather Journal" when writing an advertiser



ORIGINATORS

Originators of

NUBUCK

(Trade Mark Regd.)

(Suede Side Leather)

Its popularity increases as time goes on.

White and Popular Shades

Originators of

ACLOSUEDE TOPPING

(SUEDE LAMBSKIN)

Unequaled for moderate-priced shoe requirements.

Originators of

"HUB"

Pigskin Welting

Originators of

BLACK DIAMOND

(Trade Mark Regd.)

Chrome Patent Sides

The most extensively sold Chrome Patent Sides on the market.

Originators of

GUN METAL

(Trade Mark Regd.)

CALF

The Old Reliable

No other calf leather has ever approached the degree of popularity established by Gun Metal Calf.

Colors and Black

Originators of

WEILDA

(Trade Mark Regd.)

(Suede) Calf

Very popular with our export trade.

Originators of

COLORED GUN METAL

(Trade Mark Regd.)

SIDES

Tan, Brown, Cherry, Mahogany, Coco.

Originators of

"HUB"

Pigskin Sole Leather

A·C·LAWRENCE LEATHER Co.

BOSTON, MASS. U.S.A.

NEW YORK

CHICAGO

ST LOUIS

CINCINNATI

ROCHESTER

GLOVERSVILLE

Mention "Shoe and Leather Journal" when writing an advertiser

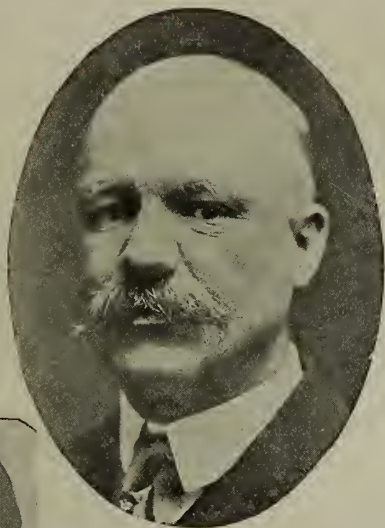
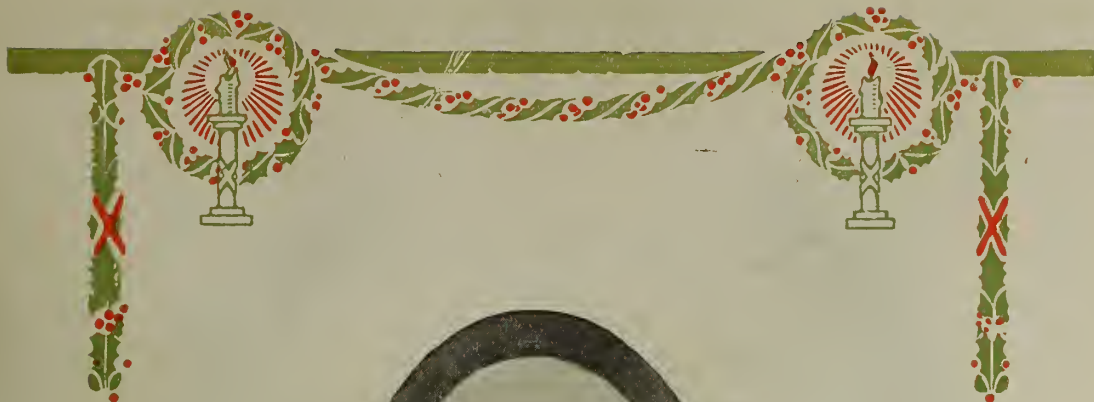
Greetings

With Best Wishes for
a Happy and Prosperous
New Year



The Adanac Leather Company

Montreal



Our Greetings

To one and all in
The Shoe and Leather Trades.
May your Christmas
Be one of Gladness and Good Cheer
and your New Year
Marked by Great Happiness
and Prosperity.

James Robinson Company
Limited
MONTREAL



Mention "Shoe and Leather Journal" when writing an advertiser



We are grateful indeed for the liberal patronage that has been shared with us during the past year, and at this Christmas Season wish to extend Hearty Greetings to the entire Shoe Trade with best New Year's Wishes for Happiness and Prosperity.

John R. Evans Leather Co. of Canada, Ltd.

Specialists in Glazed Kid and Upper Leathers

214 Lemoine Street

-:-

MONTREAL

HEARTIEST AND BEST
WISHES OF THE SEASON

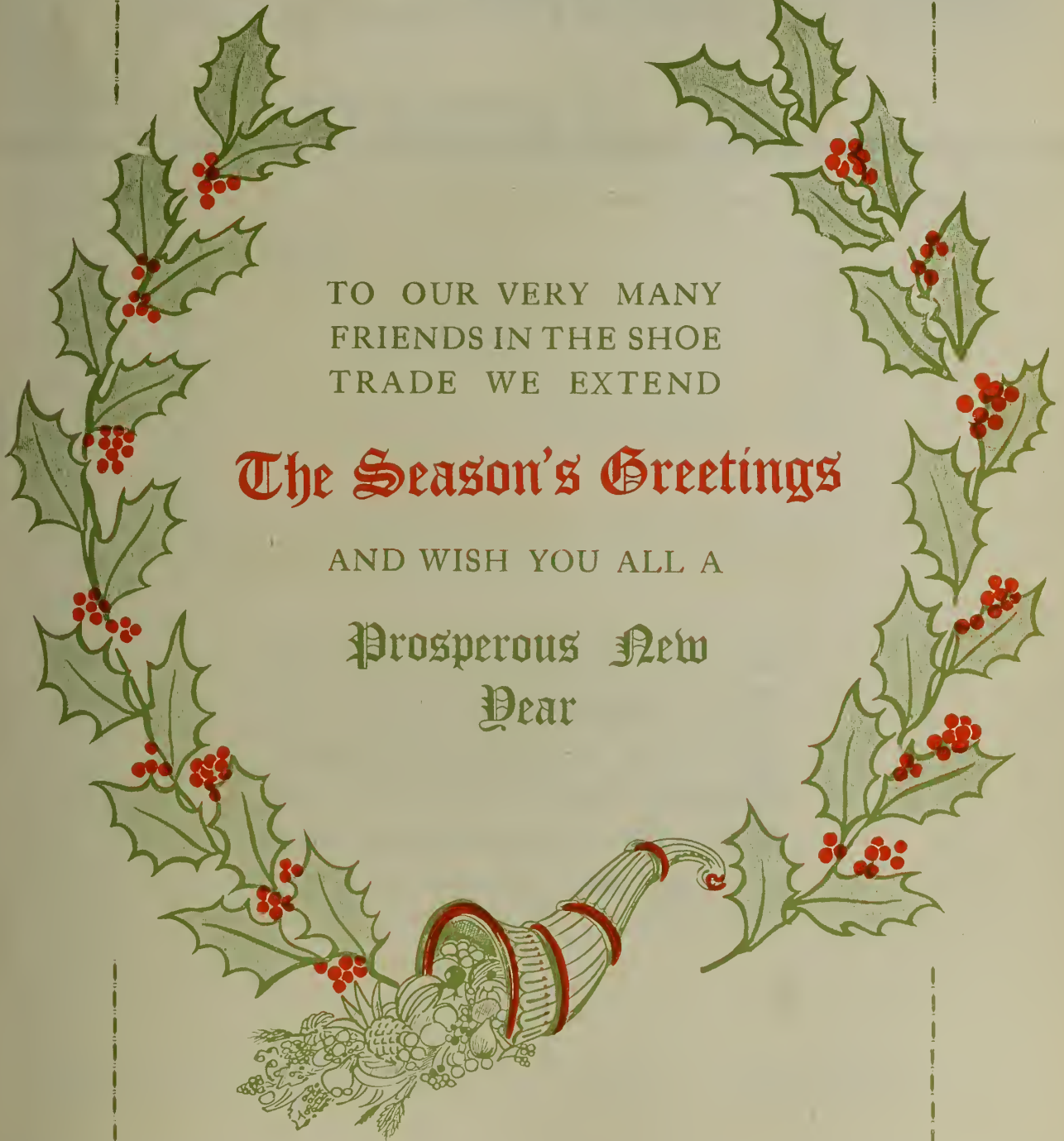
20th Century

TO OUR VERY MANY
FRIENDS IN THE SHOE
TRADE WE EXTEND

The Season's Greetings

AND WISH YOU ALL A

**Prosperous New
Year**



THE G. E. McKEEN SHOE COMPANY, Limited
MONTREAL

Mention "Shoe and Leather Journal" when writing an advertiser

WHITE

SHOE COMPANY, LIMITED



TORONTO.

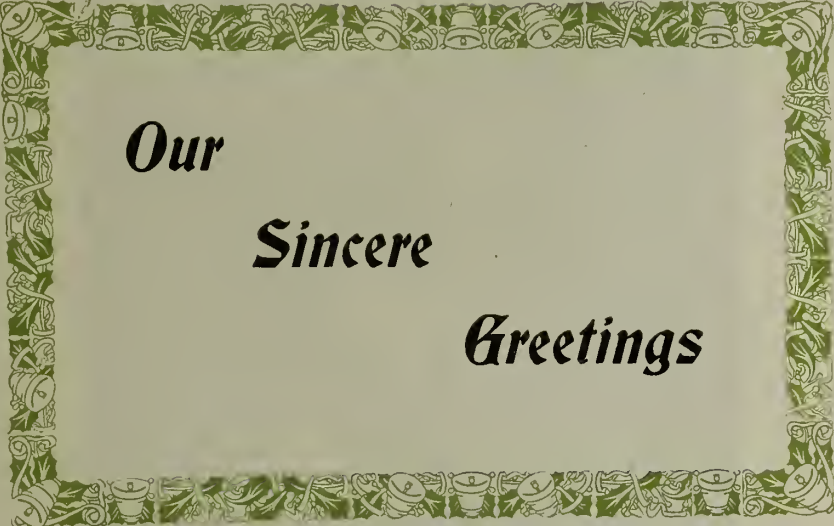


W H O L E S A L E S H O E D I S T R I B U T O R S

To Our Customers and the
Trade throughout Canada we
extend our heartiest Christmas
Greeting, and the hope that the
New Year may bring you
greater prosperity




 1919
 


 1920
 


*Our
Sincere
Greetings*

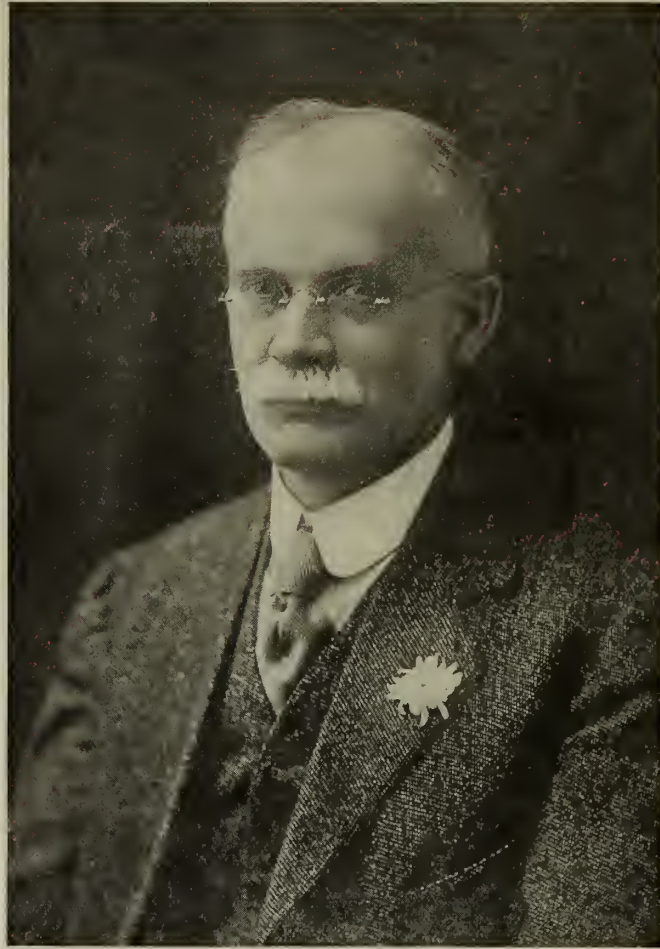
At the close of another year we extend our very hearty thanks to our friends in the trade for their valued business and courtesies. To all Canada's shoemen we extend best wishes for a Christmas of Happiness and we join with you all in hopes for good things for Nineteen-Twenty.

BECKWITH BOX TOE, LIMITED

Sherbrooke

-:-

Quebec



Our sincere Christmas Greetings and very best New Year Wishes go out to all Shoemen at this Season. The many valued favors accorded us by the trade throughout the past year call forth from us an expression of deep appreciation

The T. Sisman Shoe Company Limited
THE "BEST EVERYDAY" SHOEMAKERS
Aurora, Ont.

Season's Greetings



Tanners and Curriers

MONTREAL
52 Victoria Square

QUEBEC
15 Belleau Street

Correspondence Solicited



We heartily extend sincere Season's Greetings to all members of the Shoe Trade throughout Canada. May good cheer be yours this Christmas Time, and good fortune accompany you continually throughout the coming year.

Newcastle Leather Co.
335 Craig St. West Montreal

Mention "Shoe and Leather Journal" when writing an advertiser



Another Christmas Season has rolled around, bringing the spirit of good cheer. And the makers of Regal Shoes wish for the members of the Shoe Trade the Merriest possible Christmas and a New Year of Happiness and Contentment obtainable through Great Prosperity

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

REGAL SHOES

Season's Greetings

With deep appreciation we thank our many patrons for the business they have given us during the year now closing. We wish you all a Christmas of much Happiness, and may that Happiness continue throughout the New Year with an abundance of Prosperity.

Collis Leather Company, Limited
Aurora - Ontario

Peterboro
SHOE



Peterboro
SHOE

IN wishing you a Joyous Christmas Season and a New Year rich in Contentment and Prosperity, we also desire to extend our warmest thanks for the splendid support given us during Nineteen-Nineteen, and hope our shoes will win your continued patronage throughout the coming year.

B. F. Ackerman, Son & Co., Ltd.

Peterboro, Ont.

Regina, Sask.

1919



1920

Mention "Shoe and Leather Journal" when writing an advertiser



*On behalf of the Management of
A. R. Clarke and Company,
Limited, I desire to extend to the
Shoe Trade*

The Compliments of the Season

*and at the same time express
our keen appreciation of the
goodwill shown us during the
year now closing.*

GRIFFITH B. CLARKE,
President and General Manager

A. R. Clarke & Company, Limited

Largest Manufacturers of Patent Leather in the British Empire

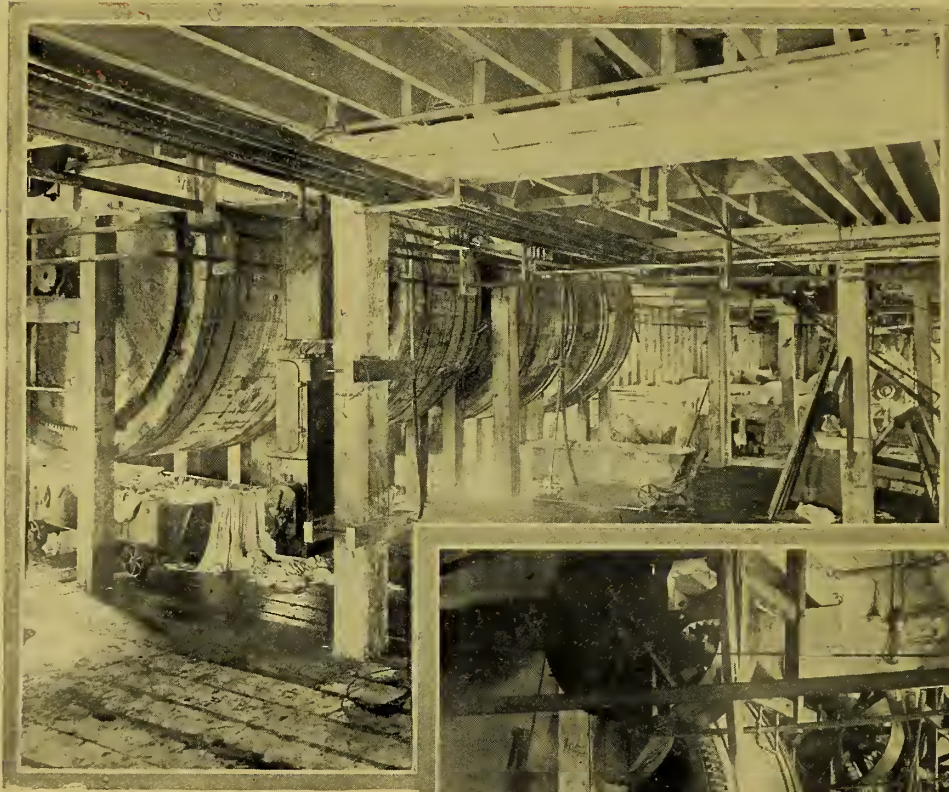
Montreal

Toronto

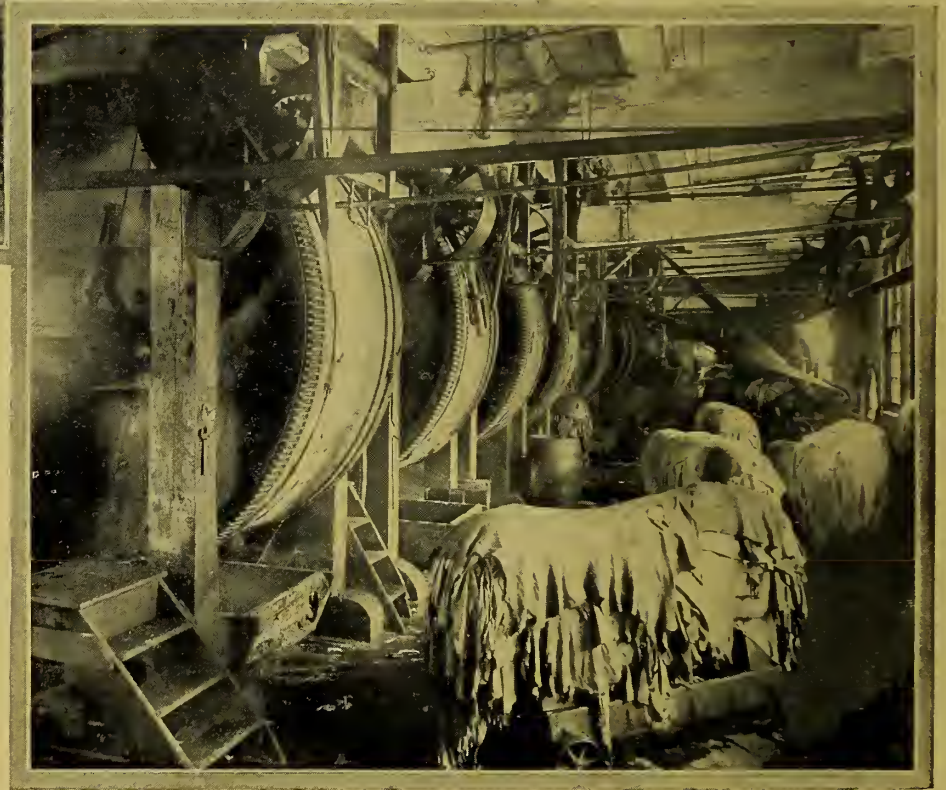
Quebec



Quantity *Production* of



The Clarke Plant and facilities are so extensive and complete that an enormous output of uniform high-grade leather is the logical result.



Quantity production means two things---
Quality, Economy.

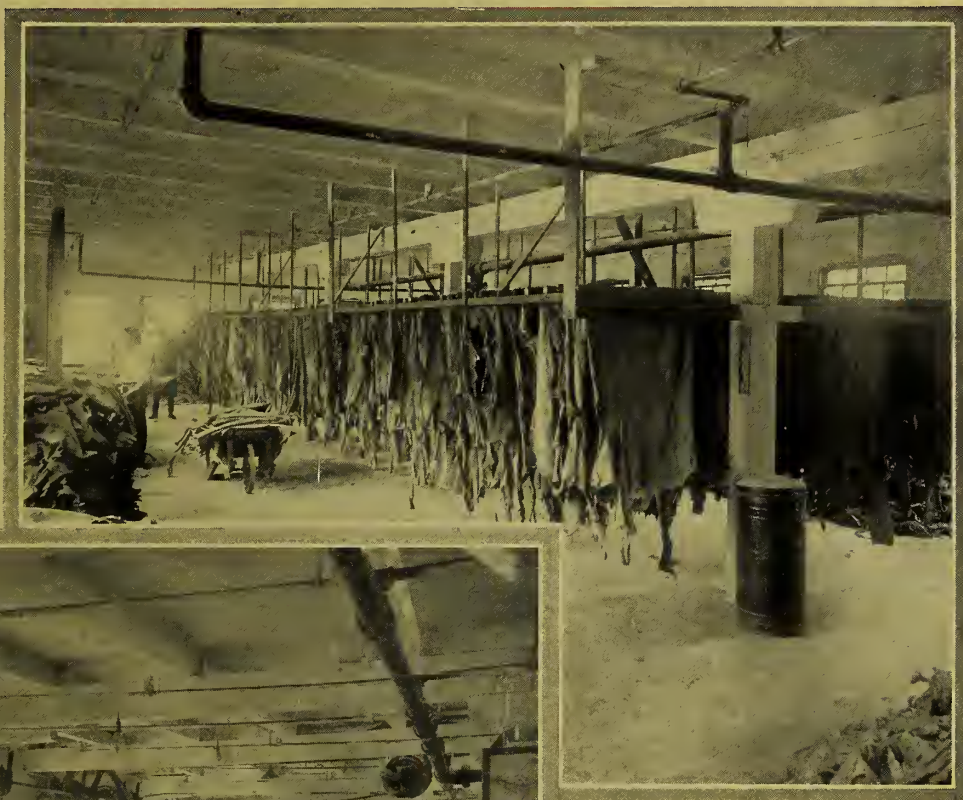
Clarke's Patent is at once the Standard of Perfection in Quality and the Standard of Value in Patent Leather.

A. R. CLARKE & CO., Limited, TORONTO
Branches at Montreal and Quebec



Quality Patent Leather

Extreme care even to the minutest detail in the long and varied processes of tanning and finishing is the assurance that every foot of Clarke's Patent is up to the Clarke Standard.



That is why Clarke's Patent leaves nothing to be desired in texture or finish and why shoes made of Clarke's Patent keep their shape and retain their lustre until the bottoms wear out.

Largest Producers of Patent Leather
In The British Empire



The Home of

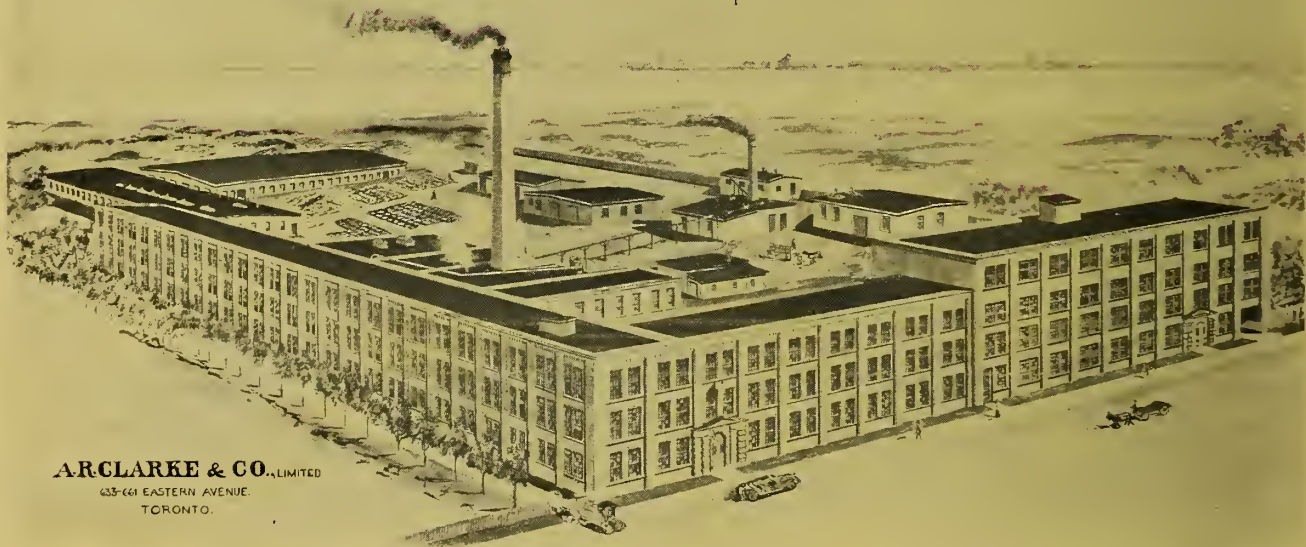
CLARKE'S

Patent Leather



Established 1852

The Largest Patent Leather Factory
in the British Empire



A. R. CLARKE & CO., LIMITED
635-661 EASTERN AVENUE
TORONTO.

The place where the production of patent leather has been developed to the highest state of perfection through years of careful study and painstaking effort. A wonderful plant behind a splendid product.

A. R. Clarke & Company, Limited

Largest Manufacturers of Patent Leather in the British Empire

Montreal

Toronto

Quebec



Mention "Shoe and Leather Journal" when writing an advertiser

ANCHOR SCoured OAK SOLE LEATHER

SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

THE
LANG TANNING COMPANY
LIMITED

KITCHENER - ONTARIO

USMC**WAX****FOR EVERY PURPOSE**

**Machine Sewing
Heel Burnishing
Filling
Polishing
Liquid
Shoemakers**

A careful selection—after long experience—of the very best wax for the shoe manufacturing and shoe repair trades enables us to guarantee satisfaction.

**SAMPLES AND PRICES
SENT ON REQUEST**

United Shoe Machinery Company of Canada, Limited

Bennette Ave. **MONTREAL** 227 Craig St. West

TORONTO
90 Adelaide Street West

KITCHENER
179 King Street West

QUEBEC
28 Demers Street



**CALF AND KIP SIDES
STORM CALF**

ALL COLORS

**H. B. JOHNSTON & CO.
TORONTO, CANADA**

A stylized map of North America is the background for the advertisement. On the left side, the letters 'AATM' are printed in a large, bold, white, blocky font. On the right side, the word 'System' is written in a large, white, serif font. Scattered across the map are several circular logos, each containing the text 'AATM System' and a city name. The cities shown include: Vancouver, Calgary, Edmonton, St. Paul, Minneapolis, St. Louis, Chicago, Toronto, Ottawa, Montreal, Quebec, Baltimore, and London. The entire advertisement is enclosed in a decorative border with a repeating geometric pattern.

Mention "Shoe and Leather Journal" when writing an advertiser

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



Mention "Shoe and Leather Journal" when writing an advertiser

G. LEVOR & CO. Inc.

SPECIALISTS

in

CABRETTA LEATHERS

Levor Mat Kid — The Black Shoe Topping

Levor Grain Kid — The Colors in Vogue

Levor Grain Kid — The Whitest White

Levor Buck — An Ooze (Suede) Finish.
Black, Colors, and White

All unsurpassed for
STRENGTH, BEAUTY and FINISH.

Must be seen to be appreciated.

G. Levor & Co. Inc.
GLOVERSVILLE, NEW YORK

Boston
St. Louis

New York
Milwaukee

Send Your Orders
To The Tannery, Gloversville, N.Y.



Greetings

At this Season of the Year we extend our Best Wishes, and trust that you may have Health and Prosperity during the coming year.

*The Columbus Rubber Co.
of Montreal, Limited*

1340 Demontigny Street East, Montreal

With Branches at

Montreal

Ottawa

Winnipeg

Calgary



All Good Wishes for Christmas and the New Year

With the rounding out of the old year, we welcome the opportunity of extending the Season's Greetings to our army of friends in the trade and of thanking them for their loyalty and hearty co-operation—which have been such important factors in the success of the "Dominion Rubber System" during 1919.

DOMINION RUBBER SYSTEM

HEAD OFFICE - MONTREAL

Service Branches located at

HALIFAX	TORONTO	SASKATOON	EDMONTON
ST. JOHN	HAMILTON	FORT WILLIAM	CALGARY
QUEBEC	KITCHENER	WINNIPEG	LETHBRIDGE
MONTREAL	LONDON	BRANDON	VANCOUVER
OTTAWA	NORTH BAY	REGINA	VICTORIA
	BRANTFORD	BELLEVILLE	

The SHOE AND LEATHER JOURNAL

TWICE
A
MONTH

\$1.50 a Year Foreign, \$2.00

Office of Publication
1229 QUEEN STREET WEST
TORONTO

Acton Publishing Co. Limited
JAMES ACTON, President

Montreal Office: 326 Coristine Building
Boston Office: 161 Summer Street

TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

THE CHRISTMAS SPIRIT

THERE never was a time in the history of this world when it needed the Christmas message of "Peace on Earth and Goodwill toward Men" more than to-day.

A year has passed since the bugle blast of "cease firing" brought the ecstasy of relief to a war-worn world, and it seemed as though the angels sang once again in the hill tops the glorious song of old.

The days have lengthened into months and while the immediate horrors of war have been stayed, the world seems as far from the goal of universal goodwill and peace as it was five years ago.

The passion and distrust let loose by the terrible conflict do not seem to have abated sufficiently so far to afford the dove of peace a place upon which to rest her weary feet. The turbulent waters of unrest still surge against the ark of international hope.

Those who thought the baptism of blood would bring national as well as individual regeneration have been reluctantly forced to admit in the light of the past year that spiritually the world is no better. The church has begun to realize that the fiery trial to which humanity has been subjected, has not resulted in that purification for which it was expected it would tend.

The disease which lies at the root of the present turbulence and unrest is too deep seated to be reached by legislation, conferences or social agencies. Humanity is suffering from the deep seated curse of the ages—selfishness.

Only the spirit of peace and the atmosphere of goodwill can dissipate the cancerous development of selfish, pleasure-loving, self-seeking disregard of the rights and claims of others that underlies the present conditions of business and social life. Boards of Commerce, Acts of Legislature, and even Christmas sermonettes will not avail.

The remedy lies in the teachings of Bethlehem and Calvary—humility, love, forbearance, sacrifice—Giving may at this season be an act of selfish or enforced generosity. The gift rarest to-day and the most costly is SERVICE.

Let the Christmas spirit of service inspire all our thoughts and acts, and the world will soon respond to the old refrain, "Glory to God in the Highest and on Earth Peace."



“OLD GROUCH”

A Story of Christmas and Business—A Store Celebration That Brought Happiness and Better Business Relations to a Modern Scrooge and his Staff—By S. DAVIDSON

“THIS old world doesn't seem the same place, does it Billy?” said the head salesman to his assistant as they set about preparing for a busy day, a week or so before Christmas.

“It certainly doesn't seem the same around here,” responded the young man flatly, as he stopped humming a popular air to gaze abstractedly through the front door at the whirling snowflakes that were beginning to give the road and sidewalks the appearance held desirable in a Canadian Christmas.

“You'd have thought the old man would have got over it by this, wouldn't you? But he seems to grow worse and worse. He seems to look upon Christmas as a nightmare and almost makes everybody feel the same. It is a wonder to me that people come into the store as they do.”

“That's one thing about the old man though, Billy. He keeps the store and everything in it up to the nines. He knows the game and no one can say that he allows his feelings to interfere with business. We did last year the largest trade in our history, and it looks as though this year is going to cap it.”

“But why the Sam Hill can't he come out of his shell, and be like he used to be? Five years ago he was like any of us, full of fun and “pep,” but now he hikes back to his den when he comes in and only comes forth when he thinks the selling job is too much for the rest of us.”

“Well, you know, Billy, how hard the old man was hit by that affair of Bob's five years ago, and he is one of those stiff-necked Presbyterians who do not know how to give in. He is not a hard-hearted man, but he was wounded in his tenderest spot, and the words he said in haste are hard to take back.”

“If you ask me Charlie, I would say that the Bible ought to have a story on the Prodigal Father to match the Prodigal Son. No wonder people sneer at the church when a Presbyterian elder turns his son out of his home because he marries a shop-girl, and he himself, only a score of years removed from a ‘counterhopper.’ It might have been something to make a row about if Agnes were not as good as Bob, even if she was a little flighty, but to

cut loose his only boy for the sake of a little mis-step is going it a little strong.”

“But you don't know the whole story, Billy,” said his fellow salesman. “There were other things involved that the old man would sooner cut off his hand than tell. Bob was cutting a rather wide swath, and I have an idea that he was doing it on what was not his own. At any rate if you had overheard what I did the night of the fuss you would not have wondered at the old man giving him the door. You know that the governor had treated Bob white, and he was getting ready to hand him over a large share in the business when he gummed things up. Bob knew this, and in spite of all when his father's indignation got the better of him the boy was mean enough to throw a lot of dirt in his father's face that he no more deserved than St. Peter.”

“Well, you know more about the affair than the rest of us, Charlie, but you can't blame most people for thinking that the Boss is an old hardshell who hasn't in him enough milk of human kindness to feed a mosquito.”

“By the way, Billy, have you seen anything of Agnes lately? I understand that the little boy is the image of Bob. He must be over four now and they say he is one of the brightest and nicest kids in the town. Agnes and he look as though they were well looked after.”

“She is living with her mother,” said Billy, “and I am informed that she has been getting Bob's army allowance. The old man offered to help out, but Agnes wouldn't take a cent from him. She has been doing a little on the side as she has to keep her mother as well as the boy, but from what I can hear, she keeps well ahead of the game. There is another thing against Old Grouch. I understand he has never seen the kid since he was born, although the grandmother has managed to keep in touch with things, and I guess some of the fine clothes the lad wears comes out of the old man's wad after all. That old fellow with a little grandson that anyone would be crazy about does not seem to care to hear anything about him. Can you beat it?”

At this juncture the proprietor of the establishment announced his arrival by stamping the snow from his feet in the vestibule. With a gruff good-morning to the two male clerks and a curt nod to

the two young lady assistants, he hastened to his office at the rear. He was a man of over fifty, somewhat more grizzled than he ought to have been for his years, with a not unkindly face but with a mouth and chin that suggested undoubted firmness. Five years before this he had been known as one of the most genial as well as progressive merchants of the town, a great church and philanthropic worker and was regarded as a most worthy and public spirited citizen. His only son, with a little of the restiveness of those brought up under religious restraint, was rather a fine boy who had already served an apprenticeship of three years at his father's business and had given promise of meeting everybody's expectations. He had been identified more or less with the gay life of the town, but had not ventured beyond the limits of the propriety set by his position and family. He had paid considerable attention to a pretty milliner in a neighboring establishment and the first thing anyone knew that there was anything serious in their relations, he had married her. His father incensed at the clandestine marriage, and particularly its suddenness, for Bob was only nineteen, a heated interview resulted. Some apparent discrepancies in the finances of the store of which his son acted as bookkeeper also developed, and a scene took place which led the young man to fling out of the door, and proceed to an enlistment bureau where he signed up for the artillery service. His father had never seen or heard from him since, although Bob wrote occasionally to his mother and his young wife, to whom he made over most of his army pay. As he was sent to the far East, little had been heard of his doings, and the last word received was that he was located in a small Syrian town on the borders of the Mediterranean. For four months previous to this, however, no news whatever had come excepting that he had been seized with malarial fever, and was convalescing in a hospital in Lebanon.

As the proprietor passed to his den the salespeople busied themselves, putting the finishing touches to the stock and store fittings, and conversation on the subject uppermost in their thoughts naturally ceased. When the morning rush was over a few days later one of the young ladies asked Billy what he was going to do at Christmas. "Search me," said that young man, scratching his ear and looking askance at the blond running mate of his questioner, regarding whom he was said to have what the boys call a decided "crush."

"Uncle William hasn't said anything yet about my going back to Brushton for Christmas, and as sister Kate lives too far away for a three days' visit, I suppose I will hang around the old burg here for the rest of the week and help Old Grouch in the stocktaking."

"Why couldn't we get up a Christmas party amongst ourselves?" Lucy Jones suggested. "We might ask Mr. Simpson to let us have the flat above the store for the afternoon and evening. Since the family moved up town it is only used for storage and we could easily clear out the front rooms and move the cases and other stuff into the back for the time being."

"Hooray! Lucy, you have something in your head besides hairpins," shouted the irrepressible Billy, whose enthusiasm saw an opportunity in the proposed arrangement for possible tete-a-tetes with the fair-haired maiden who was busy arranging stock at the other end of the store."

"What do you think of it Mary?" asked Lucy. "We could get 'Mrs. Charlie' to chaperon the party and she could bring the two kiddies along, and make the whole thing a family affair."

"I think it would be fine," responded Mary. "We could have our Christmas dinners at home, and come over here afterwards. I suppose we could arrange to serve tea, as the kitchen could be fitted up with a small gas stove and I expect there is water and everything to help out," she continued somewhat timidly.

"I bar to wash the dishes," said Billy emphatically, "only you will have to provide an apron as I don't want to spoil my best new 'dickie.' What do you say, old top?" he said, turning and slapping Charlie Thompson on the back. "Ask the 'Missus' at noon and don't you forget the kiddies. Say we'll have a whale of a time—provided," he added, somewhat glumly, "Old Grouch doesn't put the kibosh on the whole show."

The project gave zest to the morning's work, and plans grew apace as the younger members of the staff added to the original suggestions. Lucy was to bring her young man, a member of the Methodist Church choir, who would help out with a solo or two. Lucy herself promised to bring her violin, and Mr. Thompson agreed to loan for the occasion his Victrola and resurrect his flute. Mary said her forte lay in the kitchen, and she would look after the tea. "You will help me decorate the Christmas tree, little girl," said Billy, promptly preempting this job. In the afternoon the whole affair was settled with the exception of asking the sanction of the Boss for the use of the premises. "I don't see where he can have any kick," said Billy with the utmost assurance. "There is a side entrance so that it will not interfere with the store, and we'll promise to use only electric lights in the decoration, so there will be no more danger of fire than if the family were still living over the store."

It was decided that Charlie Thompson should approach Mr. Simpson that evening before closing and place the whole proposition before him. "If I perish, I perish!" he said tragically. "He can only refuse and then we can think of other arrangements." "Good old horse!" was Billy's comment as the thing was thus fairly under way.

When an hour or two later, his head salesman entered the office the proprietor said to himself, "Now what's up? Is it early closing or more wages? As Mr. Thompson began to explain his errand, however, his employer shoved back his chair and looked up with surprise that gave way to something further. Anticipating coming objections Thompson hurried on to explain that his own house was too small to entertain the young people or he would have offered it, and referred to the fact that the junior salesman was practically homeless and the younger saleslady was living at the Y.W.C.A. As he proceeded, a kindly light suffused the countenance

of the grey headed man in the chair and finally a big tear stole silently down his cheek and sparkled like a jewel on his faded cravat.

After a silence of a few seconds that seemed ominous, the Boss spoke. "Charlie, I feel ashamed. I ought to do this thing myself, and would do it gladly if I could. I have a staff in this store that any man ought to be proud of, and I am proud of them, although you may say that I do not show it. But you know what this season means to me. It brings up the past in all its bitterness. People call me harsh, but I can't help it. I would like to have you all up to the house, but it would be agony for me. Go ahead and do what you like, and make your Christmas party all it should be, but I make this stipulation: I insist on paying whatever the expense may be of preparing and fitting up the flat. I can't take a hand in the affair personally, but I want to back up all you do—and don't be afraid of doing it right, Charlie."

The employer and employee parted with a grip that meant more than the mere granting of the request or the promise to see the affair through financially. Billy, who was waiting around the corner with the girls to learn the result of the interview, was surprised at the quietness of the head salesman in announcing his success, but when he heard about the Boss insisting on paying all expenses he threw up his hat in the air, and catching it on his head shouted, "Hurrah for Old Grouch."

"Mrs. Charlie" was a trifle dubious about undertaking the responsibility of chaperoning the party, but especially with regard to taking the kiddies along. But when the latter learned that there was to be a Christmas tree the peace of the family was only procured by promising them the treat under strict injunctions as to conduct before and at the "party."

The Boss was as good as his word. He called Charlie and Billy into the office next morning, and assuming his usual brusque style announced that he had arranged with a local firm of decorators to place their services at the employees' disposal, and told them to go ahead and arrange things to suit themselves. The decorators would remove the stuff from the rooms and prepare each as might be required for the occasion. He would see that a gas stove and dishes should be placed in the kitchen so that they might have whatever was needed to provide refreshments for the evening. He did not tell them that he had instructed a local caterer to deliver jellied meats, ice cream and ginger ale to an extent that promised to lay off the entire staff for the rest of the week. The young ladies found this out two days before Christmas when making some necessary inquiries along the line of supplies.

The days before the holiday, though strenuous, were happy ones, and in spite of the throngs of holiday customers, there were odd minutes for conference with regard to details of the forthcoming event. The decorators were performing wonders upstairs, and notwithstanding his never having said a word about the affair since the first day, the hand of the Boss was distinctly seen in the many radical departures from the modest instructions of the "committee." The floor of the

large front room was cleaned, waxed and polished to a degree that it had never known in former days. Furniture found its way mysteriously into the various rooms, and no one seemed to know where the tables, divans chairs and mirrors came from. Each of the two young men accused the other of going the limit on "Old Grouch's" generosity until they discovered that neither knew the origin of the extra furnishings.

The scope of the "party" had become somewhat enlarged in its general evolution, so that the personnel had been practically doubled. Billy announced two or three days before Christmas that he had taken upon himself to ask Bob's wife and her little boy to the Christmas tree. "You know, Charlie, she is practically one of us. She is Bob's wife and for old times' sake, as well as to please the kiddy, I thought it would be only right to ask her along."

"First thing you know, young man," said Charlie somewhat sternly, "You will be accused of running around after grass widows and then I see you finish with a certain blonde young lady."

"That's a rotten thing to say, Charlie," said the other somewhat tartly, and blushing to the roots of his sandy hair. "You know what Agnes had been through and what little chance she has of getting in on any real fun in this town. And then the boy—I don't suppose he has ever seen a Christmas tree except in a store window."

"It's all right, Billy, don't get excited. I was only wondering what would happen if the Boss took a notion to drop in on us that evening, and saw his daughter-in-law and grandson having a good time at his expense."

"I should worry," was the reply. "There's no fear of Old Grouch putting his nose into any Christmas party. He will be sitting in his little corner in his slippers like old Scrooge, grousing at the folly of youth and the extravagance of the times, while grandma finishes her hundredth pair of sox for soldiers. No, he has done the big thing with regard to the expense of the party, but Christmas bells have no charm for his withered old soul."

"Don't say that, Billy," replied his companion somewhat sharply, "You don't know him. I tell you I saw tears in the old man's eyes the night I told him about our plans for the Christmas show. I don't suppose there is one chance in a thousand that he would turn up, but more unlikely things have happened nevertheless."

"The day" finally dawned, and it is quite safe to say that with those concerned, Christmas gifts and even the Christmas dinner took a mere secondary place. At three o'clock the "Committee of the the Whole" was on the job, reinforced by "Mrs. Charlie," who as the matron of the party naturally assumed the position of stage manager. The arrangements were perfect, even to the laying of a grate fire at one end of the front room ready to touch off with a match. At the opposite side in the right-hand corner stood one of the most magnificent Christmas trees that its astonished beholders had ever seen. It reached clear to the ten foot ceiling and was gorgeously arrayed in tinsel and colored electric lights with everything on but the

presents. Solomon in all his glory had not conceived a more magnificent spectacle. A curtain strung from corner to corner was designed to protect the company from its dazzling splendor during the early part of the evening, as well as to balk the curious as to the contents of its spreading branches. In the opposite corner to the Christmas tree was a magnificent upright piano.

It was decided, not, however, without vigorous protests from Mary, that the culinary arrangements should be taken in hand by Mrs. Charlie and Lucy, while the hour before the arrival of the other guests should be spent by Billy and Mary in arranging the presents upon the Christmas tree. As was only to be expected, there were no distractions in the kitchen, and the work there progressing most rapidly and satisfactorily. In the front room, however, from the constant alternation of periods of animated discussion and profound silence, each gift must have taken an age to put in its proper place. The tree was large and the presents were neither numerous nor difficult to handle, nevertheless the two trimmers, notwithstanding Billy's experience with the store windows, were constantly coming into collision or dropping the precious packets upon the floor. It is certain that the young man took full advantage of the chaperon's absence in the kitchen to spend a great deal more time picking lint and tinsel off his companion's frock than in hanging packages upon the tree. Their work, in fact, nearly came to a premature and disastrous end on account of Billy's taking a piece of mistletoe and surreptitiously placing it upon an overhanging branch. As Mary innocently put her head beneath it to set an aeroplane for Agnes' boy in a crotch of the tree Billy claimed the time-honored penalty which brought him a resounding box on the ear. The others rushing from the kitchen to learn the cause of the commotion were in time to find the principals of the little drama blushing consciously, the tell-tale mistletoe perched naively meanwhile on Mary's head. A roar of laughter followed and Mary bursting into tears, fled from the room.

"I've done it now, I guess!" said Billy shamefacedly. "I've gone and spoiled the party! But I only did what the books say is fair on Christmas. She was right under the mistletoe. My, but I'm a crazy Jake! Say, Charlie, tell her I didn't mean anything and if she'll let me off this once I'll never act fresh again." When the others explained the matter to Mary, she came back from the kitchen and the work was finished in silence.

"Honest to goodness, Mary," said Billy, penitently as they drew the curtain on the finished tree, "I didn't mean more than just fun in what I did a little while ago. Honest, I didn't. You'll forgive me, won't you?" "I hope I didn't hurt you much, did I?" she replied demurely, as she held out her hand. "You can go on hurting me a dozen times every day like that if you want to, Mary," was his somewhat enthusiastic though enigmatical response.

Promptly at four o'clock the visitors began to arrive. First, of course, came George Chantler with his music. Then followed Old Tom, the

porter, whom Charlie Thompson had induced to forsake his spinster sister for the afternoon in order to take the part of Santa Claus. He carried a couple of mysterious packages under his arm which he explained were for Charlie's "kids." Presently along came Mrs. Bob, looking half frightened, but pleased, leading her young hopeful by the hand. He clutched a woolly sheep under his arm which he had positively refused to leave at home, and which emitted a raucous bah! now and then as he squeezed it. Then came Charlie Thompson and his pair, a boy and a girl.

The programme decided upon was tea at five-thirty, musical selections from seven to eight, Christmas tree eight to nine, after that dancing till eleven, "or later," as Billy insisted upon adding. The period before tea was devoted to old-fashioned Christmas games in which the children were given the principal share. For an hour the two mothers and the three children, assisted by Lucy and her young man, gave themselves up to the enjoyment of snap dragon, blindman's buff and other time-honored amusements of Christmas. George Chantler delighted the older members of the company as well as captivated the younger by exhibitions of parlor magic and ventriloquism. He drew from his pockets endless successions of flags, and produced from Old Tom's hat, to the latter's utter amazement, a full-grown white rabbit. He succeeded in convincing his audience that Santa Claus, prematurely present, was hiding behind the camouflaged Christmas tree, and the children almost insisted on lifting up the curtain to see. The climax came when he imitated Old Tom's voice and made him appear to be coming gradually down the chimney.

The tea, although it was what Billy called a "hand-out," was a pronounced success, and although time-honored Christmas dinner was only a matter of three hours' ancient history, everybody appeared to be ready for it. "What's the matter with the cocoanut cake?" asked Lucy Jones mischievously of Billy, who was devouring whole phalanxes of cookies with his ice cream. "Nothing that I know of," he mumbled, as soon as he could reply, glancing meanwhile sheepishly at Mary who, he learned, had manufactured the dainties. "I was always fond of cookies. Mother used to make them," he added as he helped himself to another.

"I thought you said your mother passed away when you were two years old," suggested Charlie Thompson. "Well, that is—but you see—well, sister used to make them for us before she got married," was his somewhat lame explanation. "Anyway these are the finest I've ever tasted," he added, and a roar followed that made Mary as well as Billy turn red.

The event of the evening, of course, was the Christmas tree. Promptly on the hour old Santa Claus in all the glory of his historic habiliments came stamping up the stairs and burst into the room amid the shouts of the children and the greetings of the grown-ups. "A Merry Christmas" in old Tom's brogue rather gave the impression that good old St. Nick was a fellow countryman of

St. Patrick, but it was not a time for comparisons or criticism.

There were presents for everybody—some useful and some ornamental, with the usual number of "gags" or jokes thrown in. Billy Turner was handed a small package which looked like a jeweller's box. After removing about a dozen wrappings a small pill box stood revealed with a single grain of rice within. The prescription read "One to be taken in a lifetime." Even Billy failed to see the point with the others, but Mary, whose surname, by the way, corresponded to the name of the solitary cereal, suddenly found business of importance in the kitchen.

The gifts upon the tree were all distributed, animated discussions were going on all over the room regarding the various gifts when Santa Claus paused before saying good-night, and began to hunt his capacious pockets for something evidently forgotten. Finally locating a large manilla envelope as the object of his search he broke the seal. From within he produced a type-written sheet with four white envelopes, which he handed to George Chantler to dispose of.

Amidst breathless silence George proceeded to read the letter. It was a brief address from the Boss, which went on to explain how he valued their spirit of comradeship that had led them to unite in the present Christmas entertainment. It spoke well for them and the establishment they represented, he said, that they had set aside an evening for mutual enjoyment and had identified the store with their gathering. He expressed his appreciation of their services during the year and hoped to develop some plan in the near future that would mean even heartier co-operation amongst them all than in the past. He asked them to accept the personal acknowledgment contained in the envelopes as a small indication of his esteem as well as an earnest of that which was to come. The envelopes were then handed to the five employees in turn, who, with the eagerness of children, tore them quickly open. Each enclosed a cheque representing a ten per cent. bonus on each one's annual salary.

There was intense silence for a few moments, and then Billy jumping on a chair yelled, "Three cheers for the Boss," which were given with will and a "tiger" added.

The echoes of the boisterous cheers had scarce died away when a tap was heard at the head of the stairs, so faint that nobody seemed to hear it. Mr. Thompson, however, going to the door was knocked practically speechless by the apparition that met him. The Boss and his wife, shaking the snow from their garments and kicking their rubbers aside, stood smiling before him. Before he regained his mental equilibrium, Mr. Simpson explained, "Mother and I just thought we would run over for a few minutes and wish you all a Merry Christmas before it was too late. May we come in?"

"May you come in? Well, I should say! 'Here, Emma, look who's here!'" Mrs. Thompson joining her husband, took Mrs. Simpson's wraps in spite of the protest that they were only going to stay a few minutes, and Charlie walked the Boss off to

place his coat and hat in the reception room. When the four reached the big room Santa Claus had just made his farewell bow and the Victrola had struck up "Till We Meet Again."

After shaking hands with his employees cordially and introducing Mrs. Simpson, the Boss looked to Mrs. Thompson to complete the introductions. As he faced his young daughter-in-law and her little son, who stood in a corner beside the tree, he seemed dazed for a moment. Then reaching out his hand said quietly, "Agnes, I am glad to see you." Taking up the little fellow in his arms he kissed him, hardly daring to speak.

"See my baa-lamb," the child cried as his grandfather sat down and placed him on his knee. "It says, 'baa-baa!'" said he, squeezing it. "Billy got Sandy to give me 'is baa-lamb."

"What's 'oor name?" "I'm grandpa, Bobby," and the two went on chatting as though they had known each other for years, the old fellow beaming through his moist eyes. "Mommy says that when daddy comes home he is going to take me to see grandpa. Is 'oo the grandpa 'at me and daddy is going to see?"

"You are coming over to see me to-morrow, Bobby, and you are to come every day with your Mommy until daddy comes home and then we will have another Christmas tree," said the grandfather patting the little fellow on the head.

In spite of the fact that the concert had been practically over before the Christmas tree distribution, as it was still early, it was decided to have three or four numbers before the dance began. Mrs. Thompson gave a piano selection, and then Miss Jones and Mr. Thompson were persuaded to give a violin and flute duet. Charlie objected that he had not practised and would not attempt the obligato part, but as he warmed up under the splendid accompaniment of his wife and the skill of the violinist, he found his fingers slipping over the keys with the result that the conclusion brought a veritable ovation. George followed with a rollicking song of the sea and Billy was, after much persuasion, induced to give Longfellow's "Robert of Sicily." When he concluded the Boss, to whom the selection seemed to throw a new light on the young salesman, was loudest of all in his acclaim, crying again and again, "Bravo! William."

Just as Billy was bashfully declining the insistent demand for an encore, another knock was heard at the door, and a soldier lad in great coat entered the hall without waiting for an answer. Stretching out his hand to the advancing host, he said, "Back once more Charlie, old boy. Seem from the row to have hit the celebration at its high spot. Where's my wife? Went home and the house was all in darkness and granny told me the folks were all over here." A startled cry and a lithe figure flew down the hall and into the soldier's arms. It looked for a while like a case for the ambulance.

By this time the crowd were all in the hall, grandpa and grandma Simpson leading the former holding little Bobbie by the hand. The scene of excitement and confusion that followed left the returned veteran breathless, and the way that

handkerchiefs were used by those on the outside of the little family circle one would have thought Bob had let in with him a big dose of the "flu."

It seems that the cable announcing his return had miscarried. He had had much difficulty in getting transportation from the East to London, and on account of his having been transferred to a British regiment he found it almost impossible to book a passage to Canada. He had delayed sending word on account of not wanting them to endure the suspense and suffering of disappointment and had only known the day before leaving of his finally having secured a berth. His train had been three hours late, and his arrival at the home town was unnoticed except by the station agent and baggage man.

He looked around somewhat puzzled at the surroundings, not recognizing the changes in the old home, and then with a look at his father and mother asked Charlie what it all meant. Explanations were simple. As for his father the handclasp was sufficient for him to realize that the past was a thing that had been put forever out of sight.

But you never said anything to any of us about these things, son," faltered his mother, touching the decorations on his breast. "Oh, those are nothing, mother. One is the Croix de Guerre given me by the French government for rooting out a nest of machine guns up by Salonika, the other is the Military Cross handed me by General Allenby in connection with some good work done by my battery down near Jericho. I had the good fortune to be made Major in my battery before I went into the hospital, and as my only disability, so far, has been a spell of malaria, and a scratch on my left leg, I am looking to the Canadian climate and

hard work to fit me for anything that may now come along."

Why should we trouble our readers further either with regard to the dance, which went on with all its merriment, until long after the clock struck the mystic hour. Even the Boss and his wife joined in the fun, the former challenging his blushing daughter-in-law to a two step as well as an old-fashioned waltz. Lucy had to finally tell Billy that his conduct was shameful. He had danced five times in succession with Mary and had not allowed anybody else to have a "look-in." To get even he made two engagements with his critic, and ran the risk of trouble with George Chantler, who in spite of his Methodistic connections was decidedly the best man on the floor.

The only place to "sit out" was in the kitchen, and a little later the Boss going back for a glass of water, found Billy sitting on a wooden chair with Mary on his lap. "Same old game," murmured the old fellow, as he quietly backed out into the hall.

The concern after the first of the year is to be known as Simpson and Son, and will have the honor of setting the pace amongst retail establishments of the town of establishing a system of co-operation amongst employer and staff, that will point the way to the partnership status that is so much under discussion just now by capital and labor.

Two of the more youthful members of the staff have, however, announced that on or about March 1st, they will, irrespective of all other alliances or obligations, inaugurate a co-operative scheme that is as old as time and will remain new so long as two youthful hearts can find in a single hard, wooden, kitchen seat that bliss that is perfectly and absolutely oblivious of the presence even of an "old Grouch."



National Shoe Retailers' Executive

Meeting at Montreal Deals with Many Important Issues—Most Representative Gathering—Puts in Nine-Hour Day—Plans for Convention and Big Shoe and Leather Fair—Successful Joint Meeting with Manufacturers' Executive.

A MEETING of the Executive of the National Shoe Retailers' Association of Canada had been arranged for the latter part of October, but on account of the absence of a number of shoe manufacturers' Executives at Ottawa, it had to be withdrawn as important matters had to be discussed with the latter.

On Dec. 8th, however, a meeting was held at the Windsor Hotel, Montreal, at which the following members were present: Messrs. W. T. Fegan, J. W. Jupp, James Acton and E. Cook, of Toronto; E. A. Stephens, Ottawa; W. R. Devlin, Winnipeg; Fred H. Foley, Bowmanville; and Geo. G. Gales, Louis Adelstein, C. R. LaSalle, Montreal.

The chair was taken at 10 a.m. by President Fegan after some chaffing of the Toronto men who had faced the ordeal of vaccination in order to get to the gathering. The President explained the efforts to arrange for previous meetings, and announced that an appointment had been made for a joint conference with the Executive of the Shoe Manufacturers' Association at 2.30 p.m. The resolutions passed at the Annual Meeting of the Association were then taken up in the following order:

Extending Dating on Rubber Orders

RESOLVED: That this Association request that an additional month be added to the dating of placing orders on rubbers and tennis goods and that a copy of this resolution be forwarded to the rubber manufacturers and wholesalers of Canada.

After considerable discussion it was pointed out that in the past few years the sporting and tennis goods trade had assumed such proportions that manufacturers had not the

financial load to carry that was once the case. It was also shown that in the past three years, through differential freight rates, the net selling price in different parts of Canada was not the same. The following resolution was then passed, and ordered to be attached to the original resolution, and forwarded to the Secretary of the Rubber Shoe Manufacturers' Association:

WHEREAS changes have taken place in the rubber shoe manufacturing industry in recent years that have spread the period of production more evenly over the year, and it is, therefore, not so essential to maintain the present system of dating.

AND WHEREAS the changes in climatic conditions in Canada have delayed the winter season very considerably in some parts of the country:

RESOLVED that the rubber shoe manufacturers be requested to extend the present dating of placing orders of rubber shoes and tennis goods at least twenty days.

An Allied Trades Council Urged

The second resolution taken up was the following:

WHEREAS there is naturally a growing tendency through the scarcity and high price of shoe materials to revise shoe styles involving changes in lines of staple as well as fancy footwear.

AND WHEREAS upon the retail shoe dealer falls most heavily the responsibility and risk of loss in the sale of the footwear product of this country.

RESOLVED: That the General Executive be authorized to take up with the Tanners' Council and Shoe Manufacturers' Association the subject of co-operation in this and other matters of vital interest to all sections of the trade.

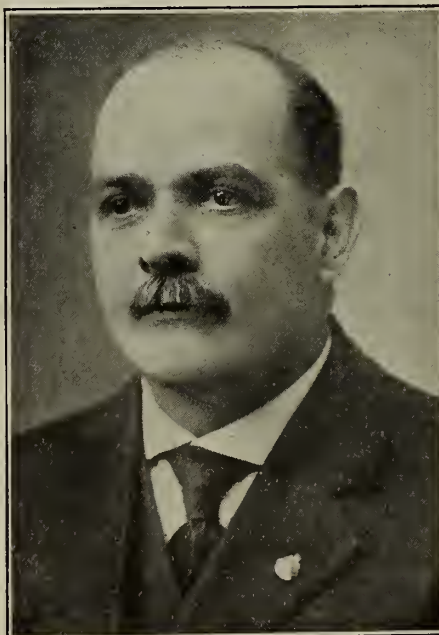
In the discussion that followed, it developed that the great evil was the introduction of what is known as "mid-season styles," but the Executive was unanimously of the opinion that as the multiplicity of styles that prevailed a few years ago was the source of great trouble and loss to shoe sellers that the retail trade should insist upon some curb being put upon the tendency to introduce unnecessary styles. It was also felt that the last men and leather manufacturers should be urged to co-operate.

Wholesalers Selling Goods to Consumers

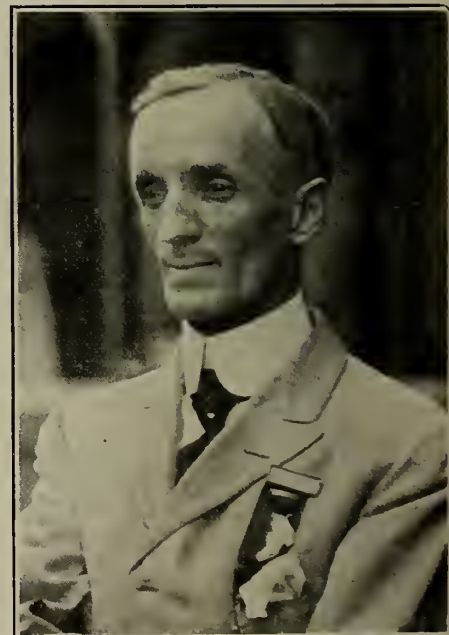
A very full discussion took place on the following resolution regarding the sale of shoes by manufacturers and



EDWARD COOK, Toronto, Secretary



W. T. FEGAN, Toronto, President



J. W. JUPP, Toronto, Treasurer

jobbers to consumers. The resolution passed at the Convention reads as follows:

RESOLVED: That this Association strongly condemns the retailing of merchandise by Manufacturers or Wholesalers and the Executive Council be urged to take such action as will protect our members against this most unfair and injurious practice.

It was stated that the practice had become so insistent and flagrant in some cases as to demand drastic action. The question of listing offending concerns was mooted. It was pointed out that the custom of some retailers sending customers to wholesale houses for individual orders was to some extent responsible for the growth of the evil. It was decided to ask manufacturers for their co-operation in stamping out the practice.

Delay in Shipping Orders

Naturally, considerable discussion, and a comparing of notes developed regarding the irregularity of shipments, and the expense involved by express charges. Some members said that firms supplying them with goods paid expressage on late shipments. The following is the resolution:

RESOLVED: That the Canadian Shoe Manufacturers' Association be impressed with the importance of making shipments of complete lines; particularly on orders calling for more than one width and that back orders when shipped late be sent prepaid.

It was decided to take up the matter with manufacturers.

Concerning Export Business and Home Trade

The resolution bearing upon this, and passed on by the Association to the Executive, reads as follows:

RESOLVED: That a request be sent to the Canadian Shoe Manufacturers' Association to bear in mind the requirements of the home market when undertaking export trade. Further Resolved: That they be impressed with the importance of shipments for placing orders being completed on time and thereby help the turnover of retail stocks, as this has a strong bearing on losses made by retailers and again reflecting upon the manufacturers.

The feeling was expressed that the reaching out after foreign business by some concerns was responsible for delay in shipments, and it was decided to ask the shoe manufacturers how far this might be the case.

The following two resolutions were before the Executive, the first with regard to the cost of cartons and cases, and

the second suggesting uniformity in size and style. The experience of those present brought out the fact that some concerns charge for packages, and some do not. With the advent of the fibre or paper container, the trouble was aggravated. A case was mentioned where one retailer received second-hand cartons, and was charged with them. On protesting, the charge was deducted.

RESOLVED: That this Association take up the matter of charging for cartons and cases used in shipping goods and that the shoe manufacturers be requested to include this charge in the cost of the goods.

RESOLVED: That this Association approve of the standardizing of all shoe cartons and that the Executive Council be requested to take this question up for further consideration with Canadian Shoe Manufacturers' Association.

Some time was occupied in discussing sizes and widths, and it was finally decided that it would be better to have the whole question of details to a committee of retailers, manufacturers and box men.

Relations with Retail Merchants' Association

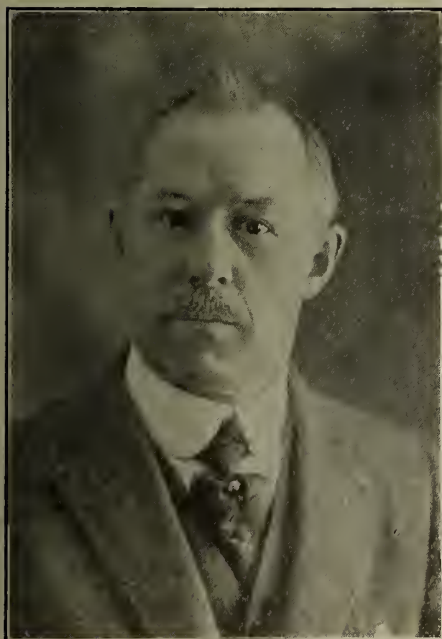
President Fegan, in presenting the resolution regarding affiliation with the Retail Merchants' Association, said that the officers had been following a policy of encouraging shoe retailers to form local associations in affiliation with the Retail Merchants' Association of Canada. The National Shoe Retailers' Association was composed of individual dealers from all over Canada, many of them in places where local organizations could not very well be established. He was afraid that the raising of the membership fee beyond the present price of \$5.00 might seriously interfere with the growth of the membership. Affiliation would involve a thorough discussion of this question by the Association.

It was then moved, seconded and carried that a committee consisting of the President, Secretary and Treasurer be authorized to take up the matter and report. The meeting adjourned for luncheon at 12.45.

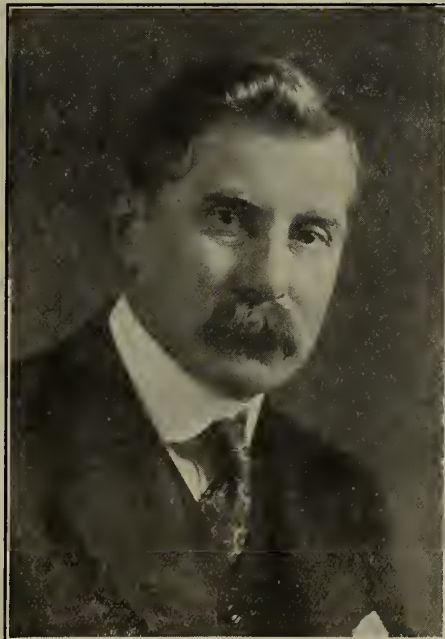
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JOINT SESSION RETAILERS AND MANUFACTURERS

At 2.30 p.m. in the Board of Trade Building a conference was held between the Executives of the National Shoe Retailers' Association and the Canadian Shoe Manu-



C. R. LaSALLE, Montreal, Executive



GEO. G. GALES, Montreal, Vice-Pres. for Quebec



LOUIS ADELSTEIN, Executive

facturers' Association, a full representation of each body being present.

The Retail Executive was introduced by President Fegan, and very warmly welcomed by President F. S. Scott, of the Manufacturers' Association, who expressed his pleasure and satisfaction at seeing two representative bodies of shoe men gathered together in the same room, to discuss trade problems. He trusted that their conference would be productive of great good to the trade at large. President Fegan then stated the objects of the conference and copies of the resolutions passed by the National Shoe Retailers' Association at its July meeting were then passed around.

President Scott announced that they would take up the various resolutions as they appeared on the sheet, and have an open discussion of same. He hoped they would exercise the utmost freedom in expressing themselves. The Shoe Manufacturers' Association had passed a resolution suggesting the formation of a Shoe Retailers' Association, and its willingness to meet and consider any matters that retailers might bring before them.

The first resolution discussed was that suggesting the formation of an Allied Council for the purpose of co-operation in revising and arranging shoe styles. Several manufacturers pointed out that retailers themselves were to a large extent responsible for innovations in shoes. The constant demand for "something new" was a temptation to manufacturers to develop multiplicity of styles. It was pointed out that at present the difficulty in supplying goods was minimizing this tendency, but as soon as competition was increased the difficulty would arise again. It was also declared that Canada necessarily followed the United States on shoe styles and some of those present thought the Canadian trade could do very little in the matter. However, the idea was endorsed, and a committee appointed to co-operate with members of the Retail Executive with a view to discussing the matter with tanners and last makers.

The discussion on the resolution regarding the selling of shoes to consumers by wholesale concerns brought out the fact that most of the manufacturers present absolutely refused to sell shoes even to their own employees. They pointed out the fact that practically none of the factories carried stock, and it did not pay them to make or sell single pairs of shoes. The Manufacturers' Executive promised to

bring the matter before their Association, and to do all in their power to eliminate any such practice.

In reference to the resolution touching upon partial shipments, it was shown that conditions obtaining during the past two or three seasons were responsible for the trouble, and the Executive promised to do what it could to have manufacturers ship orders in one delivery.

In discussing the resolution regarding export trade and its possible interference with domestic business, several manufacturers present stated that they had only exported goods made from leathers that were not available for the home trade, and it was urged that this business, maintaining as it did production, helped to keep down the cost of manufacturing for home trade. It was shown that export orders had fallen off recently on account of the heavy handicap of foreign exchange, and that on this account any seeming interference would disappear.

Cartons and Packages Free Next Season

The discussion upon the resolution relating to charges for cartons and packages brought out the fact that there was a wide difference in practice in the matter, and it was deemed desirable that uniformity should be secured. The Manufacturers' Executive, therefore, passed a resolution recommending the Shoe Manufacturers' Association at its next annual meeting to abolish charges with Fall season for both cartons and packages, and include same in the cost of the goods. It was decided that retailers should individually provide or pay for special labels or stamps on shoes.

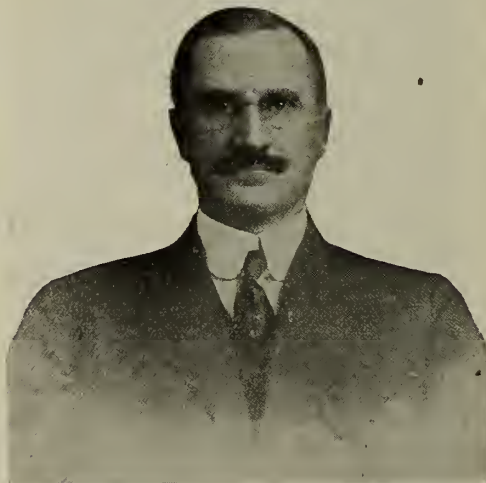
Standard Shoe Cartons Endorsed

The resolution recommending standard shoe cartons was also endorsed by the Manufacturers' Executive, and instructions given to special committees already at work on this matter at Montreal and Toronto to co-operate with a committee of the Retail Executive in order to arrange satisfactory standards of style measurement, etc.

President Fegan then announced that as the Annual Meeting and Convention of the National Shoe Retailers' Association of Canada was to be held in Montreal the second week in July next, the Executive would like to have the views of manufacturers as to the desirability of holding a Shoe Style Show at the same time, or they would be glad to have the date of the Convention changed if a later date would suit better. After some discussion it was decided



FRED R. FOLEY, Bowmanville, Executive



W. T. DEVLIN, Winnipeg, Vice-Pres. for Manitoba



E. A. STEPHENS, Ottawa, Executive

that the second week in July would be most suitable. A resolution was then put and carried unanimously that the Shoe Manufacturers' Association of Canada be recommended to organize and conduct a Shoe and Leather Exposition to be held in the city of Montreal the second week in July, 1920, or such date as the National Shoe Retailers' Association holds its annual convention. A committee was appointed to arrange with the Retailers' Executive.

At the conclusion of the conference Mr. James Acton, of the SHOE AND LEATHER JOURNAL was asked to say a few words. He expressed the satisfaction it was to him personally to be present at a gathering at which both sections of the shoe trade sat down to amicably discuss matters of mutual interest and for the benefit of the trade at large. He trusted the meeting was an augury of the great future that lay before the shoe and leather trades of Canada, when all sections would co-operate in a development of the industries they represented to the great advantage of the country as a whole.

* * *

EVENING SESSION RETAILERS' EXECUTIVE

The Retail Executive met at 7.30 p.m. at the Windsor Hotel, and decided tentatively that the Annual Meeting and Convention of the Association should be held at the Windsor Hotel, Montreal, on Monday and Tuesday, July 12th and 13th, 1920. The following sub-committee was appointed as a committee of arrangements with power to add to their numbers: Messrs: Geo. G. Gales, Louis Adelstein and C. W. LaSalle. Mr. Henry Kavanagh, Montreal, representative of the SHOE AND LEATHER JOURNAL, was appointed secretary to the committee.

Messrs. Gales, Adelstein and LaSalle, of Montreal, were also appointed a committee to meet and arrange with shoe manufacturers and tanners with regard to formation of Allied Council and to represent the Executive with regard to the standardization of cartons.

The Board of Commerce Order

The balance of the evening session was devoted to the discussion of the Board of Commerce Order respecting the profits on footwear. The President explained that after receiving an official copy of the Order he had called an emergency meeting of the local members of the Executive, and laid the matter before them. This meeting had thought it wise in view of the general unrest and the danger arising from a misinterpretation of the order through inadequate press reports to send a copy of the original order to the entire trade, and as there had been no opportunity for a full meeting of the Executive the officers had undertaken to advise shoe retailers to acquiesce in the order and give it their co-operation in the meantime as the most advisable course under the circumstances and promising that the Executive would endeavor to secure an adjustment of some of the difficult points.

Letters were read from a great number of retailers endorsing this action, and pointing out particulars in which the order was inadequate and required readjustment.

The Executive then took up the criticism and suggestions contained in the various letters and resolutions by local organizations most thoroughly, and after over two hours' consideration it was decided by resolution that the President and officers be authorized to write the Board of Commerce on behalf of the Association expressing acquiescence in the ruling of the Board and the willingness of the Association to co-operate in every way possible in carrying out same, but calling attention to the necessity for excepting from its general application:

- (1) Novelty footwear such as fancy slippers and shoes with French heels, those made from fine fabrics, patent and colored leathers, fancy combination and two-tone shoes of the expensive class.

- (2) Merchandise sold in other establishments than shoe stores, such as buckles, hosiery, foot appliances, etc.

Also that as during recent months there have been frequent changes in shoe prices the application of the terms of the order should be based upon the cost of the last goods received into stock.

It was decided that the Executive should not formally appear before the Board, but that individual members, if they chose, might make representation of their views along these lines at any place at which the Board might be meeting.

It was strongly urged that as it would not be in the interest of the retail trade to continue any agitation on retail shoe prices, in spite of a natural opposition to legal interference with the natural laws of business.

Mr. Acton explained that when in Boston recently, a desire had been expressed by members of the Committee of Arrangements that as large a number as possible from Canada should visit the big Shoe Retailers' Convention and Shoe Fair to be held in Boston January 12th to 15th next. Mr. Acton stated that arrangements had tentatively been made for the accommodation of forty guests, and that he was in correspondence with the railways regarding special sleeping cars from Toronto and Montreal.

It was decided that as many of the Executive as possible go down to Boston and that if practical, a Toronto car be



F. S. SCOTT, M.P.
Galt, Ont., President Shoe Manufacturers' Association

run via Montreal leaving Toronto on January 11th, and permitting a day in Montreal, having the Montreal and Toronto party leave Montreal on the evening of January 12th.

* * *

SHOE MANUFACTURERS' EXECUTIVE MEETS

A meeting of the Executive of the Shoe Manufacturers' Association of Canada was held in the Board of Trade Building, Montreal, on Monday, Dec. 8th, at 2 o'clock p.m.

Those present were President F. S. Scott, M.P., Galt; A. Brandon (Brandon Shoe Co.), Brantford; J. E. Warrington (John Ritchie Co.), Quebec; Geo. A. Blachford (Blachford Shoe Co.), Toronto; J. D. Palmer (Hart Boot & Shoe Co.), Fredericton, N.B.; A. E. Marois (Tourigny & Marois), Quebec; Ralph Locke (Slater Shoe Co.), Montreal; Jos. Daoust (Daoust, Lalonde Co.), Montreal; W. F. Martin (Kingsbury Footwear, Limited), Montreal; Albert Tetrault (Tetrault Shoe Co.), Montreal; and Geo. N. Slater (Geo. A. Slater Co.) Montreal.

(Continued on page 83)

The Convention Boom Is On

THE National Executive decided that the 1920 convention will be held at the Windsor Hotel, Montreal, on Monday and Tuesday, July 12th and 13th, 1920. It is proposed to engage the entire first floor of the Windsor with its splendid facilities for convention gatherings, social functions, etc., and, in addition, to provide space for visitors in advance at the various other hotels of easy access and convenient to Montreal's wholesale and retail business centres. The convention will assemble in the Ladies' Ordinary on the first floor at 10 o'clock a.m., the Executive meeting in adjacent room at 9 o'clock to complete the business to be laid before the convention. A list of speakers and subjects will be announced later and although they realize that the last convention will be hard to beat with regard to attractions in this line, the programme committee expect to introduce features that will show visitors that the 1920 affair will put it over Toronto in every feature of the business part of the convention. Montreal is so attractively situated that the opportunities for social enjoyment are even more plentiful than at Toronto. An excursion down the rapids from Lachine is talked of, as well as a drive around Mount Royal. Some enthusiastic Quebec men are even talking of a boat trip to Quebec. As the convention, including the Shoe and Leather Fair, will include a full week there will no doubt be abundant opportunities for pleasure as well as business.

Seven full months will provide ample chance for the Montreal people to develop their plans and if the *SHOE AND LEATHER JOURNAL* is able to judge from enquiries of dealers, there will be a full house at the commercial metropolis next July. Every man who was not at Toronto last summer says he will not miss Montreal.

MONTREAL SHOE AND LEATHER FAIR

At a meeting of the Executive of the Shoe Manufacturers' Association held on December 8th, it was decided to hold a big *SHOE AND LEATHER FAIR* at Montreal during the week of the National Shoe Retailers' Convention, or from July 12th to July 17th, 1920. A committee has already been appointed to co-operate with the retailers and arrange space and accommodation. It is expected that at least five hundred shoe men will visit Montreal during the second week in July. Preparations are already under way to make the event the greatest in the history of the shoe and



Windsor Hotel, Montreal

leather trades of Canada. The Fair will either be held in the Arena or on the entire first floor of the Windsor Hotel.

The Manufacturers' Executive will engage a manager specially to take charge of the Fair, and will within the next month be in a position to announce definitely its plans. The fact of the whole association backing up the enterprise will not only give it adequate backing but guarantee its being thoroughly representative of the shoe and leather industries. The time of year lends itself to the occasion and the fact that various other shoe shows are held about the same time will encourage buyers to come from far and near. Shoe manufacturers with the time ahead of them to make definite plans will be able to show the most of the Spring samples.

A SHOE TRAVELLERS' CONVENTION

It was suggested at the joint meeting of the shoe manufacturers and retailers that as the Shoe Fair will naturally involve the presence of a great many shoe travellers at Montreal during the second week in July, the *SHOE AND LEATHER JOURNAL* might take up the question of promoting a shoe travellers' association and convention to be held later in the week than the retail gathering.

The idea is a happy one and the *SHOE AND LEATHER JOURNAL* is already in touch with some of the principal men on the road with a view to securing their co-operation. Quite a number have expressed their unqualified approval of the idea, as not only encouraging the discussion of many important subjects of vital interest to shoe travellers, but enabling them to complete the link of organization between manufacturer and retailer. There is no doubt that co-operation between these three sections of the trade would solve many of the difficulties that arise between those who make or wholesale shoes and those who sell them. Friday, July 16th, has been suggested. We would like to hear from the men on the road—*write*.

Allied Council of Shoe and Leather Trades

Review of Leather and Shoe Situation—
Glazed Kid and Calf Higher—General
Easing of Leather Conditions—Report of
Conservation and Styles Committees

A MEETING of the Allied Council of the Shoe and Leather Industries of the United States was held at the Hotel Astor, New York, on Thursday, Dec. 4th, delegates from the various tanning, shoe manufacturing, last makers and shoe retailers organizations being present. Addresses were delivered as follows:

"Industrial Conditions," Frederick P. Fish, Boston; "The Raw Stock Situation," Edmond Weil, Alphonse Weil & Brother, New York; "Glazed Kid," Charles P. Vaughan, Dungan, Hood & Co., Philadelphia; "Side Upper and Calf Leathers," W. R. Fisher, A. C. Lawrence Leather Co., Boston; "Sole Leather," J. J. Desmond, J. W. & A. P. Howard & Co., Corry, Pa.; "Foreign Trade Relations," Charles Lyon Chandler, Corn Exchange National Bank, Philadelphia.

Raw Stock Survey

Mr. Edmond Weil, of Alphonse Weil & Bro., after an extensive survey of the hide and skin markets of the world, showing that the foreign market had been well cleaned up of supplies, and that there had been only an increase of seven per cent. in the domestic cattle supply which was practically worked out by the smaller character and size of the animals, said:

"What can we augur under such circumstances? Can we consistently and further than momentarily figure on lower prices for raw material, and is it not perhaps likely that we may not yet have seen the very highest prices before the actual process of readjustment on a lower basis will set in, and which all of us are eagerly looking and striving for. For we all realize that there has been a great destruction during the four and one-half years of warfare in Europe, great quantities of raw material and leather goods have been used up and even wasted, and equally large quantities of live cattle, goat, sheep, horses, etc."

Glazed Kid Situation

Mr. Chas. Vaughan, of Dungan, Hood & Co., Philadelphia, said that all the glazed kid to be made from present raw stock was already sold. The India export duty threatens to severely curtail the production of glazed kid in the United States. Fully 40 per cent. of the importations were coming from India and 40 per cent. of the total number of skins tanned in America were going for export. The territory from which large numbers of African and other skins came, is all under British control, and if these countries follow India in discrimination it may be the beginning of the end of the glazed kid industry of the United States. He predicted that it would be impossible to sell kid at less than \$1.50 for blacks under these conditions.

Calf and Side Leather Situation

W. R. Fisher, of A. C. Lawrence Leather Co., Boston, made a plea for sober and calm judgment, and asked his hearers to examine the situation in the light of the old and recently much neglected law of supply and demand. After an exhaustive treatment of the domestic and foreign situation he said:

"A great deal can be done by retailers and shoe manufacturers to help the public and themselves as well as the tanners to combat the high cost of shoes, but spreading their requirements over a greater variety in kind and grade. Our present situation looks a good deal like a return toward normal market conditions. In other words, I feel that we are through with the violent jolts and the violent extremes into which we have been thrown by this war, and we can all do our part to keep our market within a reasonable and healthy range by keeping our heads and refusing to get excited.

The following report of a special committee was adopted:

A survey of the ways and means that might be adopted to relieve the tension brought about by dislocated economic conditions resulted in the following suggestions:

In the first place, we must be guided by a sane attitude, and bear in mind that changes from one condition to another are usually of slow development. Speculation should be discouraged. This, however, should not be confused with legitimate forward buying. Fewer styles will result in greater turn-over and less basic stock and will, therefore, conserve capital and material. The incorporation of patterns that will utilize material to the best advantage. The wearing of low shoes both in winter and summer will conserve material. A more extensive use of fabrics is advocated. It is essential that there should be an increased demand by the public for shoes made from leather that will give good service, but which is produced from less expensive hides. There is an abundance of leather of this type. The present tendency is like forcing the milkman to deliver all cream, which is of course impossible. Centering the demand or style on any one leather is bound to maintain a high level of prices on this leather. A diversified use of leather in all its grades should be encouraged. On the part of the manufacturer the developing of a better spirit of co-operation between management and men, in order that the benefits of maximum production might accrue to all interests. This, of course, would show up both in lessening of cost of production and greater prosperity and happiness to workers. It is not to the advantage of the industry to kill or smother the art of shoe designing, which has put our industry foremost in the world, but radical changes of any kind at this time are tabooed.

STYLES COMMITTEE'S REPORT ON PROGRAMME FOR FALL 1920

Submitted for the approval of the Allied Council.

In view of unusual industrial conditions, referring particularly to the supply of labor and working hours, and of the general economic conditions in the industry, and the broad advantage from stabilization of 90 per cent. distribution, the joint Styles Committees of the Allied Shoe and Leather Industries recommend the following program for styles of footwear for fall, 1920, believing that such a program will promote increased production in actual number of pairs, with a result of minimizing the cost of footwear to the consumer.

Women's Shoes

Patterns—For economy, the general style of present patterns with encouragement of economical cutting patterns should be continued in use, and the height of women's boots remain as in the spring, 1920 program, with the maximum height not exceeding nine (9) inches. The manufacture and sale of low shoes for street wear and of boots with fabric tops should be encouraged.

Button Boots—Indicate a limited sale with trend toward shorter skirts.

Lasts—The brogue last with 3¾-inch vamp will continue in demand for walking and outdoor wear.

We reiterate the finding of the Special Style Committee meeting of October 22 to the effect that merchandise con-

forming to the existing spring 1920 program will continue strong, with no innovation excepting, however, that low shoes and boots for next fall season should be considered in the light of a trend toward vamps not exceeding $3\frac{3}{4}$ inches in length, calling for a slightly rounder toe. On medium and low heels vamps may be slightly longer.

While there is a slight trend in large cities for a high heel, short vamp (so-called French last), with slightly square toe effect, this is not the time to encourage any radical change that might spell increased stocks and higher costs. This is a type of last that some may feature, but a careful study indicates that such a last is not in demand among the trade at large.

Colors

We recommend for selection and stabilization that colors be restricted as follows:

Kid Leathers

Dark Brown—The Textile Color Card Shade of Chippendale.

Medium Brown—The Textile Color Card Shade of Chestnut.

Medium Light Brown—The Textile Color Card Shade of Camel.

Neutral Medium Gray—The Textile Color Card Shade of Smoke.

Light Gray—The Textile Color Card Shade of Aluminum.

Standard Bronze, Black and White.

Calf Leathers

Dark Brown—The Textile Color Card Shade of Chippendale.

Medium Nut Brown—The Standard Textile Color Card Shade of Chestnut.

Old Wine Brown—Standard Textile Color Card Shade of Morocco.

Medium Light Brown—Standard Textile Color Shade of Gold Brown.

Black.

White.

Patent Leather

Black.

Ooze, Buck and Side.

Buck (including Suede, Kid and Kangaroo).

Dark Brown—The Standard Textile Color Card Shade of Chippendale.

Medium Brown—The Standard Textile Color Card Shade of Moccasin.

Medium Light Brown—The Standard Textile Color Shade of Camel.

Light Brown—The Standard Textile Color Card Shade of Smoke.

Light Gray—The Standard Textile Color Shade of Aluminum.

Black.

White.

Fabrics—Chippendale, Moccasin, Camel, Arizona, Smoke, Aluminum, White, Black.

Men's Shoes

In the better grades of shoes we recommend the following colors:

Calf Leathers—Chippendale, Morocco, Gold Brown, Black.

Calf and Side Leathers (in medium and low grades)—Chippendale, Morocco, Gold Brown, Black.

Kid Leathers—Chippendale, Chestnut, Black.

Note—Cordovan will be sold in one color—Chippendale (brighter finished).

Blacks will have their usual demand with tans much in predominance.

Patent Leathers in Black.

Colored toppings in Buck, Side Buck, Kid and Fabric in the following shades—Smoke, Camel.

Lasts

In the better grades the extreme long forepart, narrow toe will be eliminated. There will be an increased demand for the close coupled last with a medium narrow recede toe, with a broad tread, commonly known as the "custom last."

In some sections of the country there will still be some demand in the lower and medium grades for the long, narrow last, but there is a rapidly lessening call for this last.

The staple, medium and broad toe models will be good, there being an increased demand for comfortable lasts in all grades.

The lasts used in Brogue shoes will continue in good demand.

Heels—Heels will be around $8/8$ height.

Patterns and Punchings—In the plain Bal. patterns the tendency is for a wider throat—otherwise as before.

Bluchers in the medium and wide lasts are still good and will be as before.

The Bal. patterns still predominate in the stylish shoes, with Bluchers good in the comfort styles.

Button shoes in colored toppings and for dress boots will be sold in a limited way. The greatest demand for full dress wear is the plain toe, all patent oxford.

Brogue patterns and their modifications in both tan and black will be in increased demand, including foxed Bals. and Oxfords with straight tips. This style is the outstanding stylish development in men's footwear. This departure from the former prosaic type in men's shoes is to be welcomed and cultivated in that it makes possible the use of economical cutting patterns and of upper stock other than the more expensive grades of calfskin. The men's shoes of this type for fall will have a greater demand than ever. These shoes will be made with perforations and pinkings, and some straight tips with center perforations. Stitched heel seats, wide edge extensions, heavy soles, and some brass eyelets.

These styles in oxfords will be in considerable demand in both blucher and lace for winter wear.

Misses' and Children

For fall, 1920, we recommend that former efforts to hold the misses' and children's shoes down to sensible orthopaedic lasts be continued, and that the heights remain regular and pony cut, material, of simplest, patterns economical, that production problems be simplified in processes, so that we may get the largest number of pairs possible at the lowest material and labor cost.

We especially recommend that manufacturers and merchants co-operate in giving due attention to utilizing lower grades of leather in good wearing tannage, combined with economical patterns, thereby producing every-day staple shoes with good wearing qualities at the lowest possible price, and that manufacturers and merchants alike consider seriously the wisdom of marketing such shoes at the lowest possible profit.

We make this recommendation because the high cost to the consumer for children's shoes has become a hardship which it is our duty to assist in alleviating as much as possible.

For colors, we recommend Golden Brown. This is the shade of tan always popular in children's shoes.

Boys' Shoes

To follow the trend in men's.

The trend of boys' styles will be black and tan, built of substantial leathers and wide toes, following men's styles excepting two-tones.

Leather and Shoe Trade Jottings

What is Seen and Heard on the Street—News and Views of the Shoe Trade—Leather and Shoe Conditions—English Trade

AS far as wholesale trade is concerned, business has slackened somewhat during the month. With the constant upward tendency in prices there has come a hesitancy on the part of dealers that is keeping down buying to the absolute requirements of trade. There is certainly no disposition to gamble on goods. At the same time those who realize that they have ordered sparingly for spring have been supplementing their placing orders to some extent. Manufacturers are pretty well forward with shipments and in many cases dealers have already secured portions at least of their spring shipments. This will mean that some of these goods will be sold before the sunshine of March or April put in their appearance, and on this account it is expected that the demand for goods for spring will be accelerated and sorting business will take on unusual activity after the turn of the year. In the meantime, retail trade is good, although hardly up to that of last year for this season, which is largely attributable to the fact that prices were more reasonable a year ago, and besides people were more disposed to be extravagant with their money, following the joy of the announcement of the armistice. Nevertheless business is good and people seem to have settled down to the conviction that prices are upon a well established basis. The public evidently does not feel the pinch of stringency, as the trend seems to be still in the direction of expensive goods.

The Leather Situation.—Business has been quiet for the past two weeks and both in the United States and Canada the feeling prevails that, while the better grades of upper leather are still somewhat scarce and command good prices, the market in the cheaper and less desirable tannages has weakened. The tremendous fall in foreign exchange has almost stopped export trade, which has helped to weaken the market. Added to this the hide market has dropped away quite materially, so that packers' heavy native steer hides are now on a basis of 40c. with offers below this, and country buffs at 25c. with sales reported at 23c. This is quite a drop from a month ago. Sole leather remains fairly firm, as tanners have never quite realized the prices called for by the high market that prevailed three or four months ago and stocks are comparatively small. Side leather is in fairly good request at prevailing prices and is on a dollar basis across the line for colors and 85c. for blacks, with relatively

corresponding figures on this side of the line. Ordinary grades, however, are feeling the pressure and quotations have been made that are quite a bit under those prevailing a month ago. Calfskins are easier but desirable selections still seem to hold their own. Glazed kid still maintains its strong position, notwithstanding the large importation of raw skins. Blacks are selling at from \$1.25 to \$1.40 and colors all the way up to \$1.60 a foot. There seems to be no promise of any relief, but rather the reverse. American kid manufacturers claim that, with the Indian embargo and the exchange handicap, the situation will be more pressing shortly than ever. All that relieves the pressure just now is that the extremely low value of the pound sterling is killing exports from this side of the Atlantic. The general opinion of the whole leather situation, notwithstanding the apparent weakness of the market in general lines, is that there will be no serious slump in prices. Nevertheless, as we now know, there is very little use in predicting, as the market has a peculiar habit of throwing all guesses aside and taking its own course.

The Shoe Trade.—Manufacturers are busy on orders for spring, but most of them expect to be pretty well through by the end of the month and ready for stock-taking. On this account they are buying very little leather of any kind, which doubtless accounts for the laxity of the leather market. There is absolutely no disposition to ease off on prices, but rather the contrary, as leather has all been bought not only for the completion of spring orders but mostly for the production of sorting goods. Manufacturers are still behind with their orders, although there is not the complaint there was a month or so ago. The delay has been principally occasioned by the failure of manufacturers of fine leathers to complete their contracts. Many of them are two or three months behind, especially in light stock, and both shoe manufacturers and retailers have been put to serious inconvenience by their default. Export business has been halted by the remarkable fall in the value of foreign money standards such as the pound sterling, the franc and the lire. The first is at the moment worth a dollar less than normal, while the two latter are practically worth about half their usual value. This has meant serious loss on some orders that have gone forward. In one particular case, however, a foreign concern which saw the unfortunate position in which its client was placed was good enough to rearrange prices in accordance with the financial change in the situation. It has been practically impossible to sell goods abroad for the past month owing to this exchange handicap. It is hoped that within the next few weeks arrangements may be concluded that will permit freer commercial intercourse with Europe.

Business in England.—The shoe and leather trades are progressing wonderfully in Great Britain. The demand for certain shoes has been so great that supplies have not been adequate and prices have run riot, with the result that the government has been compelled to take action. The standard shoe

(Continued on page 83)

HARTT



HARTT



The Season's
Greetings
To
The Shoe Trade
of Canada

THE HARTT BOOT

Canada's Best

FREDERICTON,

HARTT



HARTT

HARTT



HARTT



With sincere gratitude for your past year's favors, with hearty wishes for a joyous Christmas and with best hopes for a New Year of happiness and well being, we greet you all.

& SHOE CO., LIMITED

Shoemakers

NEW BRUNSWICK

HARTT



HARTT

Show Down in Advertising

Spending Good Money for Fakes—
An Advertising Man Says What He
Thinks About Circulation Liars

“WHAT’S the trouble now, George? Coal bin empty, the high cost of living cut out the family Christmas turkey, or has the little ‘queen’ given you the double cross?” jocularly remarked Ed. Taylor to his fellow salesman, as they busied themselves at their early morning duties around the store.

“Not on your tin-type, Alec,” was the somewhat testy reply, though a sheepish grin and a heightened color was the result of the latter part of his fellow salesman’s sally.

“No, the boss makes me sore the way he butts in on the advertising proposition. You know he pretends he has handed the whole business over to me and he has, as far as the copy is concerned, but I wish he would let me alone when I try and decide where his good money is to go for publicity.”

“But I should think he should have a right, George, to say where the money goes, shouldn’t he?” was Alec’s comment.

“That’s all right, Alec, but he told me six months ago that he was going to hand the whole thing over to me. He said that I showed so much judgment in the preparation of the ads. and had such good ideas that he was going to let me spend the appropriation. I got him in the last three months to let me cut out a lot of the fakes that had been using up our money and last night I spent half an hour trying to get him to readjust our advertising allowances for the two town papers.”

“What does the boss allow for advertising anyway?” asked Alec.

“Well, he used to spend about two hundred dollars a year, and some time ago I got him to make it two per cent. on our sales, which would be about \$550 a year.”

“Isn’t that a pretty good sum to spend on advertising, George? That seems to be a pretty liberal allowance.”

“It is not too liberal from what I can find out is being done by good advertisers, and it certainly isn’t too much for the needs of the store if the advertising is properly done. I am hoping to get him to spend three per cent. of the amount of the sales. In fact he is so well satisfied that I am pretty certain I can get him to do it.”

“The trouble is that I can’t get the boss to see that although he has scraped off most of the barnacles or closed up the worst leaks he is still wasting a lot of money in his newspaper advertising. We have appropriated \$150 for special schemes and he

wants me to spend the balance between the two papers or two hundred apiece.”

“Well, that strikes me as good policy, George. Our customers are on both sides of politics and in fact our town is about divided between grits and Tories.”

“That’s just the way the boss talks. But I have gone into the circulation of the two papers and know that a fifty-fifty division between them is a crime. The Review claims a circulation of two thousand and it hasn’t more than six hundred, while the Record has a list of twenty-three hundred, and most of it paid up. Now where does your fifty-fifty proposition land you?”

“Well, but are you sure your comparison is just, George? How do you know the Review has only five or six hundred?”

“Why, in the first place they refused to show me their lists, and when I offered to bet them ten dollars they hadn’t a thousand subscribers, old Johnston got mad and practically ordered me out of the office. Next morning he had a long confab with the boss, who is on the same side of politics and belongs to the same lodge of Masons, and I could tell from his eye when he came out that he thought he had me where he wanted me.”

“But don’t you belong to the same party yourself, George? First thing you know they will put you out of the Association?”

“I don’t believe in mixing politics and business, Alec. If a man wants to contribute to the campaign fund he should do it through a cheque on his personal account, but not hand out good money to a party paper and charge it up to business expenses. You have only to look at the two papers to see which is the best and why the people take it. The Record is on the other side of politics as far as I am concerned, but I want to put my advertising where it will reach the most people.”

“But would you cut the Review out altogether? That would seem to me to be bad policy.”

“No, Alec, I wouldn’t want to do that, but I would put the papers on a basis of three to one, that is I would give the Record \$300 of our appropriation and the Review \$100. That seems to be only just and right.”

“It’s a wonder, George, the old man didn’t object to my political window last week, when I put in pictures of the O.F.U. cabinet, and called them the ‘People’s Government.’”

“That’s just it. He lets you do what you like with your windows, but he butts in on my advertising. Never mind, I am never going to let up until I make that old geezer of the Review show up his circulation. I think a man who takes advertising from merchants on a fake circulation is nothing but a low down thief. A paper should be willing to show its mailing lists to advertisers. When it is not there is a nigger in the woodpile sure.”

An interesting article on the “Possibilities of Manufacturing Kid in Canada” will appear in the next issue of the Shoe and Leather Journal.



Beresford and Vassar Footwear



Yuletide Greetings

1919

1920

We sincerely wish our friends in the Trade a Christmas in which the spirit of Goodwill and Happiness shall be a genuine reality.

May the coming year bring to all an added measure of Prosperity and Contentment.



Minister Myles Shoe Co., Limited
Toronto

Our Warmest Thanks

May your Christmas be filled with the Gladness of a Busy and Eventful Year brought to a Successful and Profitable Close.

**Our Draw Strings
Have No Peers**



Our Summer Farm Shoes provide an attraction that will round out your trade in Oil Tans for the New Year and help to make 1920 a year of profit and pleasure in Shoe Sales. Their reliability is an assurance of steady repeat business for the dealer handling them.

McKenzie, Crowe & Company

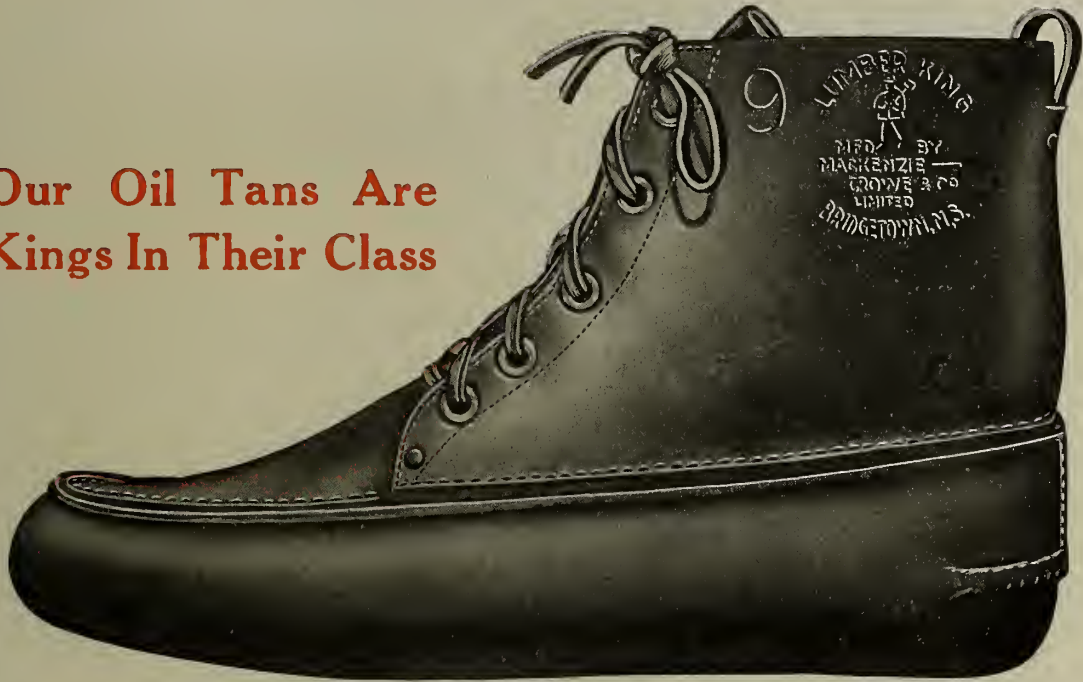
Bridgetown, N.S.

Limited

And Best Wishes

May the Coming Year be the Brightest and Best in your Business History and the Happiest of all in achievement of your Best Hopes.

**Our Oil Tans Are
Kings In Their Class**



It is our ambition to maintain and improve the high standard of Quality that have always made our Shoe Packs, Larrigans and Sporting Footwear the last word in goods of their class. Their individuality makes them the choice of the most exacting wearers.

McKenzie, Crowe & Company

Limited

Bridgetown, N.S.



Greetings
and
Best Wishes

May this Christmas Season
be one of brightness and joy,
and the New Year be rich
in Prosperity and Genuine
Happiness is our sincere wish
for our many friends in the
Trade.

And just as sincerely do we
express our appreciation of
your valued business during
the past year, and we shall
do our utmost to merit a
continuance of your labors
throughout Nineteen-Twenty.

A. E. WRY-STANDARD
LIMITED
Sackville N.B.



PERTH



1919

1920

ANOTHER year has brought to us a most gratifying share of the Canadian Shoemen's trade, for which we are deeply appreciative. Another Christmas finds us extending the old greeting of Goodwill and Good Cheer, sincerely wishing Yuletide Happiness and New Year Prosperity to every member of the Shoe Trade.

Perth Shoe Company, Limited

*Largest Manufacturers Exclusively of
Women's Welts in Canada*

Perth

Ontario

Taking Customers into Your Confidence

Getting Them to Understand the High Cost of Shoes—The Personal Propaganda Versus Newspaper Talk—Tell Them Why

MANY retailers, who keep a watchful eye on all the minor fluctuations in their business, have noted the unusual number of changes being made by customers in regard to the particular store in which they do their shoe buying. Men and women who have appeared regularly at certain periods each year to have their wants supplied suddenly disappear and are heard of no more. Others whom he knows have been accustomed to buying their shoes in the store across the street for just as many years, all at once begin to patronize his store. The result is generally that the old established dealer may gain a few individual customers, but he loses a greater number who are taking a chance in some new store or on some unheard of line.

A large number of proprietors have characterized this symptom as an unexplainable mystery, just one of those old enigmas that occur spasmodically in the retail trade. They let it go at that and trust to luck to come out on the top of the pile in the exchange, or to at least have an even break. Strange as it may seem, when business details are trusted to luck, they have a pernicious habit of ending up on the wrong side of the ledger.

To those, and they are undoubtedly in the minority, who have attempted a definite analysis of the situation and have augmented this analysis by inquiries among their customers, an exact cause is apparent.

The fundamental reason for this unusual shifting about from store to store is nothing more than the increase in prices. The customer undoubtedly knows that the increase has been general, in one store and in every store, in every brand and in each individual variety, but he likes to have some specific person on whom to vent his feelings, and so he puts the blame on the store where he does his buying. It is characteristic of Canadians, as it is of every people who have almost unlimited freedom of speech and action as part of their birthright, to wax highly indignant periodically on topics similar to increase in prices. You can no more arrest this characteristic outburst of offended feelings than you can dam the Niagara.

But if you cannot stop this flow of indignation you certainly can combat it. Right here is the crux of the whole situation. You must educate the general public as carefully as you educate a child. Now, as a general rule, the public does not like to admit its ignorance on any subject, from table manners to politics. Therefore the education has to be cleverly camouflaged so that, like castor oil in a glass of lemonade, it will be assimilated without the knowledge of the person receiving it. This can be accomplished with ease.

In the first place, the purchaser has heard in ninety-nine cases out of a hundred nothing but trite aphorisms anent the increased cost of materials and labor as the reason for the increase in prices. To the person whose wages have advanced ten per cent. while the price of his shoes has increased thirty per cent., this is an anomaly he cannot understand.

The result is, you have to give him a solid foundation of facts. They want to be simple and concrete rather than complicated and profuse, so that he can realize the reason of the increase. Put some individuality into your reasons,

and while he may still believe that the clothier, the grocer and the butcher are profiteering at his expense, he will begin to understand that you are making no more than a fair profit.

You might carry out this idea by promiscuous advertising in the daily newspapers, by a press campaign of short articles, by cards in your windows and on your showcases, by booklets or dodgers, but the most satisfactory and cheapest way is by conversational propaganda on the part of you and your clerks. What a person reads haphazardly in a paper or sees as he hastily passes a window is never so forcibly impressed on his mind as what he has told him by word of mouth.

To take a concrete example. Mamie, the factory girl, enters your store with the nonchalant manner of a prima donna, conscious of the superiority of her nineteen years. She asks for a certain size and style of shoe which she purchased here a year ago for \$7.50. The shoe is tried on, fits perfectly, when she suddenly asks the clerk the price. When Mamie hears that the shoes are \$9.00 she gives a perfect pantomime impersonation of Charlie Chaplin's fainting away. But her indignation immediately does away with the need of smelling salts, and carefully parking her spearmint under an adjacent seat to prevent swallowing it in her emotion, she commences to chatter like an excited magpie.

"Nine dollars! Nine bones for a pair of shoes that only cost seven-fifty last fall! Well, the noive of some people's children. What a fine bunch of humpdy-dumpdys you've toined out to be. You'd think the working goils in this boig were Carnegie's angel-faced daughters."

Here Mamie is forced to stop for want of breath, while the clerk stands with a fatuous grin and makes some asinine remark like—"I'm sorry, ma'm, but you know the high cost of labor these days," and so on, with several more rapid sentences which in toto mean absolutely nothing.

Now every person in Mamie's place will not express their feelings in those exact words. Mrs. Morestile will elevate her eyebrows, her monocle and her indignation and start with, "Well I must say it is pos-i-tively disgraceful the way you shopkeepers are allowed to impose on the public, etc."

Mrs. O'Hollihan, the Irish washerwoman, will swallow her Adam's apple a couple of times, stare vacantly at the shoes and "Gwan wid yu, now; noine dollars for a pair of brogans loike that," etc.

The business man will whistle, grin foolishly and remark that "I guess you ain't missing any of the easy money these days," etc.

They may have different lingual habiliments but they all express one sentiment—that they are not getting their money's worth.

Now if the clerk had interrupted Mamie's spasmodic outburst with—"Yes, madam (they particularly like the 'madam' at that age), but have you stopped to consider that uppers cost the manufacturer just three and a half times as much as they did and that soles cost twice as much as they did? Leather is scarcer than it has been in the history of this country, due to the immense amount used by the armies in the war. Further, we cannot get the raw hides from South America because of the shortage of cargo ships. Now to come down to this individual store. Our rent and taxes have increased, our light is more expensive, advertising rates have advanced, we are paying our clerks more than we ever did before. Even the wrapping paper and string costs us double. You can easily see how it would be impossible to keep our prices what they were."

The speech does not have to be delivered in these exact words, but it must give fundamentally the reasons for the increase in your prices. Then you will have a customer, if not perfectly satisfied, at least realizing that there is a lot to be said in your favor.

What is the result?

(Continued on page 78)



Blachford
Shoe Manufacturing Company.
Limited
Toronto



1919

1920

“The making of friends, who are
real friends, is the best token we
have of a man’s success in life.”

—Hale.

And so to our many friends
we extend our heartiest wishes
for a Joyous Christmastide
and a New Year rich with
Prosperity and Joy.

George A. Blachford

Charles A. Blachford

Toronto



Warmest Christmas Greetings

AT this particular season we could not withhold our sincerest wishes to our own customers and their business clients that 1919 Christmas shall be filled with more joys and delights than any previous year has brought. And may the New Year open new fields of prosperity that shall bring wealth and happiness.

GREAT WEST FELT CO., Limited

ELMIRA

::

ONTARIO

Makers of High-grade Felt Wear

Dollars *and* Cents of Good Will

"Good Will is an Abstract Commodity Whose Asset Value is Exactly What You Make It—It Can be Cultivated to Yield More Than is Usually Considered of It"

IN dealing with this all-important subject of good will I desire to say at the outset that I have been in the retail business for over twenty-five years and have always kept my eyes pretty well open on subjects that pertain to merchandising. Without being egotistical, I also desire to say I have been fairly successful in business. I would not mention this did I not feel that what I shall say in this article will possibly have more weight when it is known that I have a practical knowledge of the subject in hand and that I have found, through test, that the points I wish to emphasize are practical, and can be put into general use in the selling of shoes or furniture, or any other article for that matter.

Has it occurred to you that one good way to obtain results or get at the bottom of a subject is to look up the meaning of the word or term applied to it? We become careless in the use of the English language, with the result we lose the force of the meaning of many of the words and phrases. A good dictionary is a helpmate to any business man and should have a place within arm's reach of his desk. The term good will has lost, or possibly never had its full meaning with the average person. Despite the fact that it is two words its meaning is well defined in any good dictionary. Webster's thus defines it: "The custom of any trade or business; the favor or advantage in the way of custom of any business which a business has acquired beyond the mere value of what it sells, whether due to the personality of those conducting it, the nature of its location, its reputation for skill, promptitude, etc., or any other circumstance incidental to the business and tending to make it permanent." There are other meanings given and there is the legal status given, but this quotation above covers the ground for the purpose for which we wish to use it in this article.

In my observations I have found that the average retailer is very careless in building and retaining good will. He does not seem to appreciate it as an asset, as an intangible something that is really worth money. He does not seem to deal with it as a material thing simply because it is something in the abstract. But I have always had a mental feeling towards it as if it were something I could take each night and lock up in my safe. And we only put things in the safe that we consider valuable.

Good will is one of the best advertising mediums a merchant can have. It is the kind that talks for him without charge a great deal of the time. It

talks for him when he is not around. It advertises him and his business when least he is thinking about being advertised. In fact, good will emanates from a satisfied customer.

Did you ever think how very easy good will can be killed? It can be done very easily, while to cultivate and propagate it needs but a little tact, and at times a little sacrifice, and the latter may mean a little money. Now let me enumerate a few ways that it can be killed. Unfortunately some merchants have the desire so strong to make money that it takes an effort sometimes to stay within the bounds of selling without misrepresentation. And one good way to kill good will is to misrepresent an article. This is particularly true in the selling of reduced price goods, or shop worn lines or merchandise that is a little out of style or date, or in these times, goods that are higher in price than before the war. The purchaser should be given warning as to what he is buying. To purchase an article and then find later that it is not up to one's expectations, even though the merchant did not misrepresent it in words, is sure to bring a disappointment to the customer which in turn will not cause a friendly feeling toward the store. It is always safest and best to engender the feeling among customers that if a sale is not right it will be adjusted to the satisfaction of the customer.

In advertising, if the lines on sale are not up to standard, their quality should be distinctly given. To give a wrong impression, even if one does stay within the letter of the law, will not build good will for the store. It is only a case of soon or later the public will lose confidence in the advertiser, and when that time comes it will not go so well with the concern. Confidence is a first cousin to good will and square dealing is the only thing that will beget confidence. If you are advertising "seconds" say so in your ad. Do not say a line is worth more than it really is. Keep under the actual mark if anything, for there is nothing that will please a customer more than to feel and realize he has purchased something really better than was advertised, and on the other hand, if he has the least little bit of feeling that he has been "stung" it will react greatly against building that good will so essential to the building and holding of good trade.

Despite the fact that there is a law against fraudulent advertising one should consider the matter from a moral point of view as well as from the good will, and this motto should be hung in every office—"Honesty is the best policy."

To misrepresent in advertising or in the selling of goods by the salesman may bring a first profit, and if a man does not hurt his conscience in so doing and does not purpose remaining long in business in that particular locality, he will be able to make a good first profit, but if he is trying to build up a permanent business he will find that, while he may get away with it the first time, it will be but a question of time till he will find his sales dropping off. Misrepresentation is one of the best good will killers that one can use.

Another good way to kill it is to disagree with a customer. Fighting a customer in any difference

(Continued on page 83)



Season's Greetings

We take this opportunity of expressing our gratitude to our many friends in the Trade for their loyal support during the past year.

To the entire Trade, from coast to coast, we extend

Sincere Greetings and Best Wishes

May this Christmas Season bring with it well-earned joy for all, and may your New Year be unbroken in prosperity and happiness.



Kingsbury Footwear Co. Limited

Montreal - Quebec

Mention "Shoe and Leather Journal" when writing an advertiser

A New Year's Window Back

Start the Year with an Appropriate Window Back and Boost Business at the Same Time

AMONG the other New Year leaves you will likely turn over one for better window displays during the year of 1920. We have emphasized the fact time and again that windows are one of the best advertisements a merchant has. And irrespective of this fact there are hundreds of shoe retailers who consider the dressing of their windows a nuisance. Those who have such feelings, will naturally not derive the trade benefit from their windows that the windows are capable of fostering. Become interested in your displays and if you have a clerk assign the work of trimming to him and change the windows at the very least once a week, and twice a week will be better.

We show a background with this article that will be a good start-off for the New Year. The clock idea and the figure of Father Time are both appropriate for the first of the year and serve to attract attention at the same time. The words "High time" with the hands at the hour of twelve are significant, and if you will have on a window card the words "High Time to Purchase a Pair of these Shoes," the display will connect up with the background nicely.

One thing about this back, it can be fitted in to almost any sized window. The border around the top of the back can be made of two strips of wood tacked onto wall board. Between the wood strips you can fill in with tissue paper or fabric of some kind, or you may have it painted some nice color and the words Happy New Year, as shown in the illustration, painted on it.

The clock face can be made of cardboard, and the figures painted on and the hands cut out of cardboard and gilded. If you have no cardboard thick enough use wall board, and give the face a coat of wall paint of some kind. The circle should be made large enough so a wreath of flowers

can be put on around the outside. Artificial flowers should be used for this purpose.

The Old Father Time should be cut out of cardboard, and can be painted black or left white. Black is preferable, for it requires no detail and will show up well in contrast with the white face of the clock.

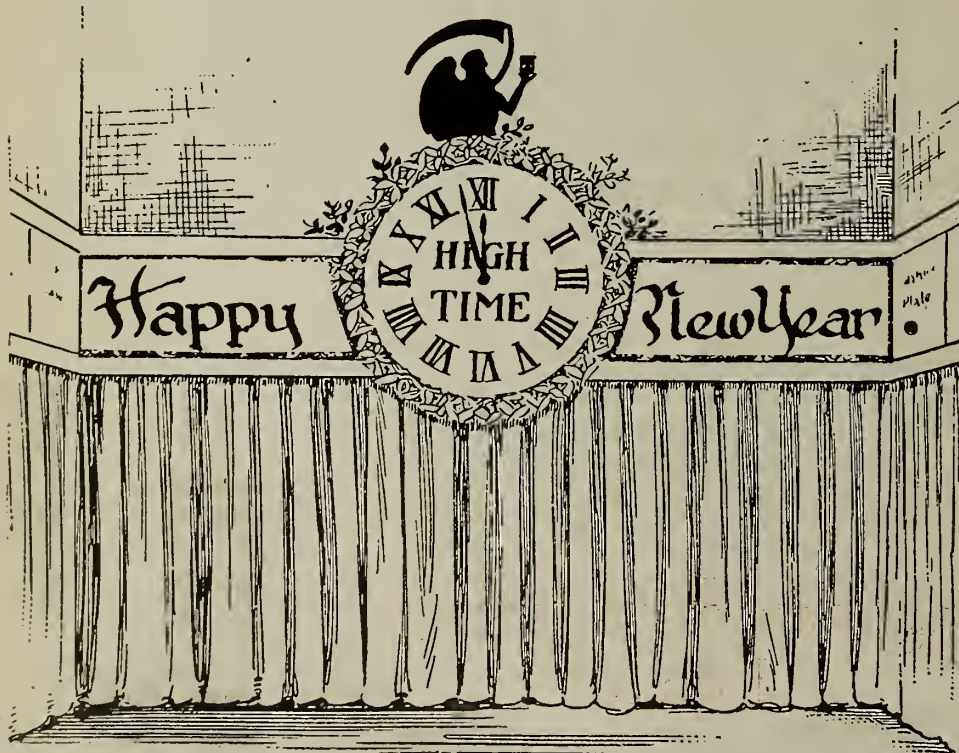
The curtain can be the one you use regularly or you may use some new fabric gathered good and full. Never have skimpy curtains, as they lack in effect. White, or light green or lavender may be used for the color of this curtain. A Happy New Year card will complete the window, and, as intimated above, this design and idea can be adapted to any sized window and be very effective. A little ingenuity on the part of the window trimmer can make this a most attractive window.

DEATH OF R. C. WINLOW

The death of Mr. R. C. Winlow, Saturday, December 6th, removes one who has long been associated with the shoe trade in Toronto. Mr. Winlow was born near Strathroy, Ont., about seventy-two years ago and came to Toronto in 1870. He was then a young man and sought work in the office of a hardware store, as he was familiar with that business. At that time the late J. D. King owned a hardware business, which he conducted under another firm name.

Mr. Winlow obtained a position with him and about a year later Mr. King sold his hardware store and formed the company of Damer, King & Co., wholesale shoe dealers, and Mr. Winlow went with the new firm. He stayed with Mr. King until about twenty years ago, when he formed a partnership with Mr. George Williams in the jobbing business. He remained about a year in this when he joined the D. D. Hawthorn Company and remained with them until the time of his death.

On Tuesday, the 2nd of December, he was crossing the street almost in front of the office, at the corner of Jordan and Wellington streets, when he was hit with a street car and injured so severely that he did not regain consciousness before he died four days later. He leaves three children—one son in Vancouver, another in Toronto, both married, and one daughter at home. Mrs. Winlow predeceased him about eight years ago.



A New Year's Window Back that can be made very attractive



OUR BEST WISHES



Gratefully remembering the splendid support accorded us during the year 1919 by our many friends in the Shoe Trade, we extend our grateful thanks to you and at the same time wish you all, the heartiest good wishes for a Christmastide that shall overflow with Joy and Gladness, and a New Year laden with Prosperity and Happiness like you have never known.



Daoust, Lalonde & Co., Limited



MONTREAL

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

HAMILTON SHOE DEALERS MAKE EXPLANATIONS

The following article was sent to one of the city dailies in Hamilton and it might be well if other associations would adopt the same measures for the purpose of educating the public on the real truth of the shoe conditions.

"It may be news to those who think they are paying excessive prices for shoes to learn that during the past few weeks the city has been besieged by dealers from outside points, all anxious to add to their depleted stocks, and all telling the same story of difficulty in obtaining enough shoes to meet the wants of their patrons.

"Some dealers have had so many offers to sell out their stock for spring that they could almost double the money they make by selling them at spring prices. It would pay them to go back on their customers and not fill the orders they contracted for some time ago. They are actually losing money in filling contracts. By-and-by the public will wake up to the fact that the shoe dealers are not so hard, and have had troubles of their own whilst they were being called profiteers.

"People who are waiting for the time when they will be able to replace the old ones at much lower prices than they are selling now will find it the biggest mistake they ever made. By the time the present stocks are sold out the ones bought now for spring delivery will be on the shelves, and they will be even dearer than the ones sold now. Notices from the manufacturers have been sent out from time to time since last summer giving warning of increases in certain

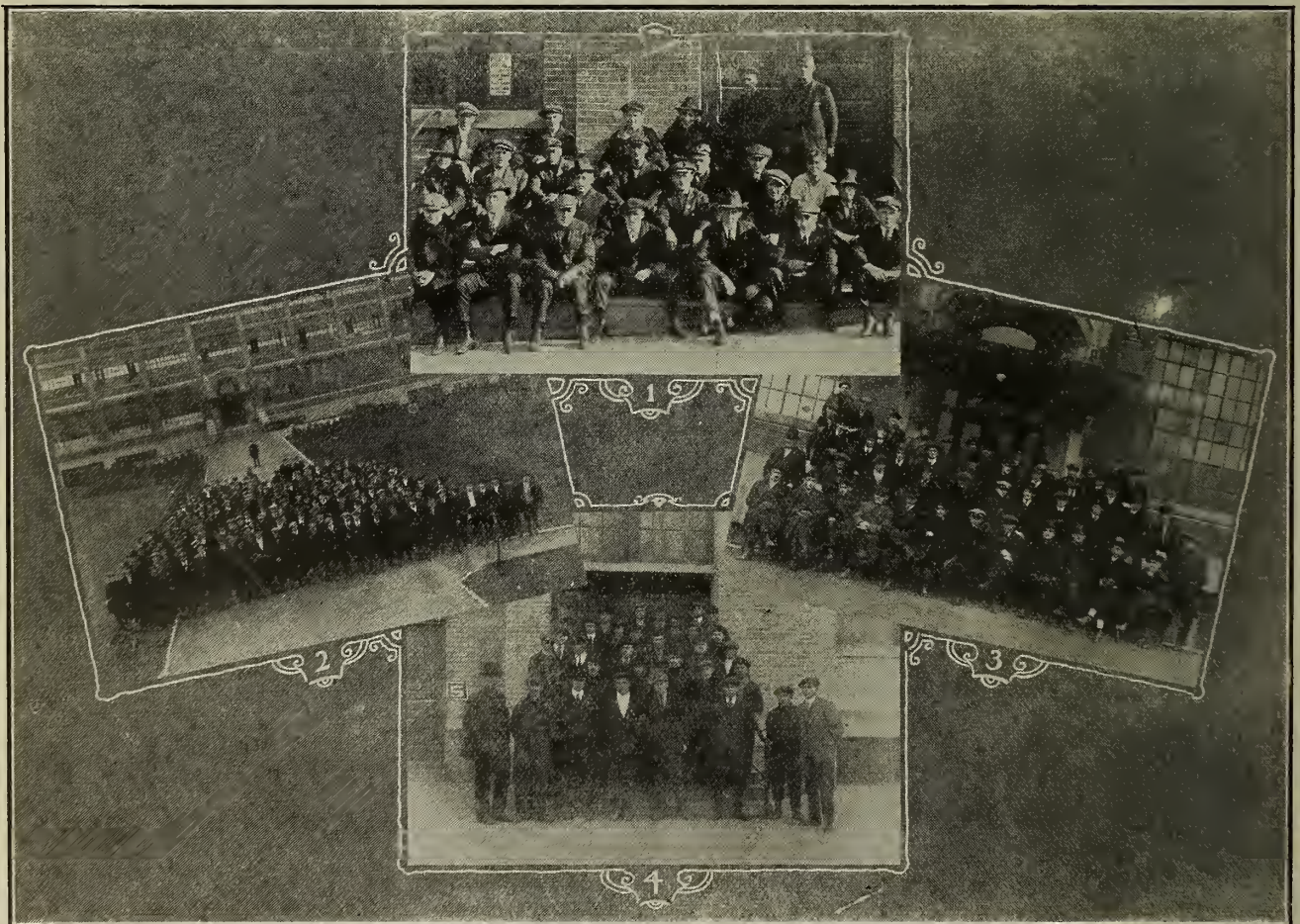
lines. These increases will become effective when the shoes are being bought by retailers at replacement values—in other words, when the harassed retailer gets his new stock, he will have to charge the customer more to keep up with the extra he has had to pay.

"Anyone paying a visit to W. S. Duffield, of the John McPherson Company, can easily verify these facts. He can tell to a cent just what lines and leathers have risen in price, and his facts are of such a nature as to impress even the most skeptical."

The above statement is from the Hamilton Shoe Dealers' Association. It was sent to the Spectator for publication as setting forth the case for the dealers.

CAPT. JAS. T. SUTHERLAND ON WRECKED BOAT

Capt. Jas. T. Sutherland, of Kingston, who has been overseas practically since the war started, had a very close call on his way home. He was a passenger on the S.S. Carmania, when she went into collision with another boat when 500 miles off the Newfoundland coast, Wednesday night, December the 10th. Capt. Sutherland is well known to the shoe trade all over Canada, having travelled for many years with various lines. He is a great sportsman, and is a past president of the Ontario Hockey Association. His many friends will rejoice that he came through the accident without mishap, and that he will soon be on the road again, calling on his numerous old customers. He says it tastes good to set a foot on Canadian soil once more.



Nearly 500 returned soldiers employed in the Dominion Rubber System's units in Kitchener, Ontario. 1—Boys at the Canadian Consolidated Felt factory. 2 and 3—Boys at Dominion Tire factory. 4—Boys at Merchants' Rubber factory.



The Season's Greetings

For all our friends in the Trade
we wish a rich bestowal of those
desirable things that shall make
your Christmas truly merry,
and that shall bring you happi-
ness and plenty throughout the
whole year upon which we are
about to enter.

THE MINER SHOE CO., Limited

Montreal Ottawa Quebec Toronto

Agents for the Celebrated Miner Rubber Footwear



Mention "Shoe and Leather Journal" when writing an advertiser

Getting Pointers From Travellers

The Traveller is in a Position to be a Great Service to the Retailer by Reason of His Meeting So Many in the Trade During His Trips

"I KNOW a man," said a traveller, recently, "who does not know how to be ordinarily civil, much less half decent, when a traveller comes to his store. I know another who has a traveller call on him regularly, and he has never bought a bill of goods from him in his life. Why, you ask, does this traveller persist in calling on a man to whom he has no prospect of ever selling any goods? The traveller's reason is that when he goes to the town, one of the pleasures (he calls it) of his trip to that town, is to call on that retailer. He says the man gives him a new lease of life. He fills him with so much enthusiasm that he can go away and sell more goods than he could had he not met him.

"Now, what is the result of the calls of the travellers on these two men? The one who is so uncivil, advertises

into my store. Don't you know that the travellers are sort of business encyclopedias, trade barometers, as it were? Well, they are. If you stop and consider a moment, you will agree that such is the case. The traveller is in a position to meet many retailers as well as manufacturers and wholesalers in the course of his trips. In the meeting of these people he is bound to unconsciously pick up many items of interest in the trade that are helpful to me. These vary greatly. It may be some thing about prices, or the state of the market, or in normal time where some good purchase of a special stock is to be obtained, and a hundred and one other things. And among these hundred and one other things are pointers about the conduct of the retail store. Possibly, if you asked the average traveller what he knew about selling goods at retail, he would say he knew practically nothing. That his business was selling wholesale, and he was not in the retail end of the business now. Even if he at one time were a retail salesman, he will likely say that he has been so long on the road that he is now quite out of touch with retail selling.

"But that same traveller may be chock full of ideas that any retailer may adopt in his business with good success. I have purposely developed the faculty of getting from travellers ideas with which they may have met in their trips, and I have stored these away for future or immediate use according to what they are, and their adaptability to my needs. This may be some new kink in the way of stock arrangement, or it may be an idea about a window trim, or it may be some new style creation. Always, always, there is something the traveller has in his little head that will be of great use to the retailer.

"Now, let us suppose a retailer takes a little trip around the country, visiting the various retail stores that will be within his itinerary. What will be the result? Surely he will not have to be very wide awake to pick up some ideas that are different from his method of conducting business, and which he can readily adapt to his own store. Now, is not the traveller in this very position? True, that may not be his business, or the real object of his trips, which primarily is to sell shoes, but anyone will without effort pick up some things that will be worth taking advantage of by other retailers.

"Advertising is one illustration. I remember obtaining an idea on a special line of advertising a retailer was using in his town that was of the greatest help to me at a time when I was anxious to dispose of some lines that were hanging fire. The detail of that campaign does not matter here, the fact that I received it from a traveller is the point that is of interest. So the friendship of the travellers I value very much because of its great benefit to me.

"Now, I hear some one coming along with the charge that this is selfish. All right, I will accept the charge. I will say that it is entirely selfish. But after all this very selfishness is better than to treat a traveller with disrespect. We, the traveller and you and I, are going through this world but once, and there is enough of trouble and worry in the ordinary everyday walks of life without adding to them when we can make things pleasant, and it is better to treat the travellers pleasantly, even from a selfish standpoint, than to treat them any other way. And do not worry, there are many travellers numbered among my personal friends, which friendship has been made and fostered simply by the treatment they have received at my hands, and I have not lost by it from a business point of view. Don't forget, you can obtain many pointers from the travellers."

It is reported that a maritime tannery has been handicapped by a shipment of hides having been held up on the way from South America through the longshoremen's strike in New York.



The attractive store of C. Romano, Nelson, B.C.

himself all along the line as a grouch of the first water. He is, of course, independent for he does an enormous business. But there is more than one way to look at the situation. This grouch does not extract the joy out of living that he, otherwise, would did he act, at least, civil with the travellers who call at his place of business. But apart from that he misses many good pointers, and many good buys that he would not if he did not treat the men on the road so disagreeably.

"I asked the other retailer one day, the one who is always so nice with the travellers, why or how it was he got on so well with the travellers, in fact so well that the one traveller mentioned above, continued to call on him trip after trip, and yet never was able to sell him a bill of goods.

"Simplest thing in the world," he replied, "it is a sort of fifty-fifty arrangement, a half and half affair. He imagines he gets a great deal from me by his calls, and maybe he does, but I know I obtain a great deal from him, and not only from him but from every traveller who comes



With a feeling of gratefulness for the loyal support accorded us by the trade we now very heartily extend

**Our Greetings
and Sincere Wishes**

to you all. May you experience great joy at Christmas time and our New Year's hope is that the entire trade will have throughout Nineteen-Twenty its most prosperous season.

We intend to deserve your increased support for the coming year and to this end have made the Life-Buoy Line of Rubber Footwear more reliable and more comprehensive than ever.

THE

KAUFMAN RUBBER COMPANY

Kitchener,

Ontario

LIMITED

1919



1920

Mention "Shoe and Leather Journal" when writing an advertiser

ELK LEATHER

SMOKED

(Genuine Smoked, Not a Dyed Leather)

PEARL TAN CHOCOLATE BLACK

We are recognized as the outstanding manufacturers of this line in Canada. We will gladly submit samples on request.

AGENCIES

Percy J. Milburn,
256 Lemoine Street, Montreal, Que.

Richard Freres,
553 St. Valier Street, Quebec, Que.

A. DAVIS & SON, LIMITED

KINGSTON, CANADA

THE JOHN PALMER CO. ENLARGE THEIR PLANT

The John Palmer Co., Limited, Fredericton, N.B., are building an annex to their plant to accommodate increasing business in their different lines. particularly summer packs and plow shoes. This company have been manufacturing shoepacks, moccasins and larrigans for fall and winter use since 1877. Within the last few years they have introduced a moccasin boot or shoe made from oil-tanned leather, with leather sole and heel, as a work shoe for farmers, ranchers, woodsmen, trackmen, laborers and all others who need a strong, easy-fitting footwear. The leather used in the manufacture of this boot, as well as all their products, is tanned by a special process in their own tannery. During the last few seasons, trade in this line has developed considerably and more space has been found necessary to handle it.

TAKING CUSTOMERS INTO YOUR CONFIDENCE

(Continued from page 66)

The following morning on the way to the factory Mamie's chum notices the new shoes and her first remark is:—

"Whaddidya pay for the shoes, kid?"

"Nine dollars," answers Mamie, languidly, as she makes a couple of stabs at her back hair.

"For the love of Moike!"

"Yes, dearie, I wasn't going to take 'em, but the cloik took ten minutes to tell me why they cost so much. I used to think they was a bunch of highway robbers, but I guess not. You see, it's because, etc., etc."

Mamie repeats the story a dozen times in two days and twelve more people have begun to assimilate the idea that the retailer is not committing grand larceny when he charges \$2.00 more for the shoes than he did a year ago.

Furthermore, when Mamie buys her next pair of shoes she will without any doubt make her purchase in your store. And this applies to all the Mamies, regardless of their station in life.

BIG LEATHER EXHIBITION FOR QUEBEC CITY

At a meeting of the Quebec Exhibition Commission held at the City Hall recently, the question of a big leather fair, which will be held there next summer, was explained by Mr. Joseph Tanguay, a member of the Commission.

He stated that the shoe manufacturers, who were taking a deep interest in the projected fair, had formed a committee composed of Messrs. Gale, Samson, Bertrand, Pouliot and Tanguay. The idea is to co-operate with the Exhibition Commission to make it as great a success as possible. It will be Provincial in scope and will comprise about three hundred exhibitors. The fair will last for six days.

Mayor Lavigueur, who presided over the meeting, said that the project deserved every encouragement and the Exhibition Commission would do all in its power to assist the promoters.

BUYING FROM GERMANY

Opinions are widely at variance as to Germany's ability, immediately, or in the near future, to engage largely in export trade. The Canadian Acting Trade Commissioner in London, England, states that firms engaged there in boot and shoe lasts reported that Germany is ready to re-commence export trade in that line and that, aided by the present abnormal rate of exchange, large quantities of lasts have been offered at prices as low as—if not lower than—costs of production in the United Kingdom.



Christmas Greetings

WE cannot permit this Joyous Season to pass without thanking our friends in the trade for the manner in which they have contributed to the success of our lines during the past year. We sincerely wish you all a very Merry Christmas and a New Year of Happiness and Prosperity.

Dufresne & Locke, Limited

Ontario St. (Maisonneuve) Montreal

Model
SHOE

1919 - 1920
BEST WISHES

W.B.H.
SHOE
ALL SOLID LEATH

At this one time of the year when the spirit of Goodwill is abroad, permit us to extend to you, our many customers, hearty thanks for your splendid patronage and best wishes for your Christmas Joys and a New Year of great Prosperity.

W.B. Hamilton Shoe Co.
Limited.

TORONTO.
ESTABLISHED 1846

1919



1920

We desire to join the many well wishers by adding our sincerest hopes that this Christmas shall be for you the happiest in your life, and the coming year shall be richly blessed with every Good and Prosperous Thing

CHARLES TILLEY & SON

90 Richmond St. West, Toronto

We Extend to All Our Patrons Our Best Wishes

FOR A

HAPPY CHRISTMAS

AND A

Prosperous New Year

L. H. Packard & Co., Limited

Canada's Largest Shoe Store
Supply House




Our Very Best Wishes

for a cheerful Christmastide followed by a Bright New Year of steadily increasing Prosperity and Success.

We heartily thank our many friends and patrons for the excellent support given our goods, and by maintaining our high standard of production we shall endeavor, during Nineteen-Twenty, to make the Lagace & Lepinay Line more widely known than ever for Reliability and Value.

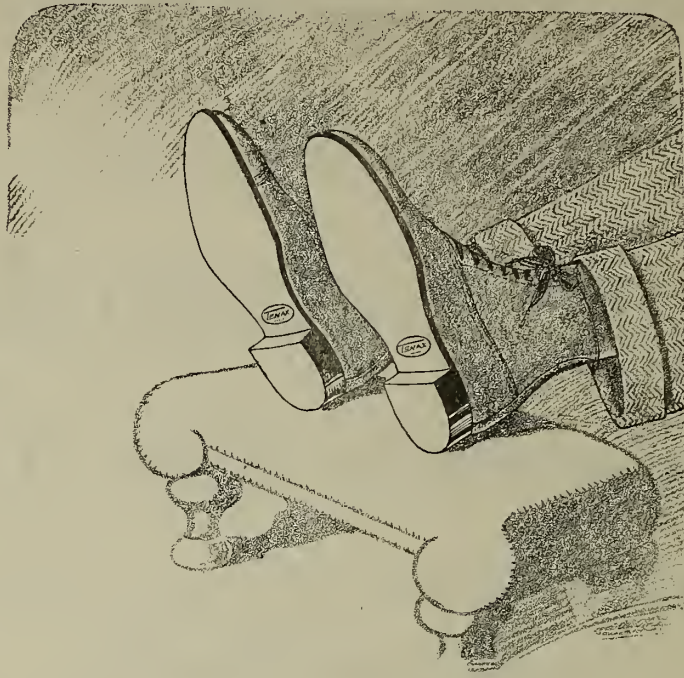


LAGACÉ & LÉPINAY

Manufacturers of
MEN'S GOODYEAR WELTS AND WOMEN'S McKAYS

Quebec, P.Q.

Mention "Shoe and Leather Journal" when writing an advertiser



TENAX

“The Better than Leather Sole”

Owing to the high price of boots and shoes, more people than ever before will be bringing you shoes to sole. Be up-to-date. Suggest Tenax Soles. They will give your customer absolute satisfaction.

Tenax Soles **WILL NOT CRACK.** They are pliable, noiseless and present stubborn resistance to wear. Your customers will thank you for the “good turn” you did them, if you furnish them with “The Soles that Give Satisfaction.” Drop us a line for fuller information on this profitable end of the shoe business.

Gutta Percha & Rubber, Limited

Head Offices and Factories - Toronto

Branches: Halifax, Montreal, Ottawa, Toronto, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria.

SHOE MANUFACTURERS' EXECUTIVE MEET*(Continued from page 53)*

The chair was taken by President Scott, and routine business was taken up. It was decided that the annual meeting of the Association be held at the Chateau Frontenac, Quebec, on January 20th and 21st, 1920.

The following Convention Committee was appointed; F. S. Scott, Geo. A. Blachford, Ralph Locke, Jos. Daoust, J. E. Warrington, Fred Marois and H. V. Gale. This committee will also act as a nomination and resolution committee.

Under the by-laws of the Association all notices of proposed changes in the Constitution must be sent in by Dec. 20th and all nominations by Jan. 5th, addressed to the Secretary, Henry Viau, Shaughnessy Building, Montreal.

The matter of the "Dominion-Wide Campaign" launched with an idea of getting Canadians as a whole to purchase Canadian-made footwear was discussed and Messrs. Palmer and Daoust were appointed to introduce the discussion at the approaching convention.

A deputation was introduced by President Warren T. Fegan, of the National Shoe Retailers' Association of Canada, asking a conference and co-operation on several matters relating to both sections of the shoe trade. A most interesting discussion ensued, an account of which is given elsewhere in this issue. It was decided to recommend to the Association at the Quebec meeting, co-operation between retailers, shoe manufacturers, tanners and last makers in the regulation of shoe styles and similar matters.

It was also decided to recommend at the annual meeting that commencing with next fall season, the cost of cartons and shoe cases be included in the price of goods and not be billed separately.

In answer to the complaint that shipment of goods had been delayed by export business, this fact was denied by those present doing export trade, but assurance given the deputation that every consideration would be given first to domestic trade, and that an effort would be made to ship orders as far as possible in one delivery.

It was decided that a Canadian National Shoe and Leather Fair be held in Montreal at the same time as the annual meeting of National Shoe Retailers' Association, which will take place in July, 1920. This Fair will be held under the auspices of the Shoe Manufacturers' Association of Canada, and opened on July 12th, and closed July 17th. The place or premises to be decided later.

Mr. Jas. Acton, on behalf of the Retail Executive, expressed the thanks of the deputation for their cordial reception and the willingness of the manufacturers to meet the views of the retailers. He thought the conference a prophecy of the good that would result to the entire trade from the better understanding and co-operation it involved.

Arrangements for the annual meeting at Quebec are about completed, and the gathering promises to be a most successful affair, both in attendance and interest. The Secretary, Henry Viau, with the assistance of the Programme Committee, expects to be able to announce the full programme in time for the January issue of the **SHOE AND LEATHER JOURNAL**.

THE CHICAGO SHOE SHOW

The second annual Chicago Shoe Show will be held at the Palmer House, that city, from January 5 to 10th. The success of last year's show, which was the initial venture, is a guarantee that this one will be an advance on that one. It is held under the auspices of the Shoe Travellers' Association of Chicago, an organization that has all the pep and push necessary to make the show a great big success. There will likely be a goodly number of Canadians attend.

THE DOLLARS AND CENTS OF GOOD WILL*(Continued from page 70)*

that may come up is a poor business getter and holder. This comes under the head of complaints. When a customer has a complaint it is usually a real complaint to him. It may not be justifiable. And when you go to adjust a complaint that you feel the customer's claim is unjust, think of how much good will plays its part in the adjustment. You may lose on that particular deal, and gain on a number of future deals. The good will of that one customer may be worth in cold dollars and cents much more than the cost of the adjustment according to his claims. If you make the adjustment according to your way of thinking and in reality in a way that is just to you you may make a profit on that particular deal and lose the good will of the customer. Now while you won in dollars and cents on the customer you actually lost in dollars and cents on his good will. That is where good will is really worth cold cash and should be considered from a dollars and cents point of view.

From all I have said you will see I lay great stress on the money value of good will and consider that is the really best way to consider it. Of course there is the friendship side of the question, but after all business friendship is only another way of saying good will. My advice is that every retailer should keep this good will idea in his head and think of it at all times as a potential factor in the building and holding of a profitable business.

LEATHER AND SHOE TRADE JOTTINGS*(Continued from page 57)*

scheme does not seem to be working out satisfactorily and complaints are heard from manufacturers, retailers and the public. Leather concerns are put to their utmost to meet the demands of shoe manufacturers for materials, especially since the curtailment of imports on account of the exchange difficulty. A great many deem present conditions as very salutary to the trade as giving opportunity for the development of home production. Notwithstanding the tremendous demands of the domestic trade, British shoe manufacturers are by no means forgetting export business. Already a good deal of scouting is being done and the opinion is freely expressed that as soon as things become a little more normal even Canada will hear from British shoe producers. Canadian wholesalers and retailers have already received hints that England will be ready to "take us on" as soon as her hands are freed to any appreciable extent from the insistent demands of home trade. Those who know say that when she is ready the Old Land will give us all lessons on shoe production in the higher grades. One large Canadian retailer stated last week to a **SHOE AND LEATHER JOURNAL** representative that he would be much surprised if English goods did not supplant American in this country within the next five years.

An article on Window Show Cards will appear in the next issue of this journal



Toronto Shoe Repairers' Elect Officers

The Toronto Shoe Repairers' Association met in their regular meeting on Thursday evening, December 10th, and elected officers for the coming year. There seems to have been a real turning over of the officers. Everything, however, was conducted in the most kindly spirit. Mr. Burnill, the vice-president, was not at the meeting and the very unanimous choice of those present was that Mr. Burnett, who has so faithfully and acceptably filled the financial secretary's office for so long, should be the new president. Accordingly he was elected by acclamation. Mr. Burnett was taken off his feet, figuratively speaking, for he always felt he would be of more service as secretary. But the members felt he deserved the honor, particularly as he is well qualified to hold the position. After a few moments which he took to catch his breath and drive back some of the blushes that bathed his smiling face, he thanked the members for the honor they had conferred on him and said he realized the responsibility that rested with the office and would do his best to maintain the confidence they had in him.

The next officer was Mr. H. E. Carley, who was elected to the vice-president's chair. Mr. Carley is one of the most faithful workers in the association. Possibly Mr. Carley has missed as few meetings as any member, and he has always been a good worker in connection with any projects the association has had in hand. The selection was a very popular one. He has a good business on Gerrard street east.

The past president, Mr. H. K. Hayward, fell into the treasurer's chair. Arthur Butterworth has filled this position

so long and so well that the boys sort of thought he owned it. But Arthur said: "No sir, you fellows have to give me a rest," and he refused to run. However, Mr. Hayward has been a faithful friend of the association and has a splendid business out in West Toronto and will make a good officer.

Mr. N. E. Dollery, who has a business on Harbord street, was elected financial secretary, the position so long held by Mr. Burnett.

After this there arose a peculiar situation. There are evidently few profiteers in the association, or the spirit of graft seems not to be very prevalent there, at any rate. The association decided to pay the recording secretary in the future, because there was a great deal of work attached to the office. When this was announced it was found impossible to get anyone to stand for the position. They would take the offices to which no money was attached but no one wanted to take the pay position. However, at last the members really forced Arthur Butterworth, the retiring treasurer, into the position, very much against his will. Mr. Butterworth has been a great supporter and big worker for the association. He has shown good executive ability and backed it up with hard work whenever hard work was necessary. He is always on the job, whether it is business or a bit of sport, or even if it is a song, Arthur can delight the crowd. In fact he is an all-rounder that would be hard to beat.

The executive committee is composed of the following: Messrs. J. H. Weir, D. Pretty, C. Robertson, S. Sparks, J. Dennison and Chamberlain. The auditors are Messrs. Weir and Lewis. Mr. J. W. Hendry, the retiring president, was appointed organizer.

Refreshments were served after the election and a singing was enjoyed in a very impromptu way and everyone went home happy.

After the first of the year—and, by the way, as the next regular meeting night falls on Christmas there will be no meeting until the second Thursday in January—it is then the purpose of the officers to call on all the members who are not in the habit of attending, but whose hearts are in the work, and test them on the subject of early closing. The matter will be taken up at the beginning of the year. There are many difficult problems confronting the situation. Here is one as an illustration: Suppose the association will be powerful enough to have a by-law passed making com-

NEWLY ELECTED OFFICERS OF TORONTO SHOE REPAIRERS' ASSOCIATION



S. BURNETT
President



H. E. CARLEY
Vice-President



A. BUTTERWORTH
Secretary

pulsory closing at 7 o'clock, can retail shoe stores who do not close at 7 o'clock be prevented from taking in repair work after that hour? This has been done in other lines and there seems no reason why this cannot be adjusted correctly. It is the intention of the association to press for a seven o'clock closing right after the first of the year. The members who have cars have very kindly consented to loan them in the canvass of the shops to feel out the opinions of the members on the subject.

The meeting was one of the most encouraging held for some time and there is every reason to believe that 1920 will be a banner year with the organization.

A WESTERN JOBBERS OPINION

SHOE AND LEATHER JOURNAL, Toronto, Ont.:—

Gentlemen.—We have your circular card of the 25th regarding your issue of November 15th, in which you take up the matter of eliminating the jobber.

We think, being located in the West, that we have a fairly good idea of what the jobber means to the retailer, and can safely say that there was never a time in the history of the country when the jobber was needed so much as they are at the present time, and they have no doubt given the retail merchant a wonderful service during these trying times. Owing to the high prices prevailing it is absolutely impossible for the country merchant to carry a full line of shoes at all times. It is also impossible for him to get supplies from the manufacturers in time to supply his wants for any particular season. Factories to-day are taking from six to nine months, and some of them as long as twelve months, to fill orders, and if the retail merchant had not had some good stocks in the West to draw from, they would have lost considerable business. We are so far from the manufacturers in the West it is simply out of the question to try and get along without the jobbers. At the present time it takes about one month to get goods out here after they have left the factory.

Respectfully yours,
AMHERST CENTRAL SHOE CO., Limited

GROSCH FELT SHOE COMPANY PURCHASE PLANT

Negotiations are nearly completed whereby the Grosch Felt Shoe Co., of Milverton, purchased the plant recently occupied by the Stratford Desks Limited in Stratford. The factory is 212 feet long by 40 wide, two storey solid



Harry Cohen's Standard Shoe Store, Winnipeg, Man.

brick with an additional solid brick building two storeys high, 35 x 45 feet. The property contains 4½ acres with Grand Trunk siding. The company purposes in a very short time to put up a thoroughly modern and up-to-date felt plant on this site, but in the meantime it will be operated as Factory No. 2, and only felt shoes will be made there.

When the entire plant is in operation it will be devoted to the manufacture of shoes and slippers. The felt plant will be operated in Milverton for some time until the new plant can be built in Stratford. Mr. W. H. Grosch is the present reeve of Milverton.

“Figuring Costs in Your 1920 Programme” will appear in next issue of “The Shoe and Leather Journal.”

NEWLY ELECTED OFFICERS OF TORONTO SHOE REPAIRERS' ASSOCIATION



H. K. HAYWARD
Treasurer



N. E. DOLLERY
Financial Secretary



J. W. HENDRY
Retiring President



Kindly Christmas Greetings
and Best Wishes for
your Health, Happiness and
Prosperity throughout
the coming Year

BEARDMORE & CO.

TANNERS

Toronto

=
Canada

Montreal



"May Christmas bring you
Much to bless and cheer;
All joy be with you in
The Bright New Year."

With Best Wishes to all our friends
for a joyous Christmas Season and for
a New Year in which Happiness and
Prosperity will abound.

McLAREN & DALLAS

30 Front St. West, Toronto



Mention "Shoe and Leather Journal" when writing an advertiser

To The Canadian Shoe Trade



Christmas


Greetings

At this Christmas time we would express our deep appreciation of the patronage that has been accorded us by the Shoe Trade from Coast to Coast. We sincerely extend to all the greeting of goodwill and our very best wishes for the New Year.

WILLIAMS SHOE LIMITED

Brampton, Ont.

Regina, Sask.



Season's Greetings

From RYAN'S



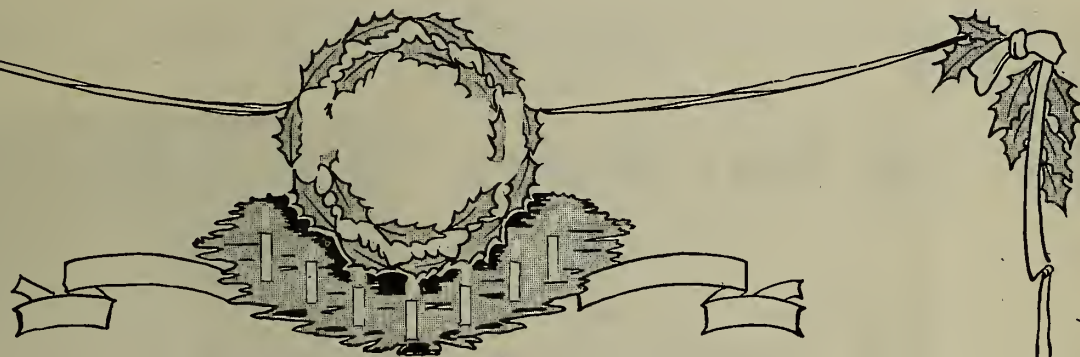
To our many friends in the trade we extend heartiest Season's Greetings. May this Yuletide find you enjoying well-earned Happiness and may the New Year unfold for you continual Prosperity and Contentment.

Your favors of the past year are most gratifying and are deeply appreciated, and no effort will be spared in our endeavor to merit a continuance of your confidence in Ryan Goods and Ryan Service.

THOMAS RYAN & CO., LIMITED

44-46 Princess Street

Winnipeg, Man.



With a hearty good will we extend to all in the Shoe Trade, the old, old wish

**A Merry Xmas and
A Happy New Year**

May good cheer attend you this nearing Yule-tide and may Nineteen-twenty usher in greater Health, Happiness and Prosperity for all.

A. G. Mooney & Co.

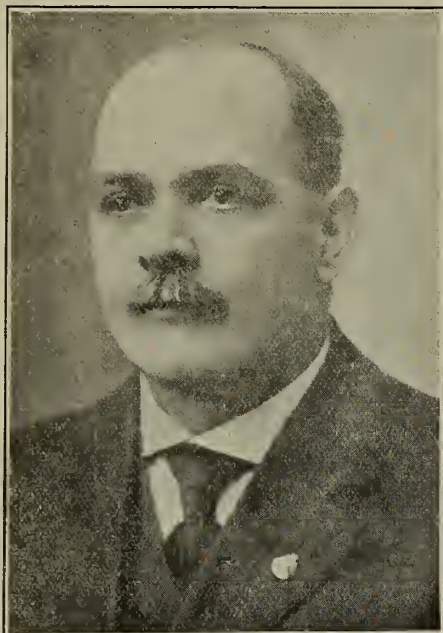
220 Lemoine Street, MONTREAL

Threads

Shoe Laces

Weltings

Greetings from President Fegan



THE story is told of an old southern darkey, who, on Christmas Eve, stood looking down mournfully at the fragments of a bottle of gin he had just dropped, saying, "Dere is Christmas come and gone." So it is with the recollections of Nineteen-Nineteen, come and gone. But as the odor of the gin lingered in the nostrils of that old darkey, so will the recollections of Nineteen Nineteen linger in the minds of shoe dealers for many years.

At the close of this year we find that shoe prices have ascended to a higher point than ever reached before in the history of the Canadian shoe trade. The causes are not local but national and international. We have no doubt that they will eventually seek a lower level; but it is not clear that the drop will be gradual or rapid. In my judgment shoe prices, along with those in various commodities, must decline and I feel he is a very wise merchant who buys with the greatest precaution to-day.

In these strenuous times a strong shoe organization is an absolute necessity. This we have in the National Shoe Retailers' Association of Canada, and now is the time for every shoe retailer in Canada to join our Association, for it is only in large numbers and unity that we can accomplish the results we are after.

It is with the greatest of pleasure I extend to my fellow shoe retailers of Canada my hearty good wishes for an exceedingly happy Christmas and a bright and prosperous New Year.

WARREN T. FEGAN,

President, National Shoe Retailers'
Association of Canada.

Toronto, December 15, 1919.

Our Best Wishes

■ ■ ■

All branches of the Shoe and Leather Trades of Canada have passed through a most strenuous and trying year. May Christmas bring unusual Gladness and may the New Year realize to the fullest your Brightest Hopes is the wish of the Shoe and Leather Journal and its staff.

James Acton



1919

1920





We are glad to acknowledge
with sincere thanks the favors
which our friends in the Trade
have accorded us, and it is our
earnest wish that all may enjoy

A Very Merry Christmas
and
A Happy, Prosperous New Year

DUPONT & FRERE

Makers of Fine Shoes

301 Aird Avenue -:- Montreal

Hearty Season's Greetings

With the many pleasant relationships existing between the members of the Shoe trade and ourselves, we are most sincere in our wishes that all may have

A Bright, Joyful Christmas

and may the coming days bring to you such a measure of health and success that you will have

A Happy, Prosperous New Year

The Amherst Central Shoe Co., Limited

Cor. Dewdney Ave. and Rose St., REGINA, Sask.



HIGH CLASS LEATHERS

BAG — CASE — STRAP — BELTS
RAZOR STROPS — BOOKBINDERS — BRIDLE

SPLITS OF ALL KINDS

Our Oiltan Larrigan Leather known
wherever Larrigans are made in Canada.

WRITE FOR PRICES

Wickett & Craig, Limited

TORONTO, CANADA

MOUNT ROYAL RUBBER CO.'S HOUSE WARMING

With an approximate attendance of eight hundred guests the new factory building of the Mount Royal Rubber Company, on Messier street, was opened with an informal house-warming on Friday evening, December 5th.

The function was arranged by a committee representing the office staff of Ames-Holden-McCready Limited, and general invitations were extended to officials, executives and employees of the offices, factories and field organization of Ames-Holden-McCready Limited, The Mount Royal Rubber Company Limited, The Ames-Holden Tire Company Limited and Ames-Holden Felt Company Limited.

Following an informal reception, the programme of the evening was dancing, which took place on the second floor of the building. The room was attractively decorated with bunting and flags of the allied nations, the music being furnished by the Arlington Jazz Band. Refreshments were served on the third floor of the building at midnight, under the direction of T. H. Welsh & Company, caterers.

During the course of the evening Mr. W. A. Shean, chairman of the committee of arrangements, made a brief address, touching on the splendid spirit of co-operation existing between the officials and the working organization of the several companies, and his suggestion for an expression of thanks and appreciation to Mr. T. H. Rieder, president of the company, received hearty response. A beautiful bouquet of roses and carnations was presented to Mrs. Rieder by Miss Margaret Collins, the six-year-old daughter of Mr. Collins, superintendent of Anglins-Norcross Company.

The committee to whom the success of the evening was due was composed of the following: Mr. W. A. Shean, chairman; Misses St. Onge, Rieder, Deschamps, Deegan, Messrs. Davidson, Voelker.

THE CANADIAN SHOE INDUSTRY

If anyone has doubts about the importance of the Canadian shoe manufacturing industry the following report from Ottawa will dispel the doubts:

"A preliminary survey of the boot and shoe industry completed by the Bureau of Statistics, and covering returns of 152 establishments during the calendar year 1918, shows total capital invested, \$31,493,152. The total payroll in these establishments was \$2,037,529, to 1,065 male and 361 female employees.

The cost of raw and partially manufactured materials used in the industry was \$25,227,448, to which leather of all kinds contributed \$18,009,401 and supplies \$7,218,047. The total value of production in the industry was \$43,332,932. Men's boots and shoes, with a value of \$17,047,789 and women's, \$11,153,267, headed the itemized list of production of value.

Nearly four and a half million pairs of men's boots were turned out and 3,368,737 pairs of women's.

SHOE SIGNS

Shoes play an important role in omen-lore.

If on the eve of marriage the bride receives as a present a pair of silver-buckled shoes from someone who has been married over twenty-five years, and has never had a serious quarrel with his or her spouse, then it may be regarded as a sure sign that great happiness will come to the bride, and that she will have a child who will be bright, bonny and affectionate.

Should, however, someone give her on the same eve a pair of green shoes, then it may be taken as a certain prediction that she and her future husband will disagree over

many things, and that much jealousy will be caused by platonic friendship with a third person.

It is stated that among the presents a certain French society woman received on the eve of her marriage to a duke was a pair of very beautiful green satin shoes, with mother-of-pearl buckles.

Several people commented on it at the time, and thought of it again later, when all Europe rang with the news that the hapless lady had been foully done to death, and all on account of a third person, a woman for whom her husband had conceived a mad infatuation.

THE HUNTER'S FOLLY

A happy but apparently very irresponsible party of would-be hunters left Montreal on December 5th for Lake Brochet. The hunting was very poor owing to the fact that all the ammunition was left on the train at Garneau Junc-

Cabinet de la Province du Lac Brochet	
Cabinet of the Province of Lake Brochet	
Elu le 5 Décembre 1918. — Elected the 5th of Dec. 1918	
Très Hon. SIR C.-H. DeGUISE, Baronet Premier Ministre	
MINISTRE DES FINANCES ET DES VIVRES	MINISTER OF FINANCE AND GOODS CONTROLER.
Hon. SIR H.-L. DERY	
MINISTRE DES TERRES, FORÊTS ET CHASSES.	MINISTER OF LANDS, FOREST AND HUNTING.
SIR W. BUDREO	
MINISTRE DE LA GUERRE, COMBUSTIBLES, ÉCLAIRAGES, CHAUFFAGES ET DE L'ÉTRANGER.	MINISTER OF THE WAR, COMBUSTIBLES, LIGHT AND HEAT AND EXTERIOR.
SIR ALBERT DERY	
SECRÉTAIRE D'ÉTAT MINISTRE DE LA MARINE ET DES PÊCHERIES, DU SERVICE D'EAU ET D'HYGIÈNE.	SECRETARY OF STATE MINISTER OF MARINE AND FISH-ERIES, WATER AND HEALTH.
SIR ARMAND MASSICOTTE	
MINISTRE DES TRAVAUX PUBLICS, DE LA COLONISATION, EXPLORATION ET DES HABITATIONS SALUBRES.	MINISTER OF PUBLIC WORKS, CO- LONISATION, EXPLORATION & CLEAN HABITATIONS.
SIR A. DUSERAULT	
MINISTRE DES TRANSPORTATIONS, COMMUNICATION, DES BONNES ROUTES ET TÉLÉGRAPHES.	MINISTER OF TRANSPORTATIONS, COMMUNICATION, GOOD ROADS AND TELEGRAPH.
HON. O. MARCHAND	
MINISTRE DE L'INTÉRIEUR ET DE L'IMMIGRATION.	MINISTER OF INTERIOR AND IM- MIGRATION.
De retour à Montréal. — Back to Montreal	
COMITÉ DE RÉCEPTION	RECEPTION COMMITTEE:
M. W. MARCHAND	LOUIS VINCENT
F. X. CHARBONNEAU	P. PAGE
J.-O. TETRAULT	EM. FOURNIER
JOS. VEZINA	ALEX. VIGER
POURVOYEUR GÉNÉRAL: — GENERAL SURVEYOR:	
M. HENRI LAUZON	
SECRÉTAIRE DU COMITÉ: — COMMITTEE SECRETARY:	
M. O. BEAUDOIN	

tion. When the bag containing the ammunition was finally located a couple of days later five bottles were missing. In the meantime, however, Mr. Duserault drove 30 or 40 miles to locate a further quantity.

A very pleasant few days were enjoyed and on the victorious return of the hunters a dinner was held at the Jockey Club Hotel, Montreal, when the moose the hunters thought they shot was cut up and divided. J. Oliver Tetrault was in the chair at the dinner and made a very fine toast-master.

Some very interesting tales were told around the dinner table and Albert Dery had to bear the brunt of the jokes, owing to his having had to do all the work on the trip, although Harold Budreo got his for falling in the lake.

The diners were very disappointed that Mr. B. Vaillancourt could not be present owing to illness.

The accompanying cut will give in detail the list of those present.

Compliments of the Season

This is an opportune time for us to extend our thanks to our many friends in the shoe trade for their generous patronage during Nineteen-Nineteen, and we sincerely wish you all a very joyful Christmas followed by a New Year of Health, Happiness and Prosperity.

HARRY E. THOMPSON

MANUFACTURERS' AGENT

10 VICTORIA ST. - MONTREAL, QUE.

Mappin & Webb Building

Our Stock is most complete in the Shoe Trade

—
Sole Leather
Upper Leather
Sheepskins
Dongola
Calf
Kip
Shoe Findings of all kinds
Soles and Heels
Nails and Pegs
Rubber Heels, all makes
Cement
Rubber Soling
Neolin Soles
Shoe Laces, Leather, Cotton or Silk
Tools
Insoles, all kinds

Season's Greetings

❖ ❖ ❖

We take this means of wishing the trade a very, very Hearty Christmas and a Prosperous New Year, and to thank you for the generous trade you have given us this past year

Yours respectfully,

BEAL BROS., Limited

52 Wellington Street East
TORONTO, ONT.

—
Shoe Finishing Machines
The kind that is most useful

—
Shoe Uppers
Leggings
Moccasins and
Shoe Packs
Boys
Solid Leather
Boots

THE LOOSE USE OF "PROFITEER"

It is most remarkable how loosely we talk, or how loosely we use words without considering their meaning, or the effect their use may have on other people. As an evidence of this it will be recalled that during the war, should a person disagree with another on any phase of the war, he was at once called Pro-German. In fact, that was a word found to fill places to which it had no more application than the term, night has to day. Then later, when the term "Bolshevism" came into use, without knowing its real meaning any person who might disagree with any political or similar policy was immediately dubbed a Bolshevik. In fact it was used derisively in places where it had absolutely no application. Such tactics should not be countenanced, but they are practised and do considerable harm in engendering ill feelings.

It is also a remarkable fact that the term "Profiteer" has been unmercifully worked for a long time, and any retailer who may have charged a higher price than was the case before the war was immediately dubbed a profiteer. No consideration was given as to what his costs or conduct of business were. It was just a case of "He must be a profiteer if he charges more than he has been in the habit of charging."

It would be difficult to estimate how much harm such conduct did to the retailers, but with the stigma which naturally was attached to the term there is little doubt but in some cases it would be considerable. It is also remarkable how much attention was centred on the retail shoe trade in connection with prices. It will be remembered the newspapers were plentifully prolific in their denunciations

of the high prices of shoes, and there seems to be no reasonable explanation to offer as to why so much attention should have been devoted to them. There were many other lines of merchandise that went higher in proportion than did boots and shoes. Still you heard practically nothing about them. Even clothing was not advertised as were boots and shoes.

It must be gratifying, however, to the retail shoe trade to know that both in the United States and Canada, with very, very few exceptions, there were no cases of profiteering established against any retailers. The findings of the Canadian Board of Commerce and the recent order issued is what may be termed a complete vindication of the shoe retail trade against the criticisms through which it has passed.

Here is what the Better Business Bureau of Los Angeles has to say about the too loose use of the term "profiteer":

"The effect of this publicity, without question, has been very broad, and it is hard at this moment to determine just what per cent. of this effect has been good, and what per cent. has been bad.

"Believing that publicity surrounding this word, which is not based upon absolute fact, reflects unjustly on the reputable and honorable business houses of this city, and has a great influence in creating a lack of confidence in all business and advertising, the Better Business Bureau at this time respectfully suggests to the publishers and publicity agents that all such publicity should be discouraged, except in cases where evidence and facts are actually in hand, and that in its place every effort be made through the editorial and publicity channels to stimulate production, the shortage of which has been proven as the real fundamental cause of the high cost of living."



A travelling Shoe Shop in Germany—Wooden Shoes are the type shown here.

Can you imagine Canadian women purchasing shoes like these in Canada?



OSCAR CLEMENT, Reg.

(Late of Max Clement & Sons)

TANNERS

SPECIALIZING IN

Glazed Kid Horse, Mercury Chrome
Sole and Mahogany Sides.

Box, Dull, Gun Metal, Elk, Velours,
Mahogany, Royal Purple, in Kips,
Cow and Horse Hides. Glove and
Tongue Splits.

We have a big stock on hand of
Horse and Cow Glove Splits.

Season's
Greetings
To All

Office and Tannery:

224-228 St. Helen Street, Quebec, Que.

Montreal Office:

3 St. Helen Street

Our Greetings

To the Shoe Trade

May you and yours enjoy a well earned and

Happy Christmas


and may all your hopes and plans for the

New Year


be more than realized in Peace and Plenty

Children's Footwear Limited

1 and 3 Alexander Street, Montreal, Que.



AMONG THE SHOE MEN.



A change is reported in the business of Root & Miller, of Ottawa.

A charter has been granted the Allied Shoe Factories, of Simcoe, Ontario.

A change is reported in the business of John Wilkins & Co., Montreal.

There is a change reported in the business of the Globe Trading Co., of Montreal.

Perth, Ontario, boasts a new shoe store, the proprietor of which is Mr. Philip Gould.

Andrew Innes, of Port Dover, Ontario, is reported to have sold out to Frank L. Smith.

Mr. Geo. E. Boulter is considering opening a sample room in Montreal in the near future.

F. Askar, who has a dry goods and shoe store in Haileybury, Ont., has suffered a loss by fire.

Thomas Scudder has opened a repair shop in Clarksburg, Ont. Mr. Scudder is a returned soldier.

A Mr. Shillcook, or Birmingham, Warwick, England, has patented a football boot in Canada.

It is reported there is a change in the business of Mrs. Shea, who has a shoe store in Gravenhurst, Ont.

Mr. Raymond Gravlin, of the White Shoe Co., Toronto, is back at the office after a two weeks' illness with neuritis.

Mr. Pare, representing the Star Shoe Co., of Montreal, has been calling on the jobbers in Toronto during the past week.

It is reported that the Rockland Tire and Rubber Co. has been incorporated in Toronto with a capital stock of \$300,000.

Mr. Charles Hall, a former official of the Boot and Shoe Workers' Union of Toronto, died at his home in Toronto recently.

Ricco Erttosi, a shoemaker in Toronto, had his hands burned with gasoline which was ignited accidentally by a match.

The business of the Chas. M. Parsons Co., on Front St., Toronto, warrants the company building an extension to their warehouse.

Mr. Earle, of the J. M. Humphreys Co., of St. John, N.B., was a business visitor in Toronto and other Ontario points last week.

It is reported that the Firestone Rubber Co., who are locating in Hamilton, Ont., will add a rubber shoe department to the tire plant.

A man in Vancouver used his shoes as a safety deposit vault in which to deposit \$180 he had stolen. The police secured the boot-y.

The Murray Shoe Co., of London, have two new storeys on their building just ready for occupation, which will assist in increasing their output.

A new firm, under the name of the Austin Lewis Chemical Co., have started business in Toronto, and will manufacture shoe polishes and dyes.

It is reported that The Taplin Natural Tread Shoe Co. are negotiating to build a factory in Belleville, Ontario, to manufacture their own shoes.

Mr. J. E. Pare, who represents the Star Shoe Co., of Montreal, has recently been in London and other Western Ontario centres calling on the trade.

The stork has been lighting around again. This time on the chimney of Mr. C. F. Schuszler, one of the hustling

salesmen of the Adanac Shoe Co., Toronto. It is a baby girl.

A man named Straud, a shoemaker in London, Ont., it is reported in the papers, claims to have been miraculously cured of lameness sustained in the army.

Mr. C. S. Sutherland, of the Amherst Boot and Shoe Co., Amherst, N.S., was in Toronto last week calling on the jobbing trade in connection with his firm.

A. G. Mooney, of Montreal, has secured the Canadian agency of the Essex Brush Co., of Lynn, Mass., Mr. Ed. Lewis represents Mr. Mooney in Toronto.

W. A. Gollies & Son, of Chesley, Ontario, are reported to be giving up their business. They carried a line of boots and shoes as well as dry goods, groceries, etc.

Mr. Jeffrey was in Toronto last week, doing some buying for his store in Port Perry. Mr. Jeffrey says he has no complaints to make about trade in his town.

Mr. Hayes, son of Mayor Hayes, of St. John, N.B., has been visiting Toronto and other points west in the interests of the J. M. Humphreys Co., of St. John, N.B.

There was a small fire at the Dunlop Rubber Company's plant early this month. The damage probably did not exceed \$500 and will not interfere with the output of work.

Mr. Jack Nicol, Maritime Provinces representative of Minister-Myles Shoe Co., has just returned from Duluth with his wife and family, and left a few days ago for Chatham, Ont.

Mr. A. E. Copeland, Midland's Shoepack King, has been unanimously chosen again as Vice-President of the O.H.A. A. E. is a great hockeyist and a popular officer of the Association.

There is a scheme on foot to sell the skins of dogs killed at the pound in New Westminster, B.C., and thus make a little money for the city. At the price of hides these days the idea looks feasible.

Mr. W. J. Paterson has been appointed traveller for Messrs. Dupont & Frere, for the provinces of Manitoba and Saskatchewan, and will be on the territory with samples the first week of January.

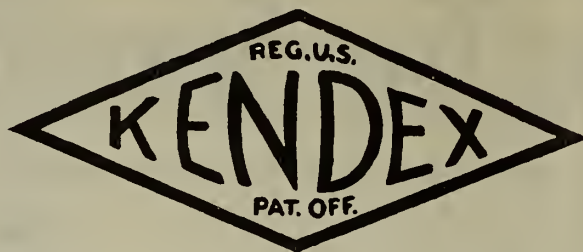
Mr. Walker, of the John Palmer Co., Fredericton, N.B., was on a business trip in Quebec and Ontario recently. Mr. Walker is enthusiastic over trade prospects in lower provinces as well as in the West.

The Wilson boys in Hamilton, who have continued the business established by their father so many years ago, have taken out an Ontario charter. You watch Art do a hundred-yard sprint at the next shoe men's picnic now.

Canvas shoes were sold at from one penny to sixpence a pair at a sale of army boots in London. Discarded army boots were offered at from two dollars a pair, and Grade 2 boots, needing only minor repairs, brought \$1.25 a pair.

Mr. John Palmer, of the Hartt Boot and Shoe Co., Fredericton, N.B., paid Quebec and Ontario shoe centres a business visit. Mr. Palmer reports that their factory is busy in every department, and will be so for some time to come.

Why do not more people open shoe stores in men's furnishing stores? The space could be rented jointly, and the one stock would draw customers for the other. This plan has been done in Windsor, Ontario. Mr. K. McKay has opened a shoe store in Lyon's Clothing Store. Of



INSOLE STOCK

Made in white, oak and black colors. All weights from 2½ to 8 iron. It is absolutely fast color and a non-conductor; put up in sheets or rolls; uniform thickness and flexibility. An excellent insole for McKay or welt shoes, also for middle soles. Cuts and finishes to a clean edge.

SEND FOR SAMPLES

KENWORTHY BROS. CO.

**STOUGHTON
MASSACHUSETTS**

Represented in the Province of Quebec by HORACE D'ARTOIS, 224 Lemoine St., Montreal

**The Season's
Compliments
To Our
Many
Patrons**

and in wishing you every Happiness,
we are glad to express to you our
appreciation of your liberal support
during the past year.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.

Maisonneuve, Montreal

**Beal's
Shoepacks**
for
Rough Work



The leather used is our own
tannage, carefully chosen and
fashioned into footwear in the
best manner that skill and
brain can conceive to get the
maximum of resistance to
wear and weather.

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



We heartily extend to the Canadian Shoe Trade our warmest Yuletide Greetings. May real joy be yours this Christmas Season and may you share bountifully in Happiness and Prosperity : during Nineteen-Twenty. :

THE HURLBUT CO., LIMITED

PRESTON, CANADA

course, it is understood that there is sufficient room for both.

The business of the late E. J. Kelly, of Brockville, has been purchased by Mr. Jas. V. Markey, of Gananoque, who will conduct his business in the latter place as well as the store in Brockville. He is an old Brockville boy and should do well.

The Canadian Shoe Findings Co., of Toronto, have secured the exclusive agency for Ontario of the Everett & Barron Co., of Providence, R.I., makers of Shoe Polishes, and selling rights all over Canada. The Canadian Factory is at Amherst, N.S.

Mr. A. B. McKenzie, of McKenzie, Crowe & Co., Bridgetown, N.S., has been paying a business visit to Toronto and other trade centres in the middle provinces. Mr. McKenzie reports business to be extra good in the province down by the sea.

The Dunlop Rubber Co. will invade the United States and the Canadian Company will expand greatly soon as they contemplate erecting a new factory to cost two millions. The total payroll last year in Canada of the shoe industry was over two million dollars.

W. H. Grosch, of the Grosch Felt Co., Stratford, has been having some real success with his horses. Trampquick, 2.07 $\frac{1}{4}$, won four straight \$1,000 stakes. He says he has a number of colts that are promising speed and from which good reports should come later.

Geo. Ryan, vice-president of the Thomas Ryan Co., Limited, Winnipeg, called at Toronto recently on his return trip home from the east, where he has been buying for his firm and looking over the condition of the trade generally. He says he found the factories all very busy working on orders.

The Scholl Mfg. Co. is establishing a factory in South America to manufacture their foot appliances. It will be under the management of C. W. Howard, a South American-

born man, whose parents came to the United States. Mr. Howard has been in the latter country several years with the Scholl people.

A wealthy shoe merchant of Allendale, N.J., recently willed \$15,000 to a conductor on the Erie railway for being courteous to him and other passengers when he had no personal interest in them beyond his official duties. Now you watch a number of conductors in that section become disappointed within the next few years.

DUPONT & FRERES HOLD SUCCESSFUL ASSEMBLY

The employees of Dupont & Freres and their friends to the number of 200 assembled on Saturday evening, Nov. 29th, in the recently constructed extension of the firm's plant, Aird Ave., Montreal, to take part in an oyster supper, social and dance. After the eatables were disposed of, the dance continued late into the night. The

Turn Into Money

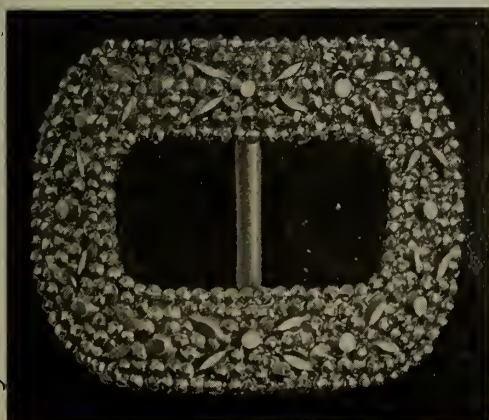
Your slow and doubtful book accounts. Hand them to the Collection Department of **The Mercantile Agency**.

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



You should buy GUGENHEIM BUCKLES because they offer you the most in value, and value in the sense of both workmanship and style.

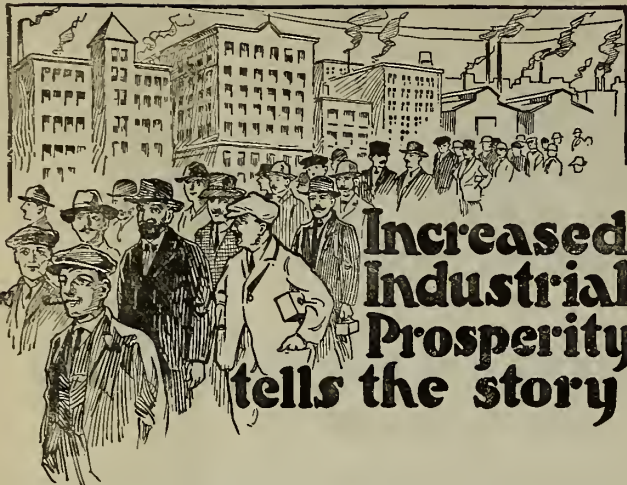
You'll find the GUGENHEIM Line to include everything that's practical and popular in Shoe Ornaments.

Insist upon them for the sake of sales and satisfaction.

STEEL — BRONZE — JET — RHINESTONE — METAL

M. Gugenheim, Inc.

PARIS—Faubourg Poissonniere 32 NEW YORK—362-4 5th Ave.



Increased Industrial Prosperity tells the story

THE great industrial expansion now taking place in the City of Hull, Canada, is due to the unusual advantages it offers to Manufacturers. In no other place in fact do the civic authorities offer a more consistent policy of encouragement for industries old and new.

Hull's Big Advantages

Hydro-Electric power as low as \$12.00 per H.P. per year

Plenty of labor (population 200,000 within 2½ miles).

Low fixed assessment on land for 15 years.

Low tax rate.

Tax exemption for 15 years on improvements.

Cheap factory sites including water-front sites with private power development privileges.

Shipping facilities over 11 steam railway lines and by river and canal to the seaboard and great lakes.

Hull is growing. It is healthy—a fine place to live in as well as to work in. It enjoys remarkable freedom from labor troubles. No city is better located for convenience of transport by rail or water to all points of the compass (opposite Ottawa, on the Ottawa River and half way between Quebec City and Windsor or Detroit—the most populous section of Canada).

Let us tell you the story of Hull's increased industrial prosperity. It will interest every manufacturer. Write today to the

**Industrial Commissioner
HULL • CANADA**

**Write
for
full
details**

**Bring Your
Industry
to HULL**

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

27 Front Street East
Toronto

Tanneries

Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

AYLMER SHOES

for style



Quality

Durability

THE

Aylmer Shoe Company

LIMITED

Manufacturers of
Men's, Women's and Boys' Welts.

AYLMER, 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.**

music being furnished by Chaput's Orchestra. Some splendid vocal and dramatic selections were given during the evening. The event was entirely in charge of the employees, but at their request, Mr. A. L. Dupont, head of the firm, acted as chairman and was ably assisted by J. D. Juibord, who did much to contribute towards the success of the evening.

WARNING TO SUBSCRIBERS

DON'T PAY subscriptions or renewals to **ANYONE** who cannot give you a regular receipt on one of our regular forms with **ACTON PUBLISHING COMPANY** printed (not written) on it. Our men carry credentials as well as regular subscription forms. We are constantly hearing of someone who has paid his subscription to some **FAKER** provided with an ordinary commercial receipt blank. See that the "ACTON" form is printed on your receipt.

DON'T SEND MONEY in an ordinary letter. At this time of year thousands of letters are pilfered from the mails. Unregistered letters with money in them are a temptation to those through whose hands they pass. **SEND a MONEY ORDER** always. It is safest and surest.

GOING TO BOSTON

A large delegation of Canadian shoemen will visit Boston between January 12th and 15th, the dates of the Convention of the National Shoe Retailer's Association of the United States. Plans are completed for the Shoe and Leather Fair as well as the Convention and everything points to a big crowd and a gathering packed full of interest. Those who intend going should not fail to write and get reservations as the hotel accommodation will be taxed to the utmost. The *SHOE AND LEATHER JOURNAL* will be glad to

give particulars and arrange accommodation for visitors who write in before December 27th.

KENWORTHY CANADIAN PLANT

The Canadian plant of Kenworthy Brothers Company, Stoughton, Mass., manufacturers of felt, imitation leather, heel pads, Kendex innersoles, etc., was in full operation December 1st. It is located at St. Johns, Quebec.

Their Canadian business will be done under the name Kenworthy Brothers Co., Limited, and all export business will be handled from this plant.

The American plant at Stoughton, Mass., has been doubled in size and a canvas and felt box toe department added.

CANADIAN EXPORTS—HIDES, LEATHER AND SHOES

There is no doubt that Canada has been profiting by the demand abroad for leather and footwear. It is also apparent that Canadian hides as well as leather have been in increased call in the United States, as the following figures will show.

In hides the United States imported Canadian hides and skins for the six months ending September to the extent of \$6,581,583, as against \$1,870,250 for the same period of 1918. In upper leather the same six months' period shows exports to the United States of \$1,056,212 as against \$447,675 for last year, and in sole leather the comparison shows only \$301,590 for 1919 as against \$922,024 for 1918. In boots and shoes there was in 1919 for the six months' period \$139,675 as against \$193,145 for 1918.

Exports to Great Britain show a marked increase in both upper and sole leathers. The record for the six months period in sole leather is \$1,177,757 for 1919, against \$35,427



"PERFECT FIT"

"SPATS AND GAITERS"

Ask your Jobber for

"PERFECT FIT"

In ordering for 1920, write us

MANUFACTURED BY

THE SILVER FOOTWEAR CO.

105-107 FRONT ST. EAST

TORONTO, ONT.

The Largest Makers of Spats and Gaiters in Canada

We desire to extend

Greetings

to all our Friends and Customers, and in wishing them a Merry Christmas and Prosperous New Year assure them of our co-operation in making nineteen-twenty a bright and happy year for all.

J. E. SAMSON, Reg.

20 Arago Street - QUEBEC, QUE.

CLARKE & CLARKE Limited

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

BRANCH WAREROOMS

252 Notre Dame St. W., Montreal

553 St. Valier Street, Quebec

RICHARD FRERES, Agent

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.

**Christmas Greetings
To All Our Friends**

JOHN McENTYRE, LIMITED

**LEATHER and SHOE GOODS
28 St. Alexander Street
MONTREAL**

PLANTS
Rubber Cement Factory
26 Gladstone Ave.

TANNERY
1704 Iberville St.

CHAS. E. ROY & CO.

(REG.)

DEALERS IN

New and Second-Hand Machinery

Leather and Shoe Findings

Let us know your requirements

We may have what you want

31 Colomb St. QUEBEC CITY

To the Shoe trade throughout Canada we extend cordial

Christmas greetings and best wishes for a Happy and Prosperous New Year.

A. A. COTE & SON LTD. Successors to

St. Hyacinthe Soft Sole Shoe Co., Limited

St. Hyacinthe, Quebec



YOU CAN BEAT COMPETITION AND GIVE FULL VALUE by using— **Surface Kid**

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.

GLAZED, DULL and GUN METAL

Made in **BLACK and COLORS**

GLAZED KID SHEEPSKIN CABRETTAS

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

for 1918; in upper leather the figures are \$1,981,426 for 1919 and \$233,671 for 1918.

In footwear the reports show an increase of about a million dollars in the two six months' periods, the figures being \$1,052,745 and \$151,202 respectively for 1919 and 1918.

OLD ARMY SHOES SELLING IN ENGLAND

Over half a million pairs of discarded army boots were offered for sale by the Disposal Board at the White City.

They included Canadian, Australian, German and Russian boots, high boots and gum boots in every stage of decay. Army gymnasium shoes and hospital slippers and leggings were also included.

The prices were generally low. Five shillings a pair was quite a high price, and was given for a pair of colonial boots, Grade five boots, the lowest, were sold in lots of 100 at a penny a pair, while grade four boots fetched 4d per pair for a lot of 20,000.

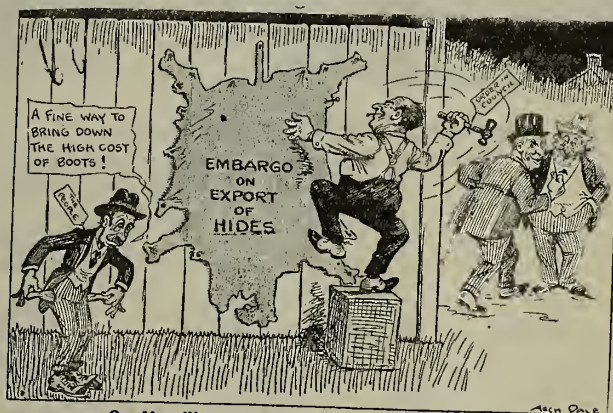
German boots fetched 6d. for grade four, and 2d. for grade five. A shilling was given for three pairs of German half-Wellington boots with wooden soles.

There were some interesting specimens prepared to show what could be done with old boots. "If you take a pair of even grade four boots, apparently not worth kicking," said an experienced bootmaker, "and wash them in warm water, then oil them, and last them, repair them, and last them again, you will be surprised to find what a strong pair of boots you can make."

BROGUES

Brogue styles are selling. Men and women are wearing them. Some wear woolen stockings with brogue oxfords. The brogue is an old style shoe, yet its present form is new. The brogue seems to have originated in Ireland centuries ago. It was made of deerskin, with the hair on. One style

of it was made knee high. The Irish shoe was copied by the Highlanders of Scotland. Some shoe men of to-day, who like



One More Way of Nailing the Farmer's Hide to the Fence
The way the Grain Growers' Guide sees the embargo

to be a bit different, sell Scotch brogue shoes, to be worn with Scotch heather stockings.

In the course of time the word "brogue" became "brogan," and brogan meant most any sort of a coarse shoe. A generation ago millions of brogans were made for workingmen. Yet very few are now produced.

Also, there is the word "brog," an old Anglo-Saxon word, which meant to prod with an awl. Many think this accounts for the perforations that are so thick on the brogues of to-day.

If the shoes were now called brogans, the familiar old name, they would have small chance of selling in the popular trade. But as brogues, a name with a peculiar twist, they captivate the fancy. So there is something besides leather and lasts in style, and that something is the name.

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.
Manufacturers of **CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS**
OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

W. H. Staynes & Smith,
CASH ADVANCED ON CONSIGNMENTS
Leicester, Eng.
Cable "HIDES" Leicester

HIDE and LEATHER FACTORS

and at Kettering, Northampton
Bristol, and Norwich.

Mention "Shoe and Leather Journal" when writing an advertiser



"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 HideMerchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

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USMC

The Management and Staff
of the

United Shoe Machinery Company
of Canada Limited

join in extending to you

Hearty Christmas Greetings

with the wish that the

New Year

may bring you Peace and Plenty

Montreal

Christmastide
Nineteen-Nineteen



May this Yuletide renew the spirit of goodwill
among all Canada's Shoemen. May it bring
to each of them much Joy, and may the New
Year bring a full realization of Happiness and
Successful Achievement

A. R. Clarke & Company
Limited

Toronto

Montreal and Quebec



